



PROJECT



STOP THE BLEED® Ambassador Toolkit

V 2.0



For more information please
email: ambassadors@stopthebleedproject.org
visit: stopthebleedproject.org





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Welcome

STOP THE BLEED® is a 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. That's millions of mothers, fathers, brothers, sisters, students, teachers, colleagues, friends, nurses, first responders, doctors, veterans, grandmothers and many others - basically, it's everyone. We want people ready to STOP THE BLEED® and we want organizations to be ready, too - schools, faith based organizations, companies and many others.

Congratulations on being approved as a STOP THE BLEED® Ambassador! You're joining a fast growing group of people who are passionate about STOP THE BLEED® a group that now includes individuals from more than 60 countries around the world!

The STOP THE BLEED® Ambassador program is sponsored by the STOP THE BLEED® Project and provides you access to a set of tools and resources that can help you create more interest in STOP THE BLEED® in your community. Please use this guide to get started and feel free to reach out to us at any time!



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You're a STOP THE BLEED® Ambassador

What is Your Role as a STOP THE BLEED® Ambassador?

Pretty simple. Engage your community so they learn about STOP THE BLEED®. Create awareness of what STOP THE BLEED® is and why it makes sense. We know from experience that when people and organizations find out about it, they want to take action.

This toolkit provides you with the ideas and tools you'll need to get your community interested and excited about STOP THE BLEED®.

In addition, we'll also send you special STOP THE BLEED® updates from time to time to share with your community and we'll let you know when there are special events or opportunities.

What are the STOP THE BLEED® Ambassador Perks?

We also want you to enjoy the benefits of being a STOP THE BLEED® Ambassador. Besides knowing that you are an important part of one of the nation's largest public health campaigns, here are the other benefits of being part of something big!



You'll be designated as a
STOP THE BLEED®
Ambassador



Early access to important
STOP THE BLEED®
information



Connect with fellow
Ambassadors and share
ideas



Get special
STOP THE BLEED® kit and
merchandise discounts



Special recognition
opportunities for
Ambassadors



Association with
well recognized
organizations supporting
STOP THE BLEED®



What's Next

Connect with us and we'll connect with you!

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

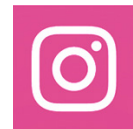
The STOP THE BLEED® Project is an ongoing effort to raise awareness about the importance of STOP THE BLEED® through a variety of programs, several of which capstone on STOP THE BLEED® Day. We look for Ambassadors to create awareness of STOP THE BLEED® in a variety of ways, including by sharing information about the STOP THE BLEED® Project and its many programs. Make a note that this year, STOP THE BLEED® Day is May 19th, 2022.



Follow



Follow



Follow

Start Using Your Tools and Resources

STEP ONE - check out the STOP THE BLEED® Ambassador Portal page at stopthebleedproject.org/ambassador-portal to learn about the tools and resources available to you.

STEP TWO - show off your STOP THE BLEED® Ambassador 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're an approved STOP THE BLEED® Ambassador. In addition to the social media posts provided on the portal page, this guide provides sample email announcements.

Questions? Contact the STOP THE BLEED® Team: theteam@stopthebleedproject.org

To access the STOP THE BLEED® Ambassador Portal visit:
stopthebleedproject.org/ambassador-portal/



The STOP THE BLEED® Project



We hope you will be a big proponent and supporter of the STOP THE BLEED® Project and its many programs. The Project is designed to create more awareness of the campaign through the programs it sponsors.

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](#)
[Raise Your Hand for STOP THE BLEED® Campaign](#)

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 (STOP THE BLEED® Month) and participate by conducting training classes during the month.



The 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 fast growing STOP THE BLEED® community as well as financially support to the STOP THE BLEED® Project.

It is the only non-profit organization whose sole mission is to support the STOP THE BLEED® campaign.

As an approved Ambassador you are automatically a member of the Coalition!

[Visit the Coalition website to learn more.](#)



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The Facts

The Facts About Traumatic Bleeding

**Traumatic injury is
the leading cause of
death for people
below age 46**

80% of victims in a
mass casualty event
are transported to the
hospital by **members
of the public**

*Death due to traumatic
bleeding can occur in
less than
5 MINUTES*

**STOP THE BLEED®
TRAINING
takes less than
1 HOUR**

**35% of pre-hospital
deaths are due to
BLOOD LOSS**

**Emergency response
times average
7 MINUTES
in the US**



Social Media Messages



#STOPTHEBLEED Ambassadors are working hard to spread the word about how easy it is to learn to save a life. Join us! nationalstopthebleeday.org.

Honored to be a #STOPTHEBLEED Ambassador. Anyone can learn to save a life! Check out stopthebleedproject.org to find out how.

Join the #STOPTHEBLEED campaign. In under one hour, you can learn to save the life of a friend, a family member, a colleague or someone you don't know! Visit stopthebleedproject.org to find out more.

I just became a STOP THE BLEED® Ambassador and you can become one, too! If you are passionate about helping others and want to be part of this public health initiative so that more lives can be saved, visit this page and apply!

Honored to be a #STOPTHEBLEED Ambassador. Check out stopthebleedproject.org to find out how to #GetTrained and #GetKits so you can save a life.

Join the #STOPTHEBLEED campaign. Learn more about the STOP THE BLEED® Kits so you can save the life of a friend, a family member, a colleague if tragedy strikes. Visit stopthebleedproject.org to find out more.

Thrilled to be a #STOPTHEBLEED Ambassador. Please visit stopthebleedproject.org to find out all the ways you can be part of one of the biggest public health campaigns in the US.

Are you passionate about #STOPTHEBLEED? Find out how you can join me as a #STOPTHEBLEED Ambassador. Visit stopthebleedproject.org

Lots of ways to be part of #STOPTHEBLEED. Visit stopthebleedproject.org to find out how.



Sample Outreach Email

Use the following email template for your STOP THE BLEED® outreach.

Email Template

Subject Line: Check out the STOP THE BLEED® Project!

I'm reaching out to you to let you know about the STOP THE BLEED® Project, an ongoing effort to heighten public awareness about the importance of STOP THE BLEED®, and to call your attention to the many programs and this year's STOP THE BLEED® Day, May 19, 2022.

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 help arrives. Its goal is to save lives by training people how to stop traumatic bleeding.

I've become a STOP THE BLEED® Ambassador because I'm passionate about getting people and organizations trained and equipped to act in the case of a bleeding emergency. If you have that type of passion, I hope you would consider becoming an Ambassador, too. There's no cost, some great perks and you'll join a great group of people who are part of this terrific campaign.

The STOP THE BLEED® Project is an ongoing effort to heighten public awareness about the importance of STOP THE BLEED®. It is supported by the US Department of Defense, the American College of Surgeons, the Stop the Bleed Coalition, the American Red Cross, the American College of Emergency Physicians and many other private and public sector organizations across the country.

Please visit StoptheBleedProject.org for more information. Check out the Scholarship and Grant opportunities on the site. And if you're interested in becoming an Ambassador like me, you can apply at the site.