

## GETTING YOUR CLUB OFF TO A FLYING START AND PROMOTING IT

### FORWARD:

The National Organisation is gaining ground fast, and you will be surprised who has heard of it. Our organisation and website is listed on the '.Gov' website under **Useful links for the service community**

<https://www.gov.uk/useful-links-for-the-service-community>

We are also listed on the 'Veterans Gateway'

<https://support.veteransgateway.org.uk/Support-groups/>

We are being recommended and referred to by 'Combat Stress' the NHS, SSAFA, the RBL and many others. It is very beneficial that the Armed Forces & Veterans Breakfast Club organisation is becoming common knowledge in the world of veterans, and everyone you have contact with, with regard to your AFVBC, be sure to point them at the National Organisation [www.afvbc.NET](http://www.afvbc.NET) and inform them of your intention of founding an 'Armed Forces & Veterans Breakfast Club' as part of the National Organisation.

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There are a few things you can do, to help promote and enrich your club, if you haven't done them already..... (apologies if I am teaching you to suck eggs at any point!).

### YOUR CLUB'S LAUNCH

Set yourself a launch date, but give yourself enough time to organise it (this can be shared between yourself and your other chosen Admin team members).

DEFINITELY discuss your launch with your venue management... they will often help you promote your club and its launch, because it is also in their own interests.

Find and contact your local authority's 'Armed Forces Covenant Champion'; every local authority must have one if they have signed the covenant, and as far as I know, all have. Tell him/her about the National Organisation, about your intention to form a local club, and invite them to attend. Ask him/her to support you, and ask if their local authority press office would please do a press release to publish details of National Organisation, and the launch of your local club.

Invite the Lord Mayor (if you have one), Council Leader, local MP's, the Lord Lieutenant, any other civic or celebrity personalities you can think of (some of them are veterans themselves), as well as 'Chairs' of any local veterans organisations (like Regimental Associations), any serving Colonels/CO's of local Regiments/military units, to attend the 'Opening' of your Armed Forces & Veterans Breakfast Club'...

...don't forget to tell them about the National Organisation when you're inviting them.

Search Google for email addresses/names for your local press... the local rag, TV & radio.... send them the link to the national website [www.afvbc.net](http://www.afvbc.net), and tell them you are going to be running an AFVBC locally 'to help tackle the isolation of local veterans in your community' (they almost always publish stories such as these).

RETURN TO THE TRIBE

**FACEBOOK**



Your Facebook group.... Is it connected to the national FB page?

If your club has the wording circled in red showing under the club banner when looking at the mobile app, then your group page is already connected to the AFVBC network, and can be found through the Armed Forces & Breakfast Club page.

This also allows us to monitor the activities of unscrupulous individuals attempting to join multiple clubs in an attempt to further an agenda or make money (it happens all the time!)  
It also allows National Admin to post any news item or information relevant to your club/area directly to your group page.

If it is not connected, please contact me (Dereck Hardman... find my profile and 'Private message' me is probably the best way), make me an admin for a few minutes, and I will do the necessary (I will resign, or you can remove me as an admin as soon as I have

done so).

**EVENTS:** Do you use the 'event' facility on Facebook?

If you have no experience with the 'event' facility, I will do the first one for you and show you how to do it. It's a very useful tool which sends a personal invitation to everyone in the group to remind them of the next meeting, or any other 'event' which your club may be involved in.

**WEBSITE**

Ensure your listing on the website is correct <http://www.afvbc.net/find-a-club/>; do a search for your club, have a read, satisfy yourself that any potential members will be able to make contact with your or one of your other admins, and if the details are wrong, use the club registration page to correct it <http://www.afvbc.net/register-a-club/>

Print off flyers (with the national organisation on too)... I can sort one out for you, which can also be used as posters... ask if you can put them up in GP's surgeries, local shops, post offices... and give some to your members on Remembrance Day, to pass out discreetly to local veterans

If there is any other assistance we can give you, please get in touch