



FIELD PACK 2019

POPPY APPEAL & REMEMBRANCE

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OVERVIEW

The Poppy Appeal and Remembrance period in 2019 follows five years of focussing on the First World War centenary and the large-scale culmination of those activities in our 'Thank You' movement last year.

In 2019 we have commemorated many unseen contributions and untold stories as we marked the anniversaries of Monte Cassino, the D-Day Landings, the Battles of Kohima and Imphal and Operation Banner. Throughout these commemorations we have recognised the important role of those who served alongside the British Armed Forces; the allies, the commonwealth, the resistance, the home front and the intelligence agencies.

We have also celebrated the unique contributions the Armed Forces make outside of conflict, often not in the spotlight, including delivering humanitarian aid, combating piracy, and providing support after natural disasters.

To continue these themes The Royal British Legion is partnering with Government Communication Headquarters (GCHQ) to launch the Poppy Appeal 2019, to mark their centenary and to recognise the unseen contributions our Armed Forces community and partners make every day to keep the nation safe. The Armed Forces community work tirelessly behind the scenes in little known roles including at GCHQ, and we are asking the nation to recognise their 'hidden' contributions.

In our Remembrance activity we are encouraging people and communities to remember together all those from different cultures and nationalities who have served and sacrificed in the British Armed Forces. The theme of remembering together is an important one, and

a core message we want to transmit across all Remembrance activity.

From service during the Second World War right up to the modern day we will be telling the stories of hidden heroes and collaborations throughout the Poppy Appeal and Remembrance, as we inform the public your poppy supports the Armed Forces community past and present.

Poppy Appeal and Remembrance Marketing Objectives

- 1. Drive greater comprehension and relevancy among our 'ambitious and connected' audience**
- 2. Deliver in-depth coverage and social engagement that carries the key messages**
- 3. Appeal to younger, more diverse audiences, whilst maintaining support for the Legion among our traditional audiences**
- 4. Open up conversations about the meaning of the poppy**
- 5. Position the charity as relevant and modern**
- 6. Position the Poppy Appeal/ poppy as 'The Royal British Legion's Poppy Appeal / poppy'**

KEY MESSAGES

Poppy Appeal

- For The Royal British Legion's Poppy Appeal 2019 we are encouraging the nation to recognise the unseen service of the Armed Forces past and present.
- We are shining a spotlight on stories from the Armed Forces community that haven't been told or remain hidden, and the impact our Armed Forces have on our daily lives in the UK and around the world.
- The Armed Forces community make so many contributions and sacrifices that the public often don't see:
 - They undertake activity supporting the UK outside of conflict including combating piracy and providing help during natural disasters,
 - They work in collaboration with civilian organisations to keep the nation safe,
 - They spend vast amounts of time away from loved ones, frequently missing special occasions.
- Life in the Armed Forces comes with unique challenges for those serving and their families, both during and after service, and the Legion is there every step of the way throughout their lives whenever they need us.
- Your poppy supports the Armed Forces community, past and present.

Remembrance

- We are asking people to remember together all those from different cultures and nationalities who have served and sacrificed in the British Armed Forces.
- We encourage communities to join together in Remembrance activities of all sorts, to remember the wide-ranging contributions people from all cultures and backgrounds have made through their service.
- This year we have marked a number of commemorative dates that remind us of the close relationships the British Armed Forces has with partners from around the world including the Commonwealth, intelligence agencies, and allied countries.
- We welcome all conversation about the meaning of the poppy and the different ways people choose to remember.
- The poppy is a symbol of Remembrance and hope for a peaceful future.

FACTS AND STATS

The fundraising target for the 2019 Poppy Appeal is

£51 million

Last year the Poppy Appeal raised over

£51 million

During the Poppy Appeal over
40 million poppies
will be distributed by
40,000 volunteers

69%

of the British public don't know what the military do outside of conflict

The Royal British Legion supports serving, ex-serving and their families throughout their lives. From the children of serving personnel to the oldest of veterans and everyone in between the Legion stands ready to assist the Armed Forces community whenever they need us. Last year:

- We were contacted over 345,000 times by serving and ex-serving personnel and their families
- We provided financial support to over 18,000 ex-serving personnel and their families
- Our nurses were called on over 31,000 times to support members of the Armed Forces community caring for a family member with dementia
- We made over 15,000 home visits to help ex-serving personnel to live independently and become more active in their community



POPPY APPEAL MEDIA LAUNCH

THURSDAY 24TH OCTOBER 2019

Why

Each year we host a national media launch in the third week of October to raise awareness among the general public that the Poppy Appeal and Remembrance period is about to start. The objective of the media launch is to convey our key messages through media outlets to the public, and encourage them to support the campaign.

What

As the Field Pack is being distributed earlier this year we do not have full plans of the Poppy Appeal Launch to share yet. However can confirm the media launch will be, in partnership with GCHQ, and following on the theme of unseen contributions we will be highlighting the fantastic work of our Poppy Appeal collectors with a series of media activations across the country. Full details will be shared as soon as possible.

Background to GCHQ and the Armed Forces

Supporting the military was the reason why the forerunner of GCHQ, the Government Code and Cypher School (GC&CS) was formed by the amalgamation of Room 40 of the Admiralty (Royal Navy) and the War Office's MI1(b) in 1919. GC&CS became the single organisation responsible for signals intelligence. From its earliest days, producing intelligence from others' communications whilst protecting the UK's own has been at the core of the mission.

Since then, whenever and wherever British troops have been deployed, GCHQ has worked hard to support their operations by ensuring they have intelligence to better understand the environment they are operating in and to protect their personnel. Sometimes this is done remotely and at other times GCHQ staff deploy along with the military units. Although most of their work is unseen, GCHQ's impact on the nation's safety is considerable.

KEY DATES

Fundraising

Remembrance

Poppy Ride

Poppy Appeal & Remembrance 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		23 Oct <hr/> Poppy Ride: Welsh Assembly	24 Oct <hr/> Poppy Appeal National PR Launch	25 Oct		27 Oct
28 Oct	29 Oct	30 Oct <hr/> Leeds Poppy Day <hr/> Poppy Ride: Scottish Parliament	31 Oct <hr/> London Poppy Day	1 Nov <hr/> Field of Remembrance Opening - Swindon	2 Nov <hr/> Festival of Remembrance Cardiff and Belfast <hr/> Field of Remembrance Opening - Gateshead	3 Nov
4 Nov <hr/> Garden of Remembrance - St Paul's <hr/> Field of Remembrance Opening - NMA	5 Nov <hr/> Birmingham Poppy Day <hr/> Poppy Ride: London Assembly	6 Nov <hr/> Bristol Poppy Day <hr/> Field of Remembrance Opening - Cardiff <hr/> Poppy Ride: Westminster	7 Nov <hr/> Manchester Poppy Day <hr/> Field of Remembrance Opening - Westminster	8 Nov	9 Nov <hr/> Festival of Remembrance - RAH <hr/> Lord Mayors Show	10 Nov <hr/> March Past the Cenotaph
11 Nov <hr/> Armistice Day						

SOCIAL MEDIA ACTIVITY

Social media is an important part of the Poppy Appeal and Remembrance. Sharing stories, images and videos across social networks allows local and online communities to experience this special time from anywhere in the world. The more conversations we encourage around Remembrance online, the more awareness we can raise for The Royal British Legion and the support we give the Armed Forces community.

This year we'll be sharing the key Poppy Appeal and Remembrance moments on our national channels, with a focus on attracting and engaging a younger, more diverse audience. We will be following a carefully planned schedule so please check with us before agreeing social activity with partners because we may not be able to share it.

If you run a Legion branded account, please use it to share local events, activities, partnerships and supporter stories. Here are some handy hints and tips. For more information and guidance, check out the social media policies on the intranet or email us at socialmedia1@britishlegion.org.uk.

Please DO:

- Share or retweet posts from the Royal British Legion's national accounts (below) with your networks
- Share your own content mentioning the Royal British Legion's national accounts and using our hashtags (see below)
- Reply to comments on your posts and direct messages, signposting to us where relevant
- Make sure you have verbal permission to post photos or videos of volunteers, fundraisers, members of the public etc, and written permission for under 16s
- Think before you post. If you're not sure you should be sharing something, act with caution and check with us or a colleague first
- Show a bit of personality. While you are representing the Legion and must act professionally, it's ok to communicate online as you would offline
- Check the spelling and punctuation of your posts and replies

But please AVOID:

- Getting drawn into political debates or arguments with people online – we must remain politically neutral at all times
- Setting up new Legion branded social media accounts – there are over 1,200 Legion accounts out there already – we don't need more!

Where to find us:



OfficialPoppyLegion



@PoppyLegion



@RoyalBritishLegion

(Don't forget to check out our Instagram stories!)

Hashtags:

Having fewer hashtags allows for bigger impact and facilitates our reporting so please only use the ones listed below:

#PoppyAppeal – for all Poppy Appeal activity, including City Poppy Days

#PoppyRun – for all Poppy Runs, including My Poppy Run (virtual event)

#FestivalofRemembrance – for all Festival news, before and during the event on 9 November

#RemembranceSunday – for activity on 10 Nov

#TwoMinuteSilence – for Armistice Day on 11 Day

PROMOTIONAL ITEMS

There is a range of promotional materials available in print and PDF format for this years 'Poppy Appeal and Remembrance period. These include materials such as posters to help recruit and thank volunteers, asking and thanking for donations and promoting the Two Minute Silence.



Poppy Appeal Organisers

- <https://orders.britishlegion.org.uk/customer/account/login/>
- The Product and Promotional Material Order Form
- 01622 717 172

If you need any assistance, please contact PAadmin@britishlegion.org.uk



Community Fundraisers

- <https://orders.britishlegion.org.uk/customer/account/login/>
- I:\Community_Fundraisers\CFR Toolkit\Poppy Appeal\Poppy

If you need any assistance, please contact your **Community Fundraising Manager**.

Members of Staff

- mylegion.britishlegion.org.uk/sites/CorpComms/MarketingResources/SitePages/Home.aspx

If you need any assistance please contact Studio@britishlegion.org.uk



Membership

Members can request resources/assets from their branch committee who can download them from the **Membership Administration Portal (MAP)**. They can be found in the Membership Resources area in the **Marketing Assets** folder.

If you need any assistance, please contact your local **Membership Support Officer**.



CORPORATE PARTNERSHIPS



UK building society supporting us through donations linked to financial products and staff fundraising.

New financial products will be launched to customers in October (could include; Poppy Bonds and ISAs).

Some branches will engage in fundraising and commemorative activities during the Remembrance period.

Please don't approach branches directly for support during Poppy Appeal – contact the Corporate Partnerships team at Corporatepartnerships@britishlegion.org.uk to discuss support opportunities.

Since 2008 they have raised over £17m

Emma Bridgewater

Emma Bridgewater sell a range of unique homeware and pottery items created in their factory in Stoke-on-Trent.

Emma Bridgewater will be selling the partnership Poppy mug with a £5 donation from each mug sold going to the Legion.

Please don't approach an Emma Bridgewater store directly, please contact the Corporate Partnerships team at Corporatepartnerships@britishlegion.org.uk to discuss further opportunities.

Since 2017 they have raised over £49k



Girlguiding is the leading charity for girls and young women in the UK.

The Girlguides and TRBL have launched a three year partnership, with two official co-branded products; a cloth badge and a metal pin badge.

All profits raised from the sales of these products will be split equally between the Girlguides and the Legion.

If you have an example of your local Girlguiding unit volunteering in the Poppy Appeal, please share your success stories with the Corporate Partnerships team at Corporatepartnerships@britishlegion.org.uk

Since August 2019

CORPORATE PARTNERSHIPS



Nationwide financial services company providing later life planning, including funeral plans.

£25 from each partnership funeral plan sold across Funeral Directors in the UK will be donated to the Legion.

Encouraging local links through CFRs in certain regions to help support each other with Remembrance activities on a local level.

If you have a connection with a Golden Charter Funeral Director, please contact your CFR to discuss support. CFRs should liaise with Sophie Barnett in the Corporate Partnerships team to coordinate local activity.

Since 2016 they have raised over £280k

LAKELAND

UK kitchenware retailer supporting us through the sales of poppy baking.

Range of poppy baking products available in store and online.

Please don't approach stores directly for support during Poppy Appeal – contact the Corporate Partnerships at Corporatepartnerships@britishlegion.org.uk to discuss support opportunities.

Since 2018 they have raised over £7k

M&S

EST. 1884

British retailer that supports the Legion through sales of poppy themed jewellery, accessories and homeware products.

M&S are our exclusive high street retailer for The Poppy Collection®. The collection launched in 2012 and includes various women's and men's accessories, a bag for life and candle. To date M&S' The Poppy Collection® has raised £6.1M.

M&S also raise over £120,000 annually through their Sparks card donation scheme. Customers who have chosen to support the Legion generate a donation every time they shop.

Some local M&S stores do host Poppy Appeal collections, which are organised through existing local relationships. At a corporate level, M&S do not formally support the Poppy Appeal – they raise money via the Poppy Collection.

If you do have any questions about our partnership with M&S, please contact the Corporate Partnerships team at Corporatepartnerships@britishlegion.org.uk

Since 2009 they have raised over £7.5M

CORPORATE PARTNERSHIPS



UK coach and bus provider supporting us through customer donations and gift in kind.

Legion visual added to their fleet during Remembrance; free bus travel on their network for Birmingham Poppy Day volunteers; National Express staff volunteering on Birmingham Poppy Day.

Since 2013 they have raised over £50k

Please speak to the Corporate Partnerships team at Corporatepartnerships@britishlegion.org.uk to discuss opportunities.



pets at home

UK pet product retailer supporting us through the sales of poppy pet products.

Range of poppy pet products available in store and online.

Since 2018 they have raised over £181k

Please speak to the Corporate Partnerships team at Corporatepartnerships@britishlegion.org.uk to discuss opportunities.



Professional football clubs.

Premier League and Championship clubs will be wearing the Poppy on a designated Remembrance fixture in show of support for Remembrance. These shirts will be auctioned with proceeds going to the Legion.

Since 2012 (2014 as Sky Bet) they have raised over £2.1m

If not already in contact with local clubs for match day poppy collections, please contact the Corporate Partnerships team at Corporatepartnerships@britishlegion.org.uk for an introduction.



QVC UK is a television shopping channel broadcasting across the United Kingdom and Ireland.

QVC sell their The Poppy Collection® via their TV channel and online. The collection features women's jewellery and accessories across various brands such as Buckley London, Kipling and Lola Rose. Corporate Partnerships team for an introduction.

Since 2010 they have raised over £1.8m

For all queries, contact the Corporate Partnerships team at corporatepartnerships@britishlegion.org.uk.

CORPORATE PARTNERSHIPS



Since 2018 they have raised over £38.5k

Trading company of The Scouts Association in the UK.

After a successful first year, the Scouts have increased their co-branded product range which includes a pin badge, neckerchief, drawstring bag etc.

This year, an official uniform badge has been launched which encourages the Scouts to engage in various Remembrance activities before they are able to earn their Legion badge.

If you are in touch with your local Scouts group, please share your engagement and success stories with the Corporate Partnerships team at corporatepartnerships@britishlegion.org.uk.



Since 1994 they have raised over £3.6m as commercial partners and over £30m as Poppy Appeal Partners

UK supermarket - supporting Poppy Appeal collections throughout its store network, and raising money through sales of special products in store.

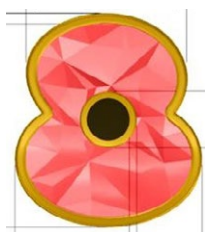
Sainsbury's invite Poppy Appeal collections in stores and count and bank donations raised through their stores. There is a range of poppy themed general merchandise and floral available in store during November, with all profits donated to the Legion. There will be a supplier promotion generating donations for each product sold. The Legion also receives donations from Christmas Cards. Poppy recycling points will be available in store after the Poppy Appeal.

All Sainsbury's stores receive 2 static boxes of poppies ahead of the appeal to support collections. Individual collections are scheduled via the Poppy Appeal volunteer network.

If collectors have any questions or concerns about their store collections, please contact the Corporate Partnerships team at corporatepartnerships@britishlegion.org.uk.

POPPY SHOP

Our core product lines for Remembrance:



Remember Together Lapel Pin **£29.99**

Lapel pin which commemorates all service personnel that served and sacrificed in key battles of 1944, leading to the eventual WW2 victory. The pin has 53 angles within the face of the poppy to represent the 53 Commonwealth nations and comes in a keepsake Remember Together box with a commemorative certificate dedicated to someone who lost a life in the key battles 75 years ago.



Codebreakers Brooch **£29.99**

Inspired by the rotors of the Enigma machines, from which Allied cryptologists successfully decrypted a vast number of enemy messages during the Second World War, the Codebreakers brooch is an extraordinary tribute to the work of those in signal intelligence. Each brooch comes with a certificate to remember one of the 13,000 men and women on the Bletchley Park Roll of Honour and is presented in a keepsake box.



Commonwealth of Nations Brooch

£14.99

2 petal enamel brooch detailed with 53 gems to represent the 53 Commonwealth nations.



Remember Morse Code Jewellery Collection

Includes bracelet, necklace, brooch and men's leather bracelet. This collection includes the word 'Remember' in morse code.

Pop-up centres this year:

Bluewater, Kent	Lakeside, Essex
Chapelfield, Norwich	Merry Hill, Birmingham
Cribbs Causeway, Bristol	Metrocentre, Newcastle/Gateshead
Eldon Square, Newcastle	Queensgate, Peterborough
Highcross Centre, Leicester	Trafford Centre, Manchester
Intu Centre, Derby	Victoria Centre, Leeds
Intu Centre, Milton Keynes	Victoria Centre, Nottingham
Intu Centre, Watford	



XX October 2019
For immediate release

[INSERT AREA] POPPY APPEAL LAUNCH

At the launch of the Poppy Appeal 2019 in **[Insert area]** today, The Royal British Legion encouraged the nation to recognise the unseen service and sacrifice of our Armed Forces, past and present. Throughout this year's Poppy Appeal the Legion will be shining a spotlight on the many hidden contributions made by the Armed Forces community every day.

Alongside members of service personnel and representatives from the Legion, **[insert name of celebrity, dignitary or guest]** was present to officially launch the **[Insert area]** Poppy Appeal at **[Insert venue and location and further launch details here – give local colour, atmosphere, activities]**.

[Celebrity, dignitary or guest] said; "Each day our Armed Forces provide an incredible service to our country in all kinds of ways, many of which we don't necessarily see, but all of which impact our lives. The unseen sacrifices they make on our behalf deserve to be recognised so wear your poppy with pride and show your support for our Armed Forces community, past and present.

"Every donation received will make a real difference not only to the lives of Service men and women and veterans, but to their families as well who can also experience difficulties dealing with the circumstances of a loved one who is serving."

[Or insert a personal quote from the celebrity, dignitary or guest]

The fundraising target in **[insert location]** is £**[XXXX]**. The money raised will enable the Legion to continue its vital work delivering life-long support to Service and ex-Service personnel and their families through hardships, injuries and bereavements.

The Legion uses donations in many ways including providing crisis grants, sport and art based recovery programmes, specialist dementia care, lobbying the government on issues that affect our community and advising and supporting with benefits and money issues.

[If there is beneficiary present, insert name, details and quote. Eg: At the launch today was 42 year-old Chantelle Wynn. Chantelle received support from the Legion after her husband Ryan, a reservist in the Territorial Army, tragically took his own life after suffering with PTSD.

Chantelle said: (For example, please ask for actual quote) "When Ryan passed away we thought we had nowhere to turn. However, the Legion provided essential help in the aftermath, helping with paperwork, supporting me through the inquest and providing us with a holiday to reconnect as a family.



"I genuinely don't know where we would be without the Legion. We lost so much as family, but with the help of the Legion we are starting to rebuild. The Poppy Appeal is such an important cause as it raises funds for other individuals and families in the Armed Forces community that need support."

The Royal British Legion's Director of Fundraising Claire Rowcliffe [or insert local spokesperson] said: "During the Poppy Appeal this year we want to raise awareness of the less well known work our Armed Forces do, and the unseen sacrifices and hidden contributions they make that many of us simply don't get to see."

"From combating piracy and providing support during natural disasters, to working in collaboration with organisations such as the police to keep the nation safe, our Armed Forces are supporting us daily in a huge variety of ways."

"Life in the Armed Forces comes with unique challenges for those serving ,and for their families, yet they are here for us every single day and always have been, so the Legion is here for them whenever they need us."

ENDS

Notes to Editors:

For further information please contact: [Insert name and contact details]

The Royal British Legion's work is the nation's biggest Armed Forces charity providing care and support to all members of the British Armed Forces past and present and their families. The Legion champions Remembrance and safeguards the Military Covenant between the nation and its Armed Forces. It is well known for the annual Poppy Appeal, and its emblem the red poppy.www.britishlegion.org.uk

Where can I buy poppy merchandise?

Members of the public who wish to purchase Royal British Legion and Poppy products including jewellery, clothing and gifts can do so from the Poppy Shop by visiting www.poppysshop.org.uk or by visiting one of the Legion's 16 Pop In Centres where they can find a bespoke selection of products. Additional poppy products are available from other high street partners with donations made from each purchase including M&S and Sainsbury's.

How is the Poppy Appeal organised?

The logistical elements of the Poppy Appeal, including the manufacture and distribution of the majority of the 40 million poppies, are handled by The Royal British Legion factory in Aylesford. The Poppy Factory in Richmond (which operates as a separate charity) provides the remainder of the poppies and in particular make the wreaths laid by The Royal Family during Remembrance.

The Legion has over 40,000 volunteers who coordinate collections across the UK and overseas. They are supported by a regional network of fundraising staff based full time with the charity. Nearly half of these volunteers are Legion members who support the appeal as Poppy Appeal Organisers, poppy collectors, and organisers of Remembrance events. Our volunteers are the backbone of the Poppy Appeal and without them we would be unable to operate a successful campaign.

During the appeal the Operations Directorate assist in the identification of case studies, help answer specific media questions relating to care provision and provide statistics that highlight the important work that the charity undertakes on a daily basis. Operations back up our statements with hard facts and real examples of the important work the Legion does day-in, day-out.

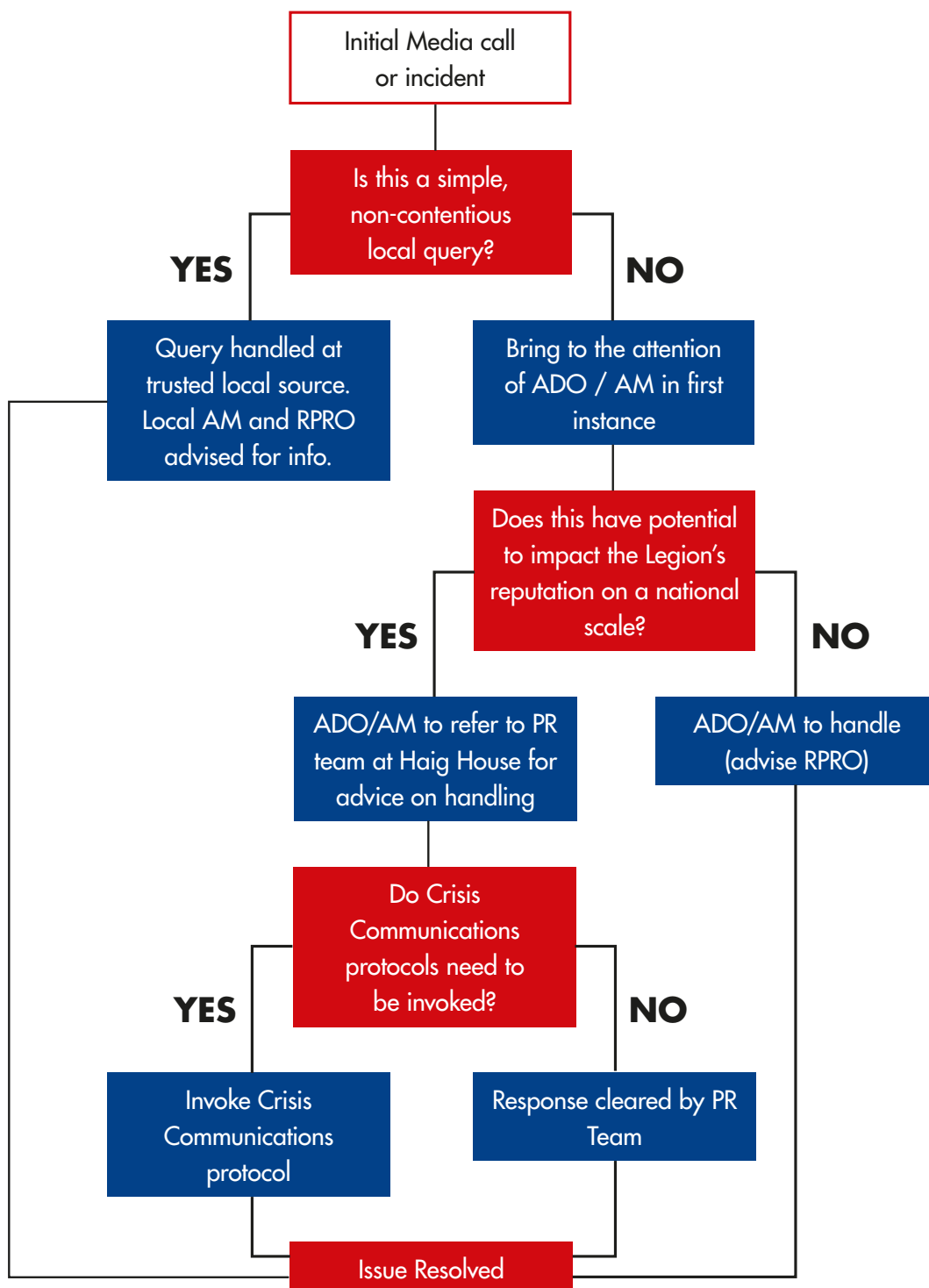
Who can speak for The Royal British Legion in the media?

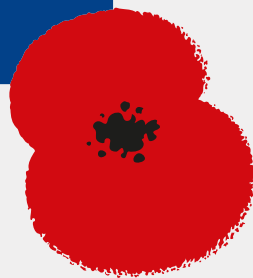
In all instances, the main media spokesperson should be a Royal British Legion employee. If a local or regional media enquiry comes in, i.e. if the Manchester Evening News or BBC East Midlands contacts you about a local/regional story, they should be referred to your Regional PR Team. For contact details of all the PR team, please visit: www.britishlegion.org.uk/about-us/media-centre. If a national media enquiry is received, i.e. if Sky News, Daily Mail, or The One Show contacts you about a story, even if it is just a local issue, they should be referred to one of the National PR Team, who will manage the enquiry.

Wherever possible the Area Manager or the Community Fundraiser should be the public voice of the Legion in your particular area. In some instances it may be appropriate for the Area Manager to delegate the responsibility of speaking to the media to another staff member, for example an Advice and Information Officer, however that decision must be agreed by the AM. Even if volunteers or members have the best intentions, they are not spokespeople for the charity or the appeal and could stray into territory where they are not representing the views of the organisation but offering personal opinions.

APPENDIX – PUBLIC RELATIONS

What's the process for escalating media issues?





Registered charity number: 219279