

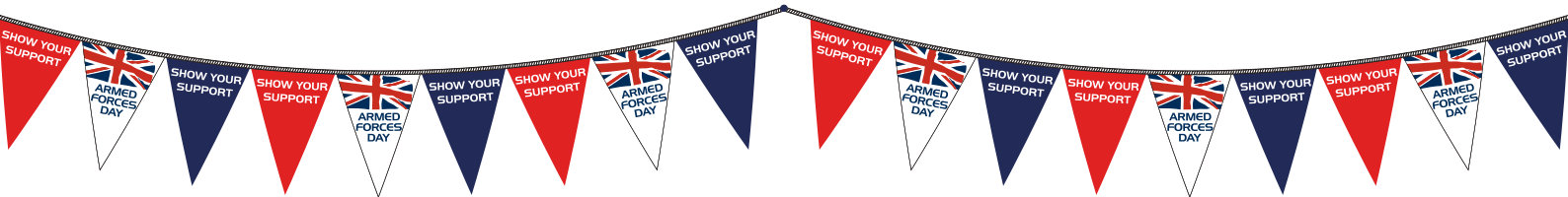


I'm supporting

ARMED FORCES DAY

armedforcesday.org.uk

Toolkit



Introduction

Whether you are looking for opportunities of how you can support and raise the profile of Armed Forces Day, organise and promote a celebration of your own, or simply join in the fun at an event near you, this toolkit is for you!

The Armed Forces Day toolkit is a guide to how you can practically show your support for Armed Forces Day and how you can publicise your events to local media.

Armed Forces Day campaign messages and a draft press release have been included to help you get started on promoting your event. Information and links are also available on how to organise a street party or similar small event, and where to find your local military unit. We hope you find this information useful when planning your day!

This document contains the following information:

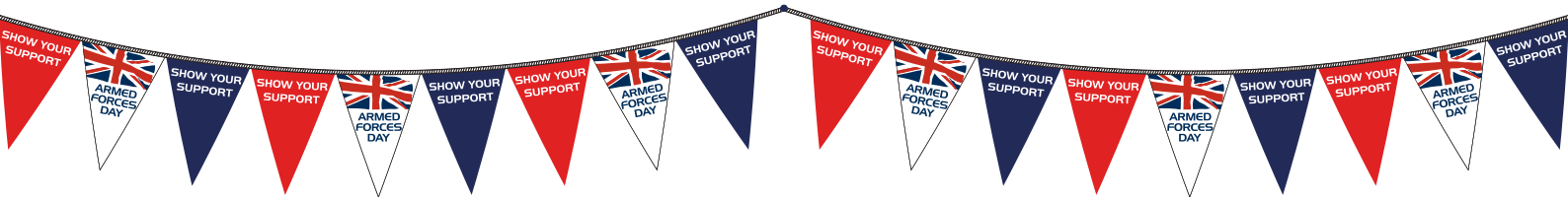
Ways You Can Support

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Ways You Can Support

There are many ways that you or your organisation can support Armed Forces Day:

- **Attend an Armed Forces Day event.** Across the UK Local Authorities and smaller organisations are holding a variety of fun events somewhere near you. The Armed Forces Day website holds a complete list of these events, which include timings and who to contact. Please visit our events page, <https://www.armedforcesday.org.uk/find-events/> where you will find a convenient interactive map showing where all the events will take place.



- **Fly a Flag For the Armed Forces.** On Monday 23 June we are asking all Local Authorities and major institutions across the UK to raise the Armed Forces Day flag and keep it flying for one week. You too can join in and fly your own Armed Forces Day flag, which can be ordered from Zephyr Flags. Zephyr also stock party packs, including bunting, hand-wavers, and banners. Information on how to order all these items can be found on the [Zephyr Flags website](#).
- **Armed Forces Day merchandising.** You can show your support for Armed Forces Day with a variety of fun branded clothing and other materials, such as caps, gym bags, aprons and mugs. These can be found on the Armed Forces merchandise page, www.cafepress.co.uk/ArmedForcesDay.
- **Organise an Armed Forces Day event yourself.** Details on how you can hold your event can be found in this toolkit, and on this helpful page on our website: <https://www.armedforcesday.org.uk/get-involved/organise-your-own-event/>
- **Using our Armed Forces Day promotional advert.** The Armed Forces team has created an advertisement for the day, available in radio formats. The promotional advert is free for anyone to use, and can be downloaded here: <https://www.armedforcesday.org.uk/get-involved/events-toolkits-resources/watch-listen/>. Why not put this on at your event, on your organisation website or Facebook page to Show Your Support?

- **Use Armed Forces Day Social Media:**

- The **Armed Forces Day Facebook page** currently has over a million followers, and posts made on the page receive a considerable response from our supporters. Posting links and announcements on our page about your public event will help maximise publicity, as well as loading up any photos or videos of your events after Armed Forces Day. www.facebook.com/armedforcesday/
- The **Armed Forces Day Twitter account** has thousands of followers, and is growing steadily. You can use your own Twitter account to support us and re-tweet our announcements to your followers. <https://twitter.com/armedforcesday/>
- **Using your own online communications.** You can use your organisation's website, Facebook and Twitter pages to post updates on how you are supporting Armed Forces Day, or news and features from the Armed Forces Day online presence.
- **Further information** is in this toolkit, including campaign messages, event organising tools and a list of helpful links.



Armed Forces Day Campaign Objectives

Campaign messages are a useful way of focussing your ideas on how you will support Armed Forces Day.

Below are the Armed Forces Day campaign objectives, together with some key messages on why the Armed Forces family needs your support on Armed Forces Day.

With Armed Forces Day, the aim is to:

- Raise awareness of the role of the Royal Navy, the Army, the Royal Air Force, Reservists, veterans, cadets and the wider Armed Forces family in society.
- Provide members of the public – including Local Authorities and businesses – with the means to actively engage in a celebration on Armed Forces Day.
- Cement Armed Forces Day in the public consciousness as the lead action-oriented day to honour and celebrate the work of the Armed Forces.

The following key messages should be used:

- This is a national occasion for the public to show their support for the Armed Forces for the outstanding work they do for our nation.
- Armed Forces personnel are deployed around the world, often in dangerous and difficult conditions. They are helping other nations' humanitarian and peacekeeping efforts as well as protecting the UK. Your support for them and their families is vital.
- The Armed Forces community is diverse and includes Reservists, veterans, cadets and Service families. Anyone who has previously served is deemed a veteran regardless of age, and are a valued part of our society.
- British businesses and the public are recognising the sacrifices made by the AF community by helping them cope with life in the Services – as promised in the AF Covenant.



Publicising Your Event

If you are approaching media to cover your event, or are providing copy or a photo story afterwards for a publication, the following points should be considered:

What Makes a Good Story?

News is people - whatever your story it must have impact in human terms.

Both conflict and celebrity sells.

The pub test. Is this something you would tell a friend or colleague in the galley or at the pub? Is it interesting enough to pass on? If so, it is probably a potential story so make people aware of it.

What is your angle? How can you describe your story clearly and concisely in only a few words? If you're holding an event, is something unique happening? Make sure you highlight the really interesting points.

Avoid jargon in anything you write, and remember that 'military speak' can seem like a foreign language to a lot of people.

Write clearly and concisely - the average reading age of the British public is that of a nine-year old. If in doubt, have a look at the style of your local newspaper and adapt your style to suit.

Include who, what, why, where, when and how if you are writing a press release.

Make sure you include a 'call to action'. Are you seeking to raise awareness about your campaign or event? Are you looking for support from local businesses or others in the community? This is your opportunity to get publicity for whatever you need.

Include the name and contact details (telephone and email) of someone from your event organising committee who is happy to take media enquiries and will be readily available.

Strong imagery and video will make your story much more marketable, so make sure there's someone taking high resolution images of whatever you're writing about that can be used in publications.

If you are approaching media to cover your event, make the initial approach around seven days beforehand, informing them of what's happening and when, and any opportunities available to them. You should follow this up with a phone call around 24hrs before the event to see if they will be sending a representative, and make sure you have someone on hand to look after them on the day.

What Makes a Good PR picture?

Getting the right photography to illustrate a PR story is immensely important. There are certain steps the photographer can take to ensure that the success rate is sufficiently high.

A PR picture must convey all the elements of the event in one frame if possible, therefore composition is paramount. To get those elements together in the first place, the photographer should always be fully briefed and as much assistance afforded to him or her as possible to achieve the desired impact.

The intended market for the picture can also dictate the style of photography used. A rule of thumb should be to photograph a variety of different shots and poses on different focal length lenses, such that the majority of publishers are catered for. People and props should be arranged so that there is minimal wasted space and the viewer's eye is not bombarded with sprawling detail – keeping it simple is the most effective form of communicating your message.

Pay close attention to the background and ensure that it is not distracting (nor that telegraph poles are growing out of people's heads!).

The image should be evenly lit. So use camera flash every time, even more so in sunny weather to fill in the shadows cast across smiling faces.

Strong emphasis should be put on the key element(s) within the story. If the key element is an inanimate object then that should be photographed in its particular environment if possible and isolated within at least one picture.

If the focus is on people then avoid large groups where faces disappear into single pixels at distance. Look to gain height wherever possible to give a different viewpoint. Of equal importance is that people within the picture are smiling and clearly happy in support of the PR event. The personality of the photographer has a large influence on this!

Always ensure that the full names and relevance to the story of those appearing in the pictures are annotated along with a brief resume of the story.

In summary, if the picture contains all the correct elements of the message to be communicated and is composed in a simple non-distracting way, that is pleasing for the viewer, then the chances of it being printed are very much increased.



Sample Press Release

The Headline

A local celebration to show appreciation of the work of the Armed Forces was held in [insert town] today, and featured [short detail here about what happened at the event].

It was held as part of Armed Forces Day, the annual national campaign that gives everyone the opportunity to show their support for the men and women of the Armed Forces past and present, including currently serving troops, Service families, Reservists, veterans and cadets.

Similar events have been taking place across the UK, enabling people to come out and show their support, and giving a much-valued morale boost for Armed Forces personnel and their families. This year's national event took place in Cleethorpes.

XXXXXX, event organiser, said: "[insert quote here]."

During the celebrations in [insert town], there was [insert more details of the event here]

[quote from local dignitary here – insert name, full title and quote]

XXXX, XXXXXX, said: "[insert quote]."

The UK Armed Forces defend the country and its interests. Every day of the year they are busy working around the world, promoting peace, delivering aid, tackling drug smugglers and providing security and fighting terrorism.

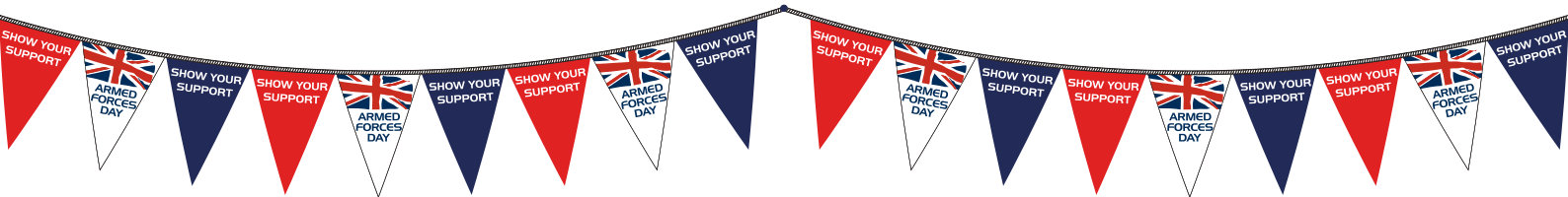
Notes to Editors:

For further information, contact [your contact details here – name, phone number and email address].

Further information on Armed Forces Day, including a full list of events, can be found on the dedicated website www.armedforcesday.org.uk

This year, Armed Forces Day is held on Saturday 25 June 2016.

The National Event celebrating Armed Forces Day is being held in Cleethorpes. For more details, please visit the Armed Forces Day website.



Useful Links and Resources

Resources

- Download the Armed Forces Day logo - <https://www.armedforcesday.org.uk/get-involved/events-toolkits-resources/logos-posters/>
- Download an Armed Forces email signature to use around the campaign - <https://www.armedforcesday.org.uk/get-involved/events-toolkits-resources/toolkits/>
- Download free Armed Forces Day posters - <https://www.armedforcesday.org.uk/get-involved/events-toolkits-resources/>
- Download free Armed Forces Day images to use on materials for Armed Forces Day - <https://www.armedforcesday.org.uk/get-involved/events-toolkits-resources/official-imagery/>

Links

The Armed Forces Day website – www.armedforcesday.org.uk

Armed Forces Day Facebook page – www.facebook.com/armedforcesday/

Armed Forces Day Twitter page – <https://twitter.com/armedforcesday/>

Involve your local Unit

If you would like to involve your local Navy, Army or Air Force Unit in your Armed Forces Day event, the best way is to contact them directly. Contact details can be found on the three Armed Forces websites, contained in their relevant pages:

Royal Navy:

<http://www.royalnavy.mod.uk/The-Fleet/Naval-Bases>

The Army:

www.army.mod.uk/structure/122.aspx

The Royal Air Force:

www.raf.mod.uk/organisation/stations.cfm

Organising your event

The gov.uk website has detailed information on how to organise a street party or small fete, including details on how to contact your Local Authority:

www.gov.uk/organise-street-party