



ARMED FORCES DAY
SHOW YOUR SUPPORT



Armed Forces Week & Armed Forces Day 2026 Toolkit

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Contents

- About Armed Forces Week
- Key messages
- Social and digital
- Communities and employers
- The UK military community
- Get in touch



Armed Forces Week Toolkit

2026 campaign

About Armed Forces Week

- Armed Forces Week (**22-27 June 2026**) is a national campaign to build public understanding and support for the Armed Forces community - regulars, reserves, veterans, cadets, cadet adult volunteers and military families.
- It culminates in Armed Forces Day (27 June), this year featuring a national event hosted by Rushmoor Borough Council in **Aldershot and Farnborough**.
- The campaign serves as a showcase for the British military and its indispensable contribution to national security, economic growth, and community cohesion.
- Hundreds of communities nationwide host local parades and meals, with organisers able to apply for Ministry of Defence grants of up to £10,000.
- Established in 2008, the national event was reinstated in 2025, and bids to host the 2027 event are open until **15 May 2026**.

Key messages

- Armed Forces Week is the nation's chance to show appreciation for the men and women who keep the UK **secure at home, and strong abroad**.
- Armed Forces Week helps connect the Armed Forces with the communities they serve. It shows how the whole of society can help keep the UK safe.
- Defence **drives growth and opportunity** by creating jobs, opening up routes into specialist AI and engineering roles and providing skills that remain in demand long after serving.



Armed Forces Week Toolkit

Social and Digital

Social media Essentials

Hashtags

#ArmedForcesWeek

#ReservesDay (24 June only)

#ArmedForcesDay

Handles

Facebook: @armedforcesday

X: @armedforcesday

Instagram: @ministryofdefence

TikTok: @ukdefence

LinkedIn: @uk-ministry-of-defence

Newsletter

Sign up for our newsletter [here](#).

Social media

Example posts – general

The UK Armed Forces dedicate their lives to protecting our nation and making the world a safer place for everyone. 🧑🌍

Their contribution to our security, economy and wider society is immense.

Feeling grateful this #ArmedForcesWeek and all year round for their service. 🙏

#ArmedForcesWeek is our chance to learn more about the extraordinary men and women who are defending our country. 🧑

From those operating in the field, to the cyber warriors and intelligence analysts protecting us behind-the-scenes. 🌍

Find your local event:
www.armedforcesday.org.uk/find-events

#ArmedForcesWeek is the perfect excuse to remind you how our awesome sailors, soldiers and aviators are keeping us safe and secure. They are:

- ◆ patrolling our skies
- ◆ upholding freedom of navigation
- ◆ supporting peacekeeping
- ◆ deterring our adversaries
- ◆ and much more.

#ArmedForcesWeek is about celebrating and thanking the entire military community.

From fighter pilots and communications experts, to tank drivers and cyber warriors.

They are dedicated to keeping us safe and protecting our way of life. ❤️

Social media

Example posts – reserves and veterans

Service doesn't stop for veterans when they leave the Armed Forces.

They are leaders in the worlds of business, health, politics and industry, where they draw on their military experience to achieve success. 🧑 🧑

#ArmedForcesWeek is about celebrating them too. ❤️

This #ReservesDay, we're celebrating [insert organisation] staff who balance their civilian lives with military careers. 🙏

They help keep the nation safe at home and abroad, particularly in specialist areas such as medical and cyber. 🧑

This #ArmedForcesWeek, we're celebrating the former military personnel who bring unrivalled skills and experience to [insert organisation].

UK veterans make an invaluable contribution to national security, civilian society and the economy, and have been officially recognised as a 'national asset.'

Every year, military reservists give up their spare time to deploy on exercises and operations that protect the UK and her allies from security threats. 🧑 🌍

This #ReservesDay, we're celebrating [insert organisation] staff who balance their civilian lives with military careers. ❤️

Digital assets

Asset pack

[Click](#) to download the following assets:

- Logos (inc. Welsh)
- Brand guidelines
- Brand elements
- Imagery
- Colouring-in sheets
- Coming soon: short campaign video

Imagery usage

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Armed Forces Week Toolkit

Communities and Employers

Get involved

Communities

- Attend an Armed Forces Day event. Find your nearest one on our [event map](#).
- If you're hosting an event, [register it](#) on the event map so visitors can find you.
- Publicise your local event via listings sites, local media, Facebook and whatsapp groups.
- If you have served, or are serving yourself, consider sharing your story via your social channels.
- Event organisers can volunteer to take part in potential **national media opportunities** on Friday 26 and Saturday 27 June by emailing ddc-armedforcesday@mod.gov.uk.

Get involved

Employers

- Offer discounts to military personnel and veterans. They can use their MOD90 or HM Armed Forces Veteran Cards as proof of identity.
- Host an internal event to highlight reservists and veterans in your workforce.
- Encourage employees to attend Armed Forces Day events happening near them.
- Encourage reservists to come in wearing uniform (if appropriate and safe to do so).
- Profile reservist/ veteran employees and the skills they bring to their industry on your social channels.
- Publish social content explaining how you support members of the military community at work.



Armed Forces Week Toolkit

The UK military community

The UK Armed Forces

An overview

The UK Armed Forces are working around the clock to keep Britain secure at home, and strong abroad.

Personnel in the Royal Navy, British Army and Royal Air Force are the first line of defence against a range of new threats to our national security - from cyberattacks on defence infrastructure, to espionage by hostile states.

In 2026 alone, our sailors have been tracking Russia's warships and spy submarines in and around British waters. Our soldiers have been guarding NATO's eastern border from Russian aggression and our aviators have been thwarting attacks by Iranian drones in the Middle East. And they're doing much more besides.

The UK Armed Forces are rapidly adapting to meet the challenges of modern warfare. Drones, AI, and autonomous technologies are being integrated into British battle plans alongside the conventional 'heavy metal' of tanks and warships.

Stronger international alliances are being forged to tackle the major security crises of our times, with the UK Armed Forces taking a leading role in efforts to deter Russian aggression, secure the Strait of Hormuz and ensure a lasting peace in Ukraine.

Armed Forces Week is our chance to thank the military community for all they do.

The UK Armed Forces Reserves

Reserves Day falls this year on 24 June 2026.

The Reserve Forces make up approximately one sixth of the UK military and are integral to protecting national security, particularly providing capability in specialist areas such as **medical and cyber**.

More than **37,000 reservists** give up their spare time to serve, from journalists and engineers, to lawyers and financial analysts.

They enjoy perks including special paid leave, sports and adventure training, travel and additional qualifications.

Thousands of UK organisations recognise the skills reservists can bring to civilian employment and are supporting them by signing the **Armed Forces Covenant** and joining the **Employer Recognition Scheme**.

As part of plans to boost national resilience, the Ministry of Defence is working to increase the UK's Active Reserve and reinvigorate its **Strategic Reserve**.

The UK Armed Forces Veterans

There are around **two million military veterans** in the United Kingdom, ranging from those who fought in the Second World War, to those who have served in more recent operations in the Falklands, Bosnia, Northern Ireland, Iraq and Afghanistan.

The **Office for Veterans' Affairs (OVA)** leads UK Government efforts to help veterans thrive post-service. In its recently published **Veterans Strategy**, it recognised ex-forces personnel as a national asset whose contributions to national security, civilian society and the economy should be celebrated and supported.

The OVA is helping veterans to fulfil their potential post-service through initiatives including **Op ASCEND**, a free, government-funded careers advice service for veterans and their families.

The Career Transition Partnership, the official resettlement service of the Ministry of Defence, also connects employers with thousands of service leavers who enter the civilian job market each year.

The UK Armed Forces Cadet Forces

More than **138,500** cadets make up the UK's five Cadet Forces, supported by nearly 28,000 adult volunteers.

The cadet organisations provide opportunities for young people to develop key **life and career-building skills** and gain valuable vocational qualifications.

The adult volunteers who are central to delivering the amazing cadet activities also benefit, as they find new ways to give back to their local communities and develop a range of skills that will serve them beyond their cadet role.

The Government pledged in its Strategic Defence Review to expand Cadet Forces **by 30% by 2030**, in recognition of its positive social impact and wide-ranging benefits to both cadets and adults.



ARMED FORCES DAY
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Get in touch.

Media and communications: ddc-armedforcesday@mod.gov.uk

General enquiries: armedforcesday-events@mod.gov.uk

Local events: contact the local organiser named in the [event listing](#)