

THE REAL WARRIORS CAMPAIGN is a multimedia public awareness campaign designed to encourage help-seeking behavior among service members, veterans and military families coping with invisible wounds. Launched by the Defense Centers of Excellence (DCoE) in 2009, the campaign is an integral part of the Defense Department's overall effort to encourage warriors and their families to seek appropriate care and support for psychological health concerns.

The Power of Partnership

The Real Warriors Campaign invites organizations and programs that share the campaign's mission of supporting the psychological health of service members, military families and veterans to join our Partnership Network.

Partnership Requests

Partners are asked to support the Real Warriors Campaign through a variety of activities, including:

- Linking to the Real Warriors Campaign Web site on the partner Web site.
- Publishing a news brief or article about the campaign, incorporating campaign content and ready-to-publish copy.
- Featuring Real Warriors Campaign updates in an e-blast, e-newsletter and/or blog to stakeholders and partners — and encouraging them to forward the news.
- Displaying Real Warriors posters and distributing hard copy and Web versions of campaign materials to offices and clinics.
- Incorporating Real Warriors Campaign videos and resources into webinars, trainings and presentations.

How to Become a Partner

For more information or if your organization is interested in joining the campaign's Partnership Network, e-mail partners@realwarriors.net or visit the Partner page at www.realwarriors.net/partner.

Benefits of Partnership

The campaign provides materials and information to help partners with quick, easy and inexpensive outreach, such as:

- Logo, link and organization to be featured in the "Partner Spotlight" on the Real Warriors Campaign Web site.
- Logo and link included in Partner Listings on realwarriors.net/partner.
- Sharable social media content for MHS monthly observances and themes.
- Collateral materials for distribution to members and stakeholders to create awareness about tools and resources for supporting psychological health.
- The opportunity to participate and present in quarterly Real Warriors Campaign partner calls, collaborative forums to discuss relevant health themes and partnership initiatives within DCoE and partner organizations.
- Ready-to-print copy about campaign topics for newsletter/publication content.
- Quarterly e-newsletter featuring partner highlights and campaign updates.
- Invitations to participate in DCoE monthly webinars, focused on timely psychological health issues within the military.

Disclaimers: Partners and affiliates are not-for-profit organizations who support the mission of the Real Warriors Campaign. The appearance of organizations does not constitute endorsement by the United States Department of Defense of the organizations, linked Web sites, or the information, products or services contained therein. All partnership agreements are informal and do not involve any financial support. The Real Warriors Campaign reserves the right to refuse any partnership/affiliate request that is not deemed appropriate or to terminate any partner relationship at any point.