



STOP THE BLEED® Promotional Licensee Guide

V1.0



For more information please
call: 800-352-4110
email: info@stopthebleedcoalition.org
visit: stopthebleedcoalition.org



To access the STOP THE BLEED® Promotional Licensee Portal visit:
stopthebleedcoalition.org/promotional-licensee-portal



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Welcome

STOP THE BLEED® is a national campaign to encourage bystanders to become trained, equipped, and empowered to help in a bleeding emergency before professional help arrives. It is a public/private partnership led by the Department of Defense and many other stakeholders with a goal to train 200 Million people in the United States and many more around the world.

Stop the Bleed Coalition is a community of individuals and organizations who are passionate about the STOP THE BLEED® campaign. The Coalition's goal is to support the growth and impact of the STOP THE BLEED® campaign by providing access to information and services to the growing STOP THE BLEED® community as well as financial support to the STOP THE BLEED® Project. This includes the STOP THE BLEED® License Enhancement program. The Coalition streamlines the application process and provides support to organizations that are issued a license by the Department of Defense.

Congratulations on being approved for a STOP THE BLEED® Promotional License, issued by the Department of Defense! Stop the Bleed Coalition has developed a free set of tools and resources that will help you both engage your community about STOP THE BLEED® and leverage the resources you devote to the campaign.



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What's Next

Connect with us and we'll connect with you!

Be sure to tag **#stopthebleed** when you do!

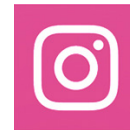
We share current news, program announcements and other relevant information via our social media accounts. Tag us with your news and we'll share it with the Coalition community! You'll find links to all of our social accounts on the portal page!



Follow



Follow



Follow

Start Using Your Tools and Resources

STEP ONE - check out the Promotional Licensee Portal page at stopthebleedcoalition.org/Promotional-licensee-portal to learn about the tools and resources available to you.

STEP TWO - show off your STOP THE BLEED® Promotional Licensee Badge!

Some ideas:

- In your Email signature line
- On your website
- In your social posts and on your social pages



STEP THREE - Set Up Your Virtual Background

STEP FOUR - share your news. Let your community know that you've been approved as a STOP THE BLEED® Promotional Licensee. In addition to the social media posts provided on the portal page, this guide provides sample email and press release announcements.

Questions? Contact the STOP THE BLEED® Team: info@stopthebleedcoalition.org

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The STOP THE BLEED® Project



PROJECT

The Coalition is a big proponent and supporter of the The STOP THE BLEED® Project and its many programs and we hope you will be, too! The Project is designed to create more awareness of the campaign, to provide ways Licensed organizations can engage their communities and to facilitate more training through its programs.

These include:

[The STOP THE BLEED® Scholarship Program](#)

[The STOP THE BLEED® Training Kit Grant Program](#)

[The STOP THE BLEED® Podcast](#)

[The STOP THE BLEED® Ambassador Program](#)

[The STOP THE BLEED® Trainathon](#)

These are great programs to share with your community.



We recommend that you have at least one person in your organization apply to become a STOP THE BLEED® Ambassador to access additional tools and resources. [They can apply here.](#)

We also encourage you to check out the STOP THE BLEED® Trainathon, which takes place each May (National STOP THE BLEED® Month) and participate by conducting training classes during the month.



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Sample Outreach Email

Subject Line: STOP THE BLEED® Promotional License - We're Approved!

The STOP THE BLEED® campaign is aimed at directly saving lives—through efforts to increase public awareness and encourage people and organizations across the United States and around the world to get trained with life-saving bleeding control techniques so they can be ready to take action and stop everyday instances of life-threatening bleeding in their homes and communities. It is estimated that more than 30,000 lives could be saved each year if more people had this basic, straightforward, but vital training.

Key to the campaign's success are organizations licensed by the US Department of Defense to teach the public bleeding control techniques. In order to be considered for a Promotional License, organizations must apply by listing their qualifications and how they are able to share information about the campaign.

We're proud that we qualified and look forward to participating in the campaign by teaching our community how to STOP THE BLEED®.

STOP THE BLEED® is a public health initiative with support across public and private sector organizations and individuals committed to saving lives. We're excited to be part of the growing public/private partnership fueling the campaign.

**United States Department of Defense
United States Department of Homeland Security
NCDMPH Uniformed Services University
Stop the Bleed Coalition
The American Red Cross
American College of Surgeons**

Visit stopthebleedcoalition.org to learn more about the STOP THE BLEED®.



Sample Press Release

For immediate release:

HEADLINE: **[ABC Organization] joins the STOP THE BLEED® campaign**

Sub headline: **Secures STOP THE BLEED® Promotional License issued by US Department of Defense**

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Key to the campaign’s success are organizations licensed by the Department of Defense to promote awareness of the campaign and why it’s important for people to learn how to STOP THE BLEED®. In order to be considered for a Promotional License, organizations must apply by listing their qualifications and how they are able to share information about the campaign. [ABC organization] was recently approved by the DoD and plans to start engaging their community about the campaign right away.

“ABC organization quote.”

The [ABC organization] also joined the The Stop The Bleed Coalition (“Coalition”), a national non-profit organization designed to support and scale the STOP THE BLEED® campaign. It provides a set of tools and resources to assist the Licensees in their STOP THE BLEED® efforts.

The Coalition has been supporting the campaign since its 2016 and has grown to over 10,000 members. Membership is free and is open to individuals and organizations interested in participating in the campaign. The Coalition recently launched a new website, www.StopTheBleedCoalition.org, and a new set of programs and tools, including the STOP THE BLEED® Club program, to provide everything individuals and organizations need to get involved in the campaign - a one stop shop approach - that includes Department of Defense (“DoD”) approved training and equipment information, up to date campaign news, and access to a number of programs and services.

As a major sponsor of the STOP THE BLEED® Project, the new website also provides access to STOP THE BLEED® Scholarship, Grant and Ambassador programs.

The campaign launched in the United States in 2015 as a White House initiative and quickly outgrew its grassroots growth strategy, resulting in the need for a centralized source of reliable information and services. The Coalition’s new website, services and programs, including the STOP THE BLEED® Club program, represent a big step in that direction. It will serve those both inside and outside the United States as the campaign has expanded to over 100 countries around the world since inception.

STOP THE BLEED® is a public health initiative with support across public and private sector organizations and individuals committed to saving lives. [ABC organization] joins the growing public/private partnership fueling the campaign.

**United States Department of Defense
United States Department of Homeland Security
NCDMPH Uniformed Services University
Stop the Bleed Coalition
The American Red Cross
American College of Surgeons**

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