



armedforcesday.org.uk

Armed Forces Day

2021

Virtual Event Toolkit

A guide to supporting
Armed Forces Day online

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What is Armed Forces Day?

Armed Forces Day takes place on the last Saturday each June. The annual event is a chance for people to show their support to the Armed Forces Community including current Service personnel, veterans, cadets and Service families.

Showing support for the Armed Forces provides a much valued morale boost for the troops and their families. You can find out more about what they are doing at home and around the world by visiting the official sites of the [Royal Navy](#), [British Army](#) and [Royal Air Force](#). The UK Armed Forces defend the UK and its interests.

They are busy working around the world, promoting peace, delivering aid, tackling drug smugglers, providing security and fighting terrorism.

Over the past year, UK Armed Forces personnel have supported the COVID-19 pandemic response in the UK.

How can I show support?

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

Attend your local Armed Forces Day online event.

Hold your own Armed Forces Day online event.

Fly a Flag for the Armed Forces.

Display Armed Forces Day merchandising.

Sign up to the Armed Forces Day newsletter on the website.

<https://www.armedforcesday.org.uk/newsletter/>

Use the [Digital Toolkit](#) available on the Armed Forces Day website to show your support through internal channels and social media to include the use of #Reserves Day and #Armed Forces Day.

What is a virtual event?

A virtual event is any coordinated activity taking place online rather than a physical location.

This toolkit outlines some ideas for anyone who would like to organise an Armed Forces Day virtual event for their family, friends or community.

Using video conferencing or social media facilities (i.e. Facebook Live):

Arrange for a member of the Armed Forces or a Veteran to speak in a question & answer session to find out more about their experiences.

Invite attendees to join together to take part in an Armed Forces Day themed quiz, game of bingo or even a bake off!

Invite a historian from your local museum to speak about the history of the Armed Forces in your area or see if they offer virtual tours.



Ideas for your online community

Using video conferencing or social media facilities (i.e. Facebook Live):

Arrange a virtual watch party for your community to watch a military-themed film or military-history documentary online at the same time.


Challenge your online community to take part in a 'Build your own' competition, using materials from around your home - for instance, build your own Spitfire, Tank or Air Raid Shelter!

Coordinate with your community online to arrange a virtual 'tea party' complete with a suggested music playlist, recipes for baking some traditional treats and online tutorial videos for learning a new dance routine, such as a waltz or a jive!



Other alternative event ideas

If you would like to host an alternative event from the comfort of your home and in line with social distancing, take a look at some more ideas.



Organise a virtual flag raising event with your neighbours to coordinate a time that you will all raise the Armed Forces Day flag, or put the flag in your front windows.

Print off Armed Forces Day [colouring-in sheets](#) and [bunting](#) to decorate your home.

Record and upload a video to social media in which you pay tribute to someone you know who serves or has served in the Armed Forces. Make sure to use the hashtag #ArmedForcesDay.

Keep up to date on the Armed Forces Day [Facebook](#) and [Twitter](#) pages, and find out all of the latest news at www.armedforcesday.org.uk.

Things to consider

Here are some things to consider when organising your virtual Armed Forces Day event.

Who would you like to invite to the event? Will it be small and attended by a circle of family and friends, or will the invitation be extended to your local community with potentially hundreds of online attendees?

How will you let attendees know it is happening? Perhaps set up an event page on social media or send an e-invitation via email.

Consider a programme of activity with timings so that attendees know what to expect.

Decide which online platform to host the event on, i.e. social media pages, Zoom, Google Meets, Skype etc.

Would you like to apply for funding to support your virtual event? For example, to cover the costs of website design, IT Support, access to premium video conferencing software or something else? If so, please see the [Event Funding](#) page on the website for more details.

More information

For more information, visit:
www.armedforcesday.org.uk

Contact details

For specific event enquiries please see the Armed Forces Day Events page:
www.armedforcesday.org.uk/find-events/

For general enquiries,
please call: 020 7807 0970.

