



EAST MIDLANDS
RESERVE FORCES AND CADETS ASSOCIATION

CELEBRATING RESERVES DAY 2021

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

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

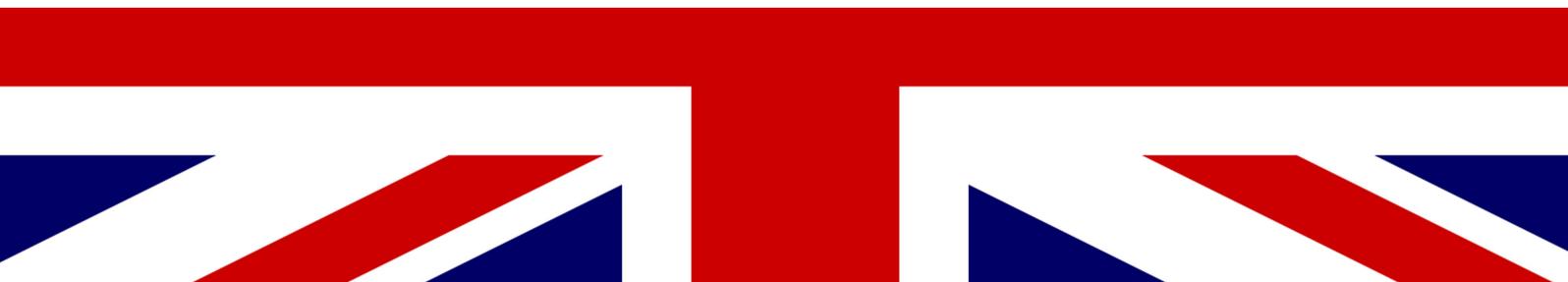
Wednesday

23rd June

Reserves Day is a chance to recognise and appreciate the integral part that Reservists play in the UK's Defence capability. In 2021, Reserves Day is being celebrated on Wednesday 23rd June, as part of Armed Forces Week.

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 Reserves Day, and encourages businesses to use this day to highlight the benefits of Reserve service to their workforce.



HOW YOU CAN GET INVOLVED

There is no national event this year, due to Covid restrictions, but some small, local events are taking place. There are many other ways in which you can support Reserves Day 2021, from your home or office:

- Sign the [Armed Forces Covenant](#): if you are not already signed up as a business, this is the most effective support you can provide
- Follow East Midlands RFCA on social media & visit our [website](#) for stories
- Fundraise for a military charity: all charities accept online donations
- Share or write an article about the Reserve Forces in your company
- Send out an e-newsletter to staff, explaining the benefits of Reserves
- Place email signature banners on all external emails for the week
- Take part in the **#ReservesDay2021** 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

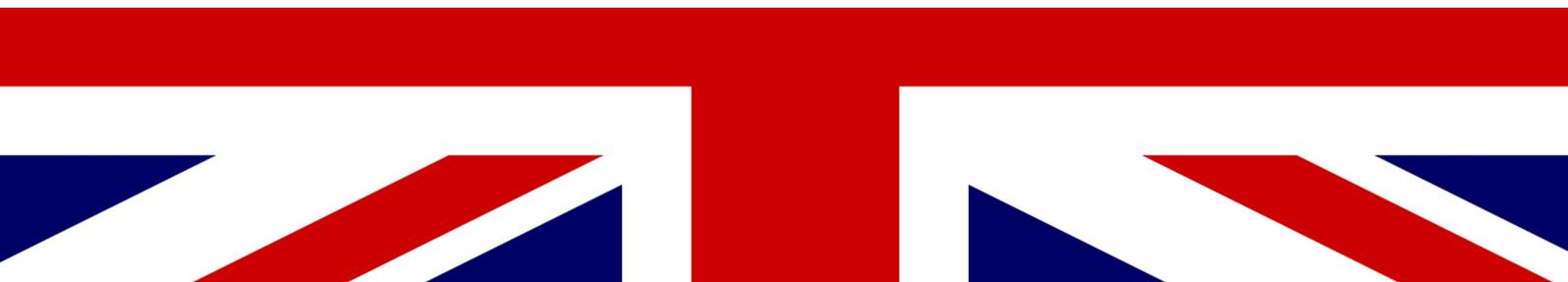


UNIFORM AT WORK DAY

Reservists are everywhere, but you might not know it. So on Reserves Day, Reservists from across the UK are usually 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.

This year, you may not be able to do this in your 'normal' place of work, but why not do it anyway, even if you are working from home? Send us your photos!

Encourage your Reservist employees to take part in this and share pictures of them on social media using [#ReservesDay2021](#) and tag us at East Midlands RFCA.



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 a set of read-made social media posts to make it really easy to get involved. Don't forget to tag us (you'll find our handles on the front cover) and use #SaluteOurForces #ReservesDay2021

Add a social media banner

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

Instagram Takeover

If you have a Reserve employee, why not let them do an Instagram takeover on Reserves Day, to help your staff, customers and contacts understand more about employing a Reservist?



WE'RE SUPPORTING **RESERVES DAY 2021**



#ReservesDay2021



EXAMPLE TWEETS

The team at @[company name] is proud to #SaluteOurForces on #ReservesDay2021 @east_mids_rfca

We hear from [employee name] about life as a Reservist and wearing their uniform to work for #ReservesDay2021 @east_mids_rfca

We're flying the flag for #ReservesDay2021 in the #EastMidlands @east_mids_rfca #SaluteOurForces

We've signed the #ArmedForcesCovenant for #ReservesDay2021, please join us in supporting the work they do #SaluteOurForces @east_mids_rfca



Examples of social media from 2020



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 23rd 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 around 19% of the UK Armed Forces; with over 3,000 of them in the East Midlands
- Reservists are women and men 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 2021 is part of Armed Forces Week, culminating in national Armed Forces Day on the Saturday.

Please help to publicise Reserves Day by sharing stories posted on social media.



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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Find out more about Reserves Day here: armedforcesday.org.uk/reserves-day

ENDS





**EAST MIDLANDS
RESERVE FORCES AND CADETS ASSOCIATION**

East Midlands Reserve Forces
Triumph Road
Nottingham
NG7 2GG

07515 999 231
em-comms@rfca.mod.uk

WWW.EASTMIDLANDSRFCA.CO.UK



EMRFCA



@east_mids_rfca



@east_midlands_rfca



East Midlands Reserve Forces

