

Communications toolkit for new members



Welcome!

Thank you for becoming a member of the National Safety Council and for your ongoing commitment to safety. You're now part of a century-long mission to enable people to live their fullest lives, free from preventable death and injury.

If membership is your first connection with NSC, we hope you'll consider getting involved with us in other ways as well. As a member, you will be able to address emerging workplace threats, create solutions for the safety challenges ahead and spread a culture of safety throughout your entire workforce. You will find additional opportunities to engage with us within this toolkit.

This document includes everything you need to share your recent NSC membership with your stakeholders, employees and community, including a sample press release, blog and social media posts and the official guidelines for use of the included National Safety Council member logo.

Together, we can make people safer from the workplace to anyplace.

NSC is here for you. Today. Tomorrow. Always.



Lorraine M. Martin
President and Chief Executive Officer
National Safety Council

About the National Safety Council

The National Safety Council is America's leading nonprofit safety advocate – and has been for over 100 years. As a mission-based organization, we focus on eliminating the leading causes of preventable death so people can live their fullest lives. We focus our efforts where we can make the greatest impact: workplace, roadway and impairment.

NSC starts at work – where people put everyday strategies in place to solve problems. We give companies resources workers can actually use around risks they are actually facing, or will be. We create a culture of safety to not only make people safer at work but also because it has the potential to make people safer beyond the workplace. Research shows safer workplaces save money and increase productivity, but more importantly, they create a mindset that values safety.

NSC has a long history of convening with its unparalleled network of safety leaders to make people's lives safer on and off the job. We tap the expertise, talent and passion of our network to develop research and ready-to-use toolkits to help companies tackle important issues affecting their workers. Every one of our employees, member organizations and strategic partners have one thing in common: a commitment to enable people to live their fullest lives.

NSC uses research and data to drive better, smarter, more personal safety programs. From perception surveys and assessments to tracking the trends, we use our insight to create real, usable, experiential education, training and tools to mitigate risk. We also engage government across national and local levels to advocate for awareness and drive policies that create a culture of safety.

In addition to offering best-in-class workplace safety training, both in-person and online, we spearhead Work to Zero to leverage technology to make workplace deaths a thing of the past. Thousands of companies – Fortune 100 corporations, small businesses, nonprofits and community service agencies – rely on NSC to educate their employees to keep themselves and others safe, from the workplace to anyplace. We train 500,000 First Aid responders every year. Plus, members find a wealth of resources from NSC to help them solve their unique safety challenges – from perception surveys to assessments and the personal support of our staff.



From a roadway standpoint, we lead the Road to Zero Coalition to eliminate traffic fatalities by 2050 as well as a number of initiatives to make the roads safer for you and your loved ones. Our Check to Protect coalition has led to the resolution of countless safety recalls on vehicles nationwide, reducing risks to drivers. For more than 20 years, NSC has managed the National Child Passenger Safety Board, helping certify more than 165,000 technicians to ensure children are secured safely on every ride.

NSC also offers best-in-class driver training, both in-person and online, training more than 75 million drivers in all 50 states and around the world.

And NSC sponsors Distracted Driving Awareness Month each year to educate drivers about the importance of attentive driving. In 2009, NSC became the first organization to call for a complete ban on all cell phone use for all drivers. Since then, and thanks to our advocacy efforts, 48 states plus the District of Columbia have enacted texting bans for all drivers, and 21 states plus the District of Columbia have passed legislation making it illegal to use a handheld cell phone for all drivers.

We ensure people are ready to work and drive safely by identifying and mitigating the leading causes of impairment. We define impairment as the inability to function normally or safely as a result of a number of factors – from chemical substances, like alcohol, opioids, cannabis, to physical factors, like fatigue as well as social factors and mental health wellbeing.

As a 501c3 nonprofit, chartered by Congress, with local Chapters, global networks and more than 50,000 members, NSC relies on philanthropic funds to advance our mission to keep people safe from the workplace to anyplace.

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Promote your National Safety Council membership

Every three minutes, someone in the United States dies from something preventable, like a car crash, poisoning or fall. For over 100 years, the National Safety Council has been the nation's leading nonprofit safety advocate, helping make workplaces nearly 10 times safer.

Our mission is to eliminate the leading causes of preventable death and injury, focusing our efforts on the workplace, roadway and impairment. Every one of our members, whether they're leading a global organization or a small- to mid-size organization, has one thing in common: a commitment to making their people's lives safer on and off the job.

This toolkit will help you tell your story, share news of your NSC membership and commitment to creating a culture of safety, and post online about the work you or your organization are doing to increase safety. With these resources, you can:

- **Post a blog:** This toolkit includes a guide to help you write a blog post about your membership, which you can share on your website and over social media
- **Distribute a press release:** Included in this toolkit is a sample press release you can use to increase the coverage of your membership and share the news with your local or national press
- **Share social media posts:** This kit also includes stock Facebook, LinkedIn, Instagram and Twitter posts to help you easily share news of your membership on social media
- **Use the NSC member logo on social media or on your website:**
The NSC member logo can be paired with the news of your membership to show your connection to NSC and increase awareness of your achievement – be sure to follow the included guidelines when using the logo
- **Use a quote from NSC:** This toolkit also includes an approved quote from **Kristin Witters, director of membership at the National Safety Council**, which can be used to promote your membership within blog posts and press releases

Write a blog post

A blog post – whether it appears on an industry platform, on your organization’s website or on a partner organization’s blog – is an opportunity for you to pull back the curtain and share more about your organization’s commitment to safety, your own safety accomplishments and your recent National Safety Council membership.

A blog post offers your organization several advantages. You can:

- **Share your organization’s success with a fresh audience, doing so in a unique voice**
- **Have editorial control over the story you are telling**
- **Share with others the lessons learned during the journey to safety excellence**
- **Reassert your commitment to the safety of your workforce, customers and community**

One possible outline for a blog post:

- **Announce your membership:** Open the post by sharing information about why your organization opted to become a National Safety Council member and the value it brings to your company
- **Explain the safety challenges facing your organization:** Provide an example of an issue that may have brought safety to the top of your organization’s list of priorities
- **Describe the solution or approach:** Explain how you went about finding the change or solutions to address this challenge
- **Bring out the advancements made:** Talk about your results – reduced injuries, increased productivity, dollars saved – summarize the changes made and the lessons learned
- **Address the future direction:** What do you hope to get from being a member of the National Safety Council and how has membership already helped you?

Share your blog on social media and tag the National Safety Council so we can help amplify your message. You can find social media details on [page 11](#).

Distribute a press release

Distributing a press release detailing the news of your membership can help spread awareness of your commitment to the safety of your workforce and surrounding community. Below is a sample press release which can be filled in with the details of your organization, then shared with your company's public relations team, shared on your company website or distributed to local outlets. Be sure to include information for how readers can get in contact with you or learn more about your work.

For immediate release

Media Contact Name

Month XX, 2020

Phone

Contact: Insert

Insert title:

Phone Insert

Insert name of organization Shows Commitment to Safety by Becoming a Member of the National Safety Council

Itasca, IL – On **insert date**, the **insert organization name** became a member of the National Safety Council, underscoring the company's commitment to the safety of its employees from the workplace to anyplace. The **insert organization name** shares the [National Safety Council](#) mission to eliminate the leading causes of preventable death and injury, focusing on the roadway, emerging issues and the workplace, where fatalities are on the rise.

Insert brief description of why the organization decided to join NSC

Insert quote from organization leader

For more than a century, the National Safety Council has provided member companies with access to best-in-class workplace safety training, products and resources. The NSC Congress & Expo is the world's largest annual gathering of safety professionals, where attendees have access to hundreds of professional development sessions and get an inside look at the latest safety products, trends, innovations and research. Membership benefits also include discounts on safety training, access to the NSC Library and information services, annual subscriptions to *Safety+Health* magazine, exclusive webinars and eligibility for Occupational Excellence achievement awards.

Insert quote from Kristin Witters (See page 13)

Visit nsc.org/membership for additional information.

About the National Safety Council

The National Safety Council is America's leading nonprofit safety advocate – and has been for over 100 years. As a mission-based organization, we work to eliminate the leading causes of preventable death and injury, focusing our efforts on the workplace, roadway and impairment. We create a culture of safety to not only keep people safer at work, but also beyond the workplace so they can live their fullest lives.

Insert organization boilerplate here

Connect with NSC:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

Share on social media

Instructions:

- 1) You may use these post suggestions, or simply use them as inspiration to create your own posts
- 2) Include the #KeepEachOtherSafe hashtag so we're all part of the same social conversation
- 3) **IMPORTANT:** Be sure to type out and select '@National Safety Council' in Facebook and LinkedIn posts for proper tagging. You can also connect with the National Safety Council through our social media pages:

[a. Facebook](#)

[b. Twitter](#)

[c. LinkedIn](#)

[d. Instagram](#)

Questions? Contact membershipinfo@nsc.org

Facebook

We are proud to announce we have recently become @National Safety Council members. Every employee deserves a safe workplace. We look forward to creating a culture of safety at work and beyond with NSC. nsc.org

Twitter

We are proud to announce we have become @NSCsafety members. Every employee deserves a safe workplace. We look forward to creating a culture of safety at work and beyond with NSC.

LinkedIn

We are proud to announce we have recently become @National Safety Council members. Every employee deserves a safe workplace. We look forward to creating a culture of safety at work and beyond with NSC. nsc.org

Instagram

We are proud to announce we have become @Nationalsafetycouncil members. Every employee deserves a safe workplace. We look forward to creating a culture of safety at work and beyond with NSC.

NSC member logo usage policy

Thank you for using the “Member” version of the National Safety Council logo (“Member Logo”) to display your NSC membership. We encourage you to place it on your website, stationary, annual report and any other public facing space where you wish to show your commitment to safety.

It is important NSC members adhere to the specific guidelines for use of the NSC logo. These guidelines must be followed to protect and preserve our trademark.

For your use is a downloadable .jpg or high resolution .eps version of the Member Logo (color and black & white), available at nsc.org/membership

If you have any questions about logo usage or these guidelines, please contact logo@nsc.org.

- 1. The National Safety Council is a nonprofit corporation chartered by Congress of the United States, Public Law 259, 83rd Congress, First Session, 36 U.S. Code 461, 67 Stat. 569.**
- 2. NSC has adopted as its official trademark, and has registered the marks NATIONAL SAFETY COUNCIL and GREEN CROSS FOR SAFETY, the NATIONAL SAFETY COUNCIL GREEN CROSS Symbol Logo and other symbols included in its official trademark.**
- 3. The basic NSC policy, originally adopted by the Board of Directors in 1957, states that its trademarks, emblems, seals and badges may NOT be used, under any circumstances, without its approval and authorization.**
- 4. The Member Logo may be used ONLY by current NSC members.**
- 5. The Member Logo should never be altered or displayed in any way other than as permitted by this Agreement. The Member Logo may not be combined with any marks and/or logos of the member or any other party, or with any other artwork, design elements or text.**

6. The Member Logo may NOT be used in such a manner, directly or indirectly, leading the public to believe:
 - a. that the NSC is the origin or source, or approves the origin or source, of the goods, products or services manufactured, distributed or provided by the member or others;
 - b. that the NSC endorses, authorizes or approves the nature, quality or use of, or claims made for, the goods, products or services manufactured, distributed or provided by the member or others, or any textual matter or other content or materials with which the trademark is associated by the member or others, unless specific prior written authorization for such purpose has been obtained from the NSC.
7. You acknowledge that NSC is the sole and exclusive owner of all right, title and interest in and to the Member Logo. You agree that you will do nothing inconsistent with NSC ownership of, or rights in, the Member Logo, and that all use of the Member Logo by you, including all goodwill related thereto, shall inure to the benefit of, and be on behalf of, NSC.
8. The use of the trademark shall be subject at all times to revocation and withdrawal by the NSC when, in its sole and exclusive determination and judgment, the continued use would not be in the best interests of the NSC or the user has violated or is in breach of the terms of this Agreement.

By accepting this license agreement, you understand and agree to the terms outlined above. You also understand that if you are no longer a member of the National Safety Council, you must cease use of the Member logo.

NSC approved quote

“National Safety Council members share an unwavering commitment to making people’s lives safer on and off the job. We are proud to count **[insert organization]** among our membership and look forward to working alongside them to save lives, from the workplace to anyplace.”

- Kristin Witters, Director, Membership, National Safety Council

Helpful Contacts

Membership

membershipinfo@nsc.org

Media/Communications

Media@nsc.org

Social Media

socialmedia@nsc.org

Logo Use/Branding

logo@nsc.org