




**EAST MIDLANDS  
RESERVE FORCES AND CADETS ASSOCIATION**


# **CELEBRATING RESERVES DAY 2019**

**Your guide to taking part in  
Reserves Day at work**

**[WWW.EASTMIDLANDSRFCA.CO.UK](http://WWW.EASTMIDLANDSRFCA.CO.UK)**

 **EMRFCA**

 **@east\_mids\_rfca**

 **@east\_midlands\_rfca**

 **East Midlands Reserve Forces**



# HELLO.

# WE ARE EAST MIDLANDS RFCA

East Midlands Reserve Forces and Cadets Association (East Midlands RFCA) is one of 13 RFCAs in the UK. We are a community-based organisation with the responsibility of advising and assisting the Defence Council, and the Royal Navy, Army, and Royal Air Force on matters that concern Reserves and Cadets.

With its headquarters in Nottingham, East Midlands RFCA helps to promote and support the Reserve Forces and Cadets across the region, and by harnessing the extensive knowledge and experience of its membership, works to build relationships and increase understanding between military and civilian communities.

East Midlands RFCA is responsible for providing support to Reservists' employers; supporting Reservists and Cadets; recruiting Cadet Force Adult Volunteers; and the maintenance and support of Army Reserve Centres and Cadet Centres within which Reserves and Cadets conduct their activities.



# WHAT IS RESERVES DAY?



**Save the Date**

**Wednesday**

**26th June**

Reserves Day is a chance to recognise and appreciate the integral part that Reservists play in the UK's Defence capability. In 2019, Reserves Day is being celebrated on Wednesday 26th June.

Over 3,000 Reservists across the East Midlands commit their spare time, balance their day jobs and family life for a career in the military, ready to serve should their country need them.

To ensure that Reservists are understood and appreciated, the Ministry of Defence invites Reservists to wear their uniform to work for one special day each year during Armed Forces Week, and encourages businesses to use this day to highlight the benefits of Reserve service to their workforce.

Reserves Day is on Wednesday of Armed Forces Week which culminates in Armed Forces Day on the following Saturday.



# HOW YOU CAN GET INVOLVED

- Hold a cake sale to fundraise for a military charity.
- Display an Armed Forces Day flag.
- Support an Armed Forces Day event.
- Sign the Armed Forces Covenant.
- Hold a lunch-time skills-builder workshop.
- Share or write an article about the Reserve Forces, especially those in your company.
- Put up posters in the office communal areas.
- Place email signature banners on all external emails for the week.
- Play the Reserves Day video on office TV screens.
- Invite your local Reserve unit into the office to explain what they do.
- Take part in the @DRMSupport **#SaluteOurForces** social media campaign.
- Take part in the **#ReservesDay** social media campaign.



No matter what you do we'd love to hear all about it, share your stories and pictures of Reserves Day with us at [em-comms@rfca.mod.uk](mailto:em-comms@rfca.mod.uk)



# UNIFORM TO WORK DAY

Reservists are everywhere, but you might not know it. So on Reserves Day, reservists from across the UK are encouraged to swap their civilian work clothes for their military uniforms in order to help raise awareness of the integral part they play to the UK Armed Forces.

Encourage your Reservist employees to take part and share pictures of them on social media.



# MEDIA KIT

It's really easy to get involved!

We've put together a pack of assets for you to share.

To download the resource pack simply go to the Reserves Day page on our website and download the zip file.

## Let's get social

We've produced an image "I am supporting #ReservesDay" which we would love for you to share across social media. Don't forget to tag us (you'll find our handles on the front cover) and use #SaluteOurForces.

## Add a social media banner

You can also download a banner for Facebook, Twitter, LinkedIn and Instagram, just follow the steps above.



# EXAMPLE TWEETS

The team at @[company name] is proud to #SaluteOurForces on #ReservesDay @east\_mids\_rfca

We hear from [employee name] about life as a Reservist and wearing their uniform to work for #Reserves Day @east\_mids\_rfca

We're flying the #ArmedForcesDay flag for #ReservesDay in the EastMidlands @east\_mids\_rfca

We've signed the #ArmedForcesCovenant for #ReservesDay, please join us in supporting the work they do #SaluteOurForces @east\_mids\_rfca

@east\_mids\_rfca

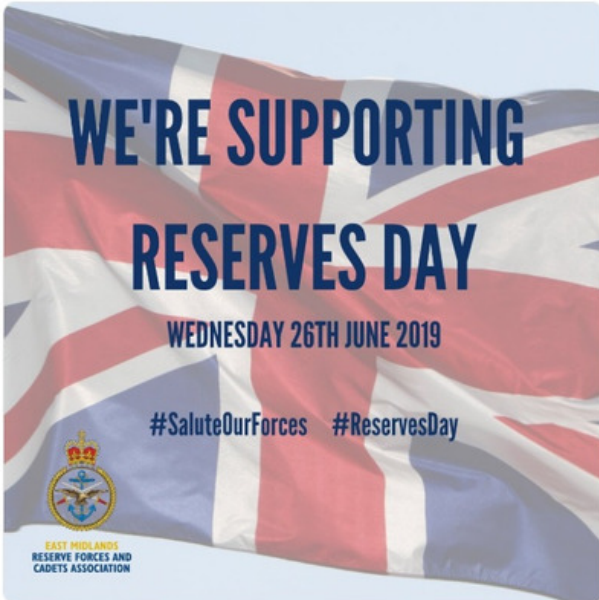
#ReservesDay

#SaluteOurForces



East Midlands RFCA  
@east\_mids\_rfca

We're flying the #ArmedForcesDay flag for #ReservesDay in the EastMidlands @east\_mids\_rfca



10:50 AM - 4 Apr 2019



East Midlands RFCA  
@east\_mids\_rfca

The team at @[company name] is proud to #SaluteOurForces on #ReservesDay @east\_mids\_rfca



10:52 AM - 4 Apr 2019



# SEND AN ALL STAFF EMAIL

Send out an email to your staff to let them know what you are doing for Reserves Day.

Here is an example email you could send:



To All Staff

On Wednesday 26th June we will be celebrating Reserves Day.

Here at [Company Name], we're taking part by [insert plans here] and raising awareness about the Reserve Forces across the East Midlands and the UK.

#### **Did you know?**

- Reservists make up 17% of the UK Armed Forces; with 3,100 of them in the East Midlands.
- Reservists are men and women of many ages who volunteer to undertake Reserve Force training with the Royal Naval Reserve; Royal Marines Reserves; Army Reserve or Royal Air Force Reserve.
- Reservists are called upon as individuals for their specific skills or as ready-formed units to serve alongside their Regular Forces when required.
- Reservists can specialise in specific areas and the training they receive can complement their civilian career and personal development.
- Reserves Day is a national occasion to recognise the Reserve Forces for their outstanding contribution to this country.

Reservists across the country are encouraged to ditch their civilian clothes and wear their uniform to work on Reserves Day. Reserves Day 2019 is part of Armed Forces Week, culminating in national Armed Forces Day on the Saturday.

To find an Armed Forces Day event near, you visit [www.armedforcesday.org.uk](http://www.armedforcesday.org.uk)



# SEND A PRESS RELEASE

Let the local press know about your plans for Reserves Day and interview your Reservist employee.

Here is an example press release:



FOR IMMEDIATE RELEASE

## **[COMPANY NAME] [JOB TITLE] WEARS RESERVIST UNIFORM TO WORK**

[Location] [Date] - [Company Name] [Job Title] [Employee Name], [Age] who works for [Military Unit Name] has ditched his civilian clothing to wear his military uniform to work

[Employee Name] from [Location] said:

"[Quote from employee here]"

[Chief Executive of the company] said:

"[Quote from Chief Executive here]"

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Over 3,000 Reservists across the East Midlands commit their spare time, balance their day jobs and family life for a career in the military, ready to serve should their country need them.

Find out more about Reserves Day here: [www.armedforcesday.org.uk/reserves-day](http://www.armedforcesday.org.uk/reserves-day)

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**RESERVE FORCES AND CADETS ASSOCIATION**

East Midlands Reserve Forces  
Triumph Road  
Nottingham  
NG7 2GG

0115 924 8628  
em-comms@rfca.mod.uk

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