

IT'S AMAZING WHAT

A BREW CAN DO



HOW TO MAKE THE
MOST OF YOUR
VIRTUAL BIG BREW UP.



ssafa
— the —
Armed Forces
charity



ORGANISING YOUR VIRTUAL BIG BREW UP

This year, don't let being stuck indoors stop you from getting involved in SSAFA's Big Brew Up, as this time it's going virtual! Help support our military veterans, those still serving and their families during this crisis by holding your very own Virtual Big Brew Up.



1 DECIDE ON A DATE

You can hold your Virtual Big Brew Up whenever you like! However, this year we're encouraging everyone to hold their party during Armed Forces Week, 22-28 June 2020, with our nominated Big Brew Up day on Wednesday 24 June.

2 DECIDE ON HOW TO HOLD YOUR BBU

Where will you hold your Virtual Big Brew Up? There are loads of great sites online that will let you host a virtual group and we've listed a selection of them below. Remember to plan ahead and get those invites out early.

- Zoom
- Skype
- Facebook Messenger
- Houseparty

Don't just rely on invitations though, post on all your social media channels to get the message out there! We've also included some handy social media tips and templates to spread the word on the next page.

3 LINK YOUR FUNDRAISING PAGE TO THE PARTY

We've set up a dedicated fundraising site for all the Big Brew Ups where you can create your own personal page or join a team. The page has been designed so that it's easy to set up in a few clicks. Just add your story, paste in a link to your chosen platform and you are all good to go. You can even add a live video stream to your fundraising page!

ssafa.charitycheckout.co.uk/cf/the-big-brew-up-2020

4 PREP FOR THE BIG DAY

Who's making or baking what for your event? So everyone can still be involved, add your preparations, the mix (and the muddle) to your story on Instagram, Facebook and Twitter. We have some great templates you can use to spread the word and encourage all your friends to join the virtual party.

5 PLAN SOME GAMES OR ACTIVITIES

Our website features lots of useful resources to help you get your Virtual Big Brew Up going. You can make your own quiz, play 20 questions, truth or dare - it's up to you. What is your video background going to be? Instead of a bookshelf, why not go online and choose from hundreds of scenes, from a Californian beach to the Starship Enterprise - the options are endless!

6 ON THE DAY

Don't forget to ask your virtual attendees to visit your donation page and donate the cost of a cup of tea and a slice of cake. It all adds up and can make a lasting difference to the lives of our Armed Forces community, from veterans to those currently serving.

7 SMILE!

Send us your Big Brew Up selfies, screen shots, cake pics and stories. You should be incredibly proud and happy about your efforts on the day. SSAFA can't continue to support members of the Armed Forces in need without your help, so a big **Thank You!**

SOCIAL MEDIA GUIDE

Social media is a great way to get people involved in your SSAFA Virtual Big Brew Up.



Once you've planned the date and time for your Virtual Big Brew Up, you need to shout about it.

Here are some ideas of what you could share on social media:

f FACEBOOK

We're so excited to be throwing a **#BigBrewUp** for **@SSAFAOfficial** on **[insert date]**. Join in online from **[time]** until **[time]** to have a brew and eat some delicious cake, while raising money for those in the Armed Forces community who are in need.

t TWITTER

Rally the troops for our **#BigBrewUp** on **[date]** at **[virtual location]**. All donations will go to **@SSAFA** and help support **#forcesinneed**

Join us for a brew on **[date]** at our **#BigBrewUp** for **@SSAFA**

ig INSTAGRAM

I'm all ready for the **#BigBrewUp** at **[virtual location]** tomorrow! Log in and join us for a cake and a brew to help us raise money for **@ssafa_armedforcescharity** and help continue the incredible work SSAFA does in supporting **#forces** in need. **##SSAFA #baking #fundraising #cakes #BigBrewUp**



“ Within 24 hours we'd gone from expecting our second child, to Victoria needing an operation for cancer. I was quite proud. I would probably have struggled rather than seek help, I was worried about loss of income and a huge difference in our outgoings. I never thought at 36 and 31, we would need to ask for help. Especially for cancer. But without SSAFA, and without the support we received I don't think we'd be where we are now.”

MARC JOHNSTON

British Army Sergeant, who received financial support following his wife's cancer diagnosis.



PAYING IN YOUR MONEY-CHARITY CHECKOUT



To enable people to make donations to your Big Brew Up, we are using Charity Checkout, which is an easy way for charity donations to be paid online.

1 **CLICK HERE** and choose Fundraise for Us or Create a Team. Here you will be able to set up your own page, group or join your company team.

2 You will then be taken through to the fundraising wizard setup to **customize your page and set a fundraising target.**

3 Once set up, you can **share your page** with friends, family and more. You can include links, images, and live videos to further customise your fundraising page.

Remember, anyone can donate to your page at any time before or during the event.

ssafa.charitycheckout.co.uk/cf/the-big-brew-up-2020

If you're holding a Big Brew Up and want to get your hands on some extra SSAFA goodies, including mugs and tea towels, why not visit our online shop at ssafastore.org.uk and take a look at our range!



Email: thebigbrewup@ssafa.org.uk
ssafa.org.uk/bigbrewup #BigBrewUp

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“I was in a dark place on leaving the military, it felt as though the rug had been snatched from beneath me. Having the support of SSAFA and my personal mentor was of great help for me. I can honestly say without Darren, my mentor, I would not have made it back into the civilian world and I probably wouldn't still be here at all. A massive thank you to SSAFA and all its valuable team members and resources.”

JACK VALENTINE

Royal Navy veteran, who is benefiting from SSAFA's mentoring scheme which supports those moving back to civvy street.