

Please find suggestions for messaging for you to use in your communications, email, and social media posts.

Should you have any questions, please contact marketing@rslqld.org.

Email template

Copy for external corporate to use and send out emails to their staff about ANZAC Day.

Dear <Name>,

This ANZAC Day (Saturday 25 April), <company name> pays tribute to all who have served our nation, whether in wars, conflicts, peacekeeping or other operations.

If you can, we encourage you to attend an ANZAC Day service, wear a sprig of rosemary, and consider donating to the ANZAC Appeal, which supports veterans and their families.

For more information, please visit anzacspirit.com.au

#ANZACSpirit #ANZACDay

Social media captions

Copy to support the sharing of ANZAC Day resources/post on corporate social media channels.

- This #ANZACDay OR Today, <company name> pays tribute to all who have served our nation. Please join us in honouring them by <wearing a sprig of rosemary / attending an ANZAC Day service / donating to the ANZAC Appeal>. For more info, please visit anzacspirit.com.au
#ANZACSpirit
- This #ANZACDay, <company name> recognises all who have served our nation, whether in wars, conflicts, peacekeeping or other operations. In tribute to them, we'll be <wearing a sprig of rosemary / attending an ANZAC Day service / donating funds to the ANZAC Appeal>. Find out how you can join us: anzacspirit.com.au
#ANZACSpirit
- To honour what they gave is to appreciate what we have. This #ANZACDay, join <company name> in paying tribute to all who have served our nation. Plan your ANZAC Day at anzacspirit.com.au
#ANZACSpirit
- Your way to honour the ANZAC spirit lives here.
OR
Let's show the ANZAC spirit lives here.
Plan your ANZAC Day | 25 April | anzacspirit.com.au
#ANZACSpirit