

National  
**STOP THE BLEED® Day**  
Toolkit



**Anyone can learn to STOP THE BLEED®**

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## Welcome to the National STOP THE BLEED® Day Toolkit!

We've designed this toolkit to provide people and organizations with tools to plan and promote National STOP THE BLEED® Day. Please feel free to contact us at [TheTeam@NationalStoptheBleedDay.org](mailto:TheTeam@NationalStoptheBleedDay.org) if you have any suggestions to make it more useful!

### What is National STOP THE BLEED® Day?

Every great cause needs a day for people and organizations supporting it to rally around. STOP THE BLEED® is one of the nation's largest public health campaigns (more on that below) and already has many terrific organizations and people supporting it in a variety of grass roots ways. National STOP THE BLEED® Day is designed to provide a platform for all of them to create awareness of the campaign and to engage new people and organizations to join the cause.

National STOP THE BLEED® Day is a campaign that starts now and peaks on May 21, 2020, the officially designated National STOP THE BLEED® Day. There are a number of activities and announcements planned for May 21, 2020 with some of them starting right away and building up to that day.

National STOP THE BLEED® Day is supported by the Department of Defense, the American College of Surgeons, the Department of Homeland Security and many other organizations across the country.

### What is STOP THE BLEED®?

STOP THE BLEED® is one of our nation's largest public health campaigns designed to encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. Its goal is to save lives by training people across the country how to stop traumatic bleeding.

### Why does this matter?

Uncontrolled bleeding is a major cause of preventable deaths. Approximately 40% of trauma-related deaths worldwide are due to bleeding or its consequences, establishing hemorrhage as the most common cause of preventable death in trauma.\*

### Sample Outreach Emails

#### Email 1

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**Subject Line:** Get Involved with National STOP THE BLEED® Day - May 21, 2020

I/We are reaching out to you to let you know about National STOP THE BLEED® Day, designed to promote the STOP THE BLEED® campaign.

STOP THE BLEED® is one of our nation's largest public health campaigns designed to encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. Its goal is to save lives by training people across the country how to stop traumatic bleeding.

You can visit [www.NationalStoptheBleedDay.org](http://www.NationalStoptheBleedDay.org) to find out how you can participate and to access training and other information.

#### Email 2

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**Subject Line:** What we are planning for National STOP THE BLEED® Day - May 21, 2020

We're excited to share that we are planning an (event type - training event, fundraiser, etc.) as part of National STOP THE BLEED® Day and we hope you will join us.

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Please contact us at \_\_\_\_\_ if you would like to be a part of our event.

Also, you can visit [www.NationalStoptheBleedDay.org](http://www.NationalStoptheBleedDay.org) to find out other ways to participate and to access training and other information. National STOP THE BLEED® Day is supported by the Department of Defense, the American College of Surgeons, the Department of Homeland Security and many other organizations across the country.

Email 3

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**Subject Line:** We've joined National STOP THE BLEED® Day - May 21, 2020

We're excited to announce that (person/organization name) has joined National STOP THE BLEED® Day as a partner/ambassador/supporter.

(Paragraph of what you plan to do)

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We hope you'll join us and get involved. You can visit [www.NationalStoptheBleedDay.org](http://www.NationalStoptheBleedDay.org) to find out other ways to participate and to access training and other information. National STOP THE BLEED® Day is supported by the Department of Defense, the American College of Surgeons, the Department of Homeland Security and many other organizations across the country.

Sample Press Releases

Press Release 1

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**Press release date**

**Headline: (Person/Organization) announces National STOP THE BLEED® Day Participation**

**Sub-headline: (person/organization) will (event/activity)**

*(Event/activity examples: Will conduct training, organize training event, kickoff its STOP THE BLEED® program)*

Every great cause needs a day for people and organizations supporting it to rally around. STOP THE BLEED® is one of the nation's largest public health campaigns and already has many terrific organizations and people supporting it in a variety of grass roots ways. National STOP THE BLEED® Day, May 21, 2020, is designed to provide a platform for all of them to create awareness of the campaign and to engage new people and organizations to join the cause.

Person/organization has joined National STOP THE BLEED® Day as a partner/supporter/ambassador and plans to (describe activity).

Visit [NationalStoptheBleedDay.org](https://NationalStoptheBleedDay.org) to find out what individuals and organizations can do to participate and to access training and other information. National STOP THE BLEED® Day is supported by the Department of Defense, the American College of Surgeons, the Department of Homeland Security and many other organizations across the country.

National STOP THE BLEED® Day takes place during National STOP THE BLEED® Month. Both support the STOP THE BLEED® campaign, designed to encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. Its goal is to save lives by training people across the country how to stop traumatic bleeding.