





## Our Mission

We are facing one of our country's greatest tests. It is causing unimaginable hardship with many of us losing loved ones, struggling with our own physical and mental health and facing acute financial pressures.

Yet the scale of the challenge we are facing has somehow brought us closer together. Made us more grateful for each other and indebted to the workers who put themselves at risk to keep our country running and protect the vulnerable. It has shown people at their best – volunteering, helping neighbours, protecting those at greatest risk and pulling together as communities to support one another. Our mission is a simple one. We want to support and foster this renewed spirit over the decade to come. Together we aim to bridge divides and help build a kinder, closer and more connected country, ready to face whatever challenges lie ahead.

## Who we are

/together is a country-wide coalition of individuals, community groups and some of the UK's best-known organisations. We are not political and welcome support from those of all faiths and of none. Anybody who believes that we have more in common than that which divides us should join us.

The steering group includes a broad range of organisations and individuals from the NHS and ITV to the Scouts, Guides, the British Paralympic Association, trade unions and the CBI. It includes representatives from our major faiths, as well as from the worlds of culture, the media and business, charities and sport.

# Thank You **together**

Sunday July 5th is the NHS's birthday. Normally, they would celebrate, but this year their focus will rightly be on continuing to combat the virus and saving lives.

That's where we come in. We asked the NHS how they would most like to celebrate their birthday. They said by simply saying 'thank you'.

Thank-you to their staff, of course. The doctors, nurses, cleaners and carers.

But far beyond that, they want to dedicate their birthday to build the biggest thank you in our nation's history.

Thank-you to all of the key workers, from delivery and transport drivers to shop workers and suppliers.

Thank-you to the public too. The people who have stayed home, even when the sun shone brightly. The people who helped their neighbours with the shopping or washed their hands more often.

A light blue circle containing the words "THANK YOU" in a bold, blue, sans-serif font, stacked vertically.

THANK  
YOU

## In the run up to the day

In the run-up to the day, we'll be inviting everybody to say a personal thank you to a loved one, someone who has helped them, or who has made a difference in their area.

By July 4th, we want to see windows, streets, school buildings and businesses filled with thank yous. You can use the downloadable templates from the [/together](#) website to make this quick and easy.



## On The Evening of July 4th

On Saturday July 4th, there will be a moment of remembrance. National landmarks will be lit up as part of our collective memorial and people will be encouraged to place a light – a lamp, torch or LED candle – in their windows. We will then share a minute's silence as a thanksgiving for the legacy and lives of all those we have lost to this devastating virus.



## On July 5th

At 5pm on Sunday July 5th, we'll give thanks with the biggest, loudest thank you yet. We've been working with Clap for Carers to bring this back for one day only to thank everyone.



Afterwards, stay outside to chat to your neighbours, or reach out to someone who is lonely, isolated or stuck in another household, to let them know they are appreciated.

# How You Can Get Involved

We want businesses, voluntary groups, media organisations, local councils and everyone else to join in too, to make this the biggest thank you ever. Together.

There are several ways that you can join in and show what we can do when we join /together

## Sign The Pledge

Become a member of the /together campaign simply by signing up to the pledge. This will register you as a supporter of the campaign, you will be listed as such and be kept informed of the planning for the launch day and campaign.

**Our society today feels more divided than many of us would like. Too often we hear that these divisions – by class or geography, by politics, age, race or faith – have come to define us. Every one of us – from the government and institutions to communities and individual citizens – can play a part in bridging these divides. I support /together and will play my part in making the next 10 years a decade of reconnection.**

Supporting the pledge acknowledges your support for the campaign but doesn't commit you to anything further unless you would like to. Of course, we hope you will become an active member and get involved in the different strands of work through the following activities.

## In the run up to the day

In the run-up to the day, we'll be spreading the word as far as we can, getting everybody ready to say thank you on July 5th.

- Firstly, by using your internal and external communication systems, websites, newsletters and social media feeds you can help get the message out to the country about Thank You /together. You can use any of the messaging in this pack to make this quick and easy.
- Retweet/repost from the /together social accounts
- Start a 'Thank You' nomination train, nominating people in your networks to colour in our 'Thank You' templates, post them on social media, and tag their friends to get involved.

## Take part in the day on July 5th

There are lots of ways to get involved and thank your own colleagues and customers who have helped us through this crisis.

- Join us at 5pm for the loudest thank you clap yet, and to raise a glass in thanks
- Build on any community activity you are already doing by co-branding with /together

# #Thank You **/together**

## Social Media Guide For Partners

**/together** will celebrate the country's biggest ever thank you on the 5th of July 2020, the 72nd birthday of the NHS.

Join together in a national moment of thanksgiving: to remember and give thanks for the lives of those who have died during the crisis, to thank the NHS staff and all key workers who have helped us through the crisis so far, and to toast each other from our doorsteps, making the commitment to carry on looking after each other, and getting through the next few months and years together.

We want the day to be a reminder of what we can all do when we look out for one another, and a signal of our commitment to build a kinder, closer and more connected country as we endure and come through this crisis together.

The campaign will launch at 10am on Wednesday 10th June. You can support our launch by sharing about the launch on your social media channels, to help us spread the word to your followers.

Please follow the **/together** accounts:

[facebook.com/togethercoalition](https://facebook.com/togethercoalition)

[twitter.com/togethercoalit](https://twitter.com/togethercoalit)

[instagram.com/togethercoalition](https://instagram.com/togethercoalition)

[linkedin.com/togethercoalition](https://linkedin.com/togethercoalition)

All posts should link to [together.org.uk](https://together.org.uk)

Please use our hashtag: #ThankYouTogether. The hashtag should be used within a sentence, e.g. We're saying #ThankYouTogether.

We will be sharing content on **/together** accounts throughout the day. Please reshare these posts to your own channels where appropriate.

# #Thank You/ **together**

Download images here: <https://tinyurl.com/y8g8hleC>



We are saying thank you/ **together**

#ThankYouTogether



# #Thank You/ **together**

## Posts

### Post 1

These past few months have been testing for our country, but we're getting through it – together. This year, on the NHS' birthday we're going to be joining @togethercoalition and the whole country to say #ThankYouTogether.

Join in: [www.together.org.uk](http://www.together.org.uk)

### Post 2

We're supporting @togethercoalition as they get ready to say #ThankYouTogether. On July 5th we'll be joining the country in offering a personal thank you to those who have made this time easier.

Create your own: [www.together.org.uk](http://www.together.org.uk)

### Post 3

This year, on the NHS' birthday, we'll be saying thank you, to everyone who has helped us during this crisis. We're joining @togethercoalition as we all say #ThankYouTogether.

Make sure your thank you is heard: [www.together.org.uk](http://www.together.org.uk)

For twitter, remember the handle is **@togethercoalit**

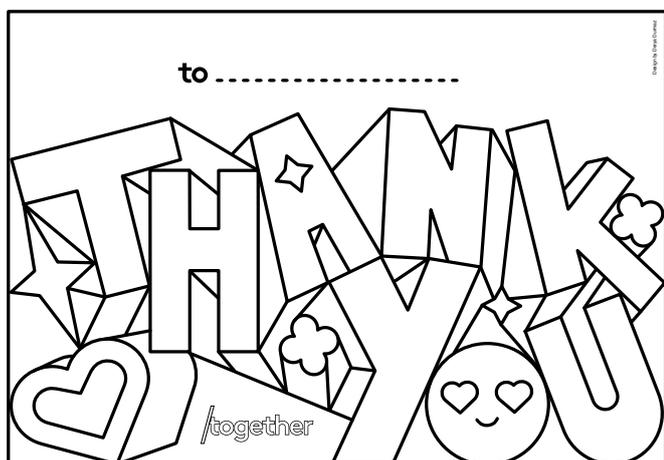
# Toolkit

## Thank you templates

Artists and designers have come together to create special thank-yous for you to personalise and put in windows and around your premises for all the world to see.

Just download and add the name of who you'd most like to say thank you to. Could be the nurses and doctors, posties and delivery folk, your customers and staff or a local hero. Let's just get as many 'thank yous' out there as possible.

Artwork by Derya Durmaz



Artwork by Toby Triumph



Artwork by Yukai Du



Artwork by Joe Waldron



Templates can be downloaded from our website: [together.org.uk/say-thank-you](https://together.org.uk/say-thank-you)

# Logo

Download the /together logo from [www.together.org.uk](http://www.together.org.uk) and create your own co-branded merchandise and visual assets to promote the day.

From t-shirts and pens to balloons and coffee cups, show that we're all /together.



Download the /together logo from [www.together.org.uk](http://www.together.org.uk) and create your own co-branded merchandise and visual assets to promote the day.

# Media Coverage

The Times

ing for work would increase congestion, air pollution, carbon emissions and road accidents while leading to a drop in physical activity.

In all, the study estimated that limits on public transport could lead to a 7 per cent national increase in 'commuter car' journeys, rising even higher in urban areas that are more reliant on the bus and train. Work-related car journeys could rise by as much as 22 per cent across London and by 12 per cent in Brighton and Oxford, 9 per cent in Newcastle and by 8 per cent in Birmingham.

The study, led by the Active Travel Academy, a research group based at Westminster University, recommended a sharp increase in the number of

was forced to defend his decision to... the same at a community event. Scotland Yard has issued guidance to officers not to do so at protests, though elsewhere it will be a personal decision.

'Taking a knee' comes from an American football play and was popularised by the pitch-side anti-racism protests of Colin Kaepernick, who played for San Francisco 49ers.

There were 135 arrests over three days of protesting last week. Sixty-two Met police officers were injured, including a PC who suffered broken bones when she was thrown from her horse after clashes.

**Black Lives Matter rallies, pages 4-6**  
**Leading article, page 29**

Daily Star

## SUMMER



### BIGGEST THANK YOU

THE nation will come together as one to thank our hero key workers on July 5 the NHS's 72nd birthday.

Gary Linaker, the Archbishop of Canterbury, announced this phrase and Annemarie Plas, who created the Clap for Carers, have joined forces for the biggest show of support yet.

Working with the NHS, they've launched the Together coalition in Britain can say thank you to those front-line workers - who are helping us through Covid-19.

In short, it's a national moment of thanks that will end to get through the next stage of coronavirus crisis.

The nation's silence will be held on an evening of July 4 when people across the country will be asked to light a candle in their windows in remembrance of all who have died, every-wide claps and people are asked to stay out to raise a glass of

There's a cup of tea with neighbours, NHS Chief Executive Sir Simon Stevens said. "Over recent months our nurses, doctors, therapists, support staff, paramedics and countless other NHS colleagues have had to contend with the greatest challenge in the health service's history."

"But we could never have done it alone, and we've been helped and assisted by fellow key workers and by carers and volunteers."

**Forces**

"Together they have looked out for others and kept the country running."

"So as we mark the NHS's birthday we want to say a huge thank you on behalf of the whole NHS to all those who have played their part in tackling this horrible coronavirus pandemic."

"To the teachers, care staff, transport and shop workers, as well as the armed forces, volunteers and local authorities."

"And in particular, thanks to the public whose support has meant we reach - from the children who put rainbows and NHS signs in their windows, to all those who stood their ground by staying at home to slow the spread of this terrible virus."

## Campaign to celebrate NHS birthday

People are being encouraged to celebrate the NHS's birthday and thank key workers and neighbours for their support during the pandemic in a weekend of commemorations next month.

In a letter, influential figures including the head of NHS England, Sir Simon Stevens, and the Archbishop of Canterbury, the Most Rev Justin Welby, have expressed support for making July 5 - the 72nd anniversary of the service - an official day of tribute.

The letter, compiled by the Together coalition, says: "We all owe a debt of gratitude to the nurses, doctors, physiotherapists, porters, cleaners, and countless others who have delivered for patients and their families, along with all those

in the care sector. But we are also hugely grateful to the shop workers, transport staff, delivery drivers, teachers, refuse collectors, farmers, armed service personnel and other key workers who have kept the country going."

As well as a minute's silence on the evening of July 4 to remember all Covid-19 victims, a nationwide clap will be held the next day to thank NHS staff.

The woman who founded the #ClapforCarers initiative, which lasted for ten weeks of lockdown, believes "now is the time to expand this gratitude and acknowledge everyone who is helping us through this crisis".

Annemarie Plas said: "Thursday nights were a moment to show our ap-

preciation but also to check in with our neighbours and have human contact. I hope we can make July 5 a day that unites us in a countrywide 'thank you' and that shifting the moment to earlier in the day will mean those kids who go to bed before 8pm can really take part."

Sir Simon wants to salute "teachers, care staff, transport and shop workers, as well as the armed forces, volunteers and local authorities". He added: "And in particular, the public whose support has meant so much - from the children who put rainbows and NHS signs in windows, to all those who saved lives by staying at home."

Justin Welby and Sir Simon Stevens, Comment, thetimes.co.uk

The Sun

## NHS AND CHURCH LEADERS' PLEA

### CANDLES AND KEY WORKER CLAPPING



# Let's build bright future together

**By JUSTIN WELBY**  
The Archbishop of Canterbury

**& SIMON STEVENS**  
NHS England Chief Executive

It's worth of date shows the main back to without paper anywhere. Verminator must poster to get big this-merry 1. Spunners of and Austria's stress for one of the town night balls and 16, or an ugly - 100.

A generation of us on the sun. And fact.

se

4 quarantine

PH has had reason to get. Our speak- of this help is storm. out of the at Britain change of save our

IC

ION our

ers, for ded, by illated way to

f GSD- that

DK.

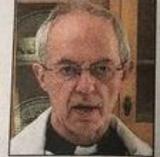
Love-30 to lie as he nets fifth wife

Win a great garden bundle worth £3,000+ in our new Sun! Find out more at thesun.co.uk

Smash an

## WAIT

# AL



Backing... archbishop

## Let's have a clappy birthday

By CAROLINE IGGULDEN

THE Archbishop of Canterbury is leading a call to bring back a one-off doorstep clap.

Justin Welby has teamed up with the NHS to ask families to mark its 72nd birthday on July 5.

The clap is spearheaded by the Together campaign - a coalition of organisations asking us all to applaud NHS staff and key workers.

In a letter, it calls for July 5 to become a day where people say thanks. The clap is backed by figures including Baroness Doreen Lawrence and TV host Gary Linaker.

The original clap for carers lasted ten weeks and ended last month. Founder Annemarie Plas, 26, said: "I have

l the two- reduced talent. very clear a Covid m passing nce from less than netre. i of the ig passed i society." ips well- at shops iday but ide extra is if they place. cutive of

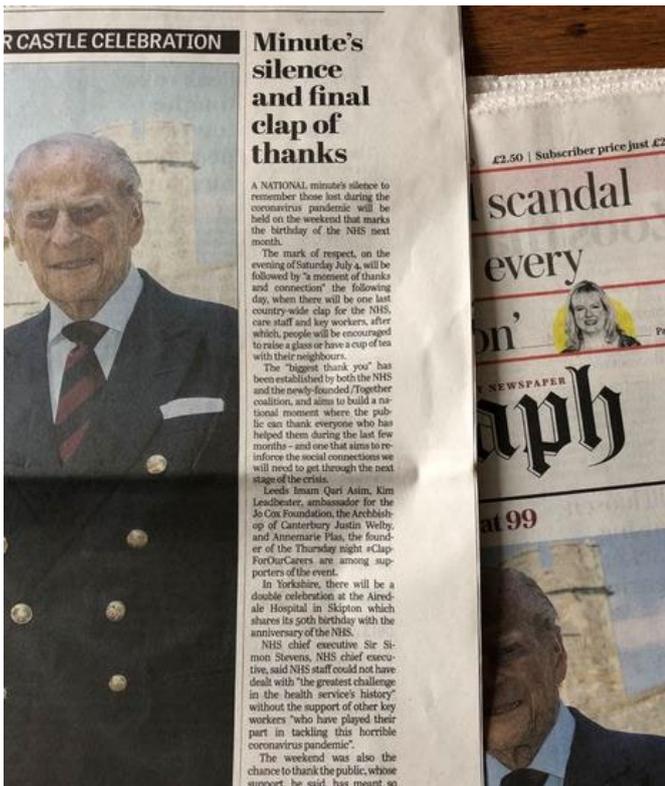
Picture: MARC HAYDEN/LIPSTICK SYNDICATION

# Media Coverage

The Sun



Yorkshire Post



# Media Coverage

Daily Express

Daily Express

**/together**

[www.together.org.uk](http://www.together.org.uk)