



# Thank a First Responder Day

## Information kit

[thankafirstresponderday.org.au](http://thankafirstresponderday.org.au)



# Thank a First Responder Day

**#ThankAFirstResponder #PowerOfThanks #TAFRD**

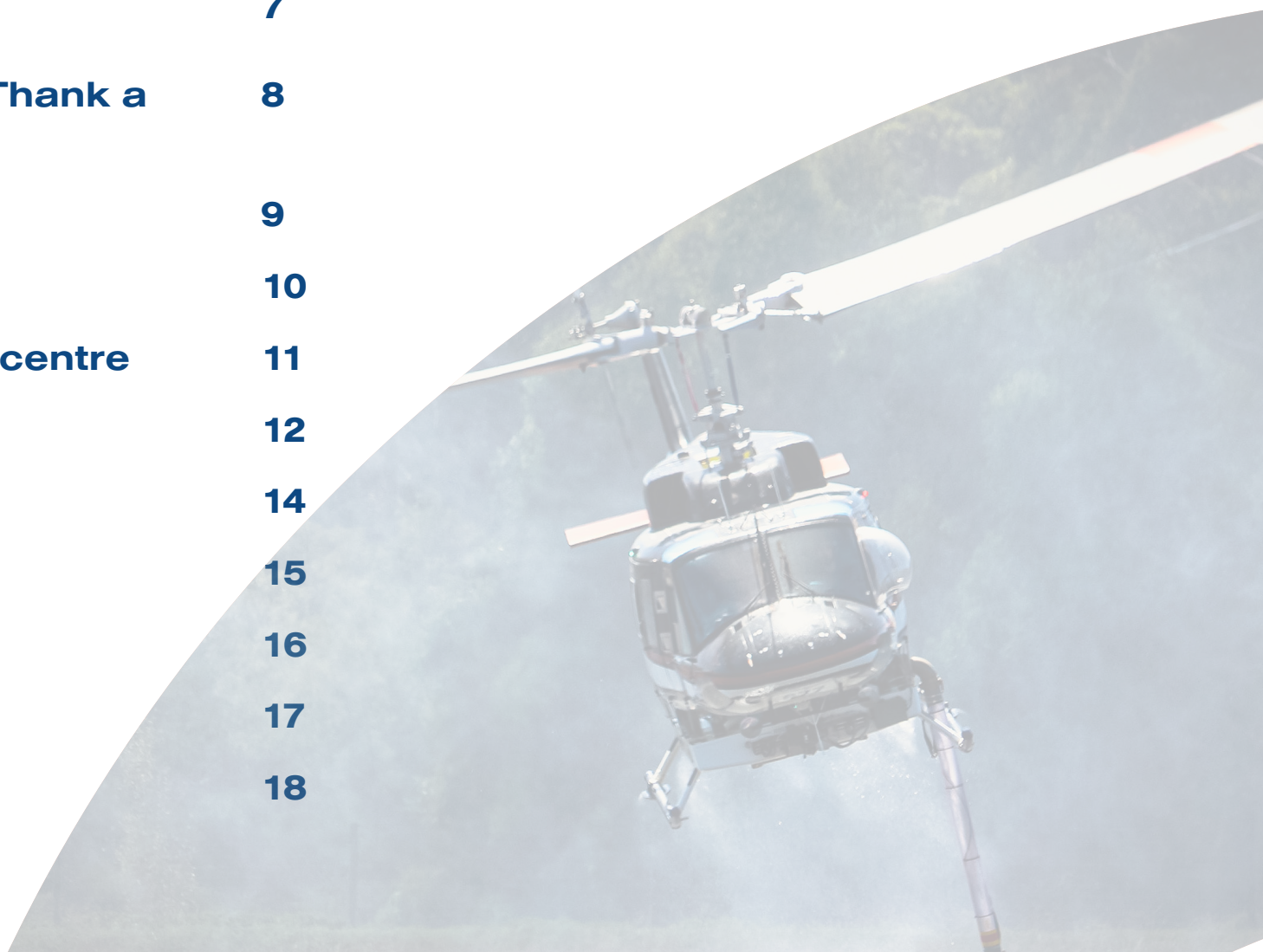
**Public social media messages using the hashtags will appear on the Thank a First Responder Day website Gratitude Gallery.**

**[thankafirstresponderday.org.au](http://thankafirstresponderday.org.au)**



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# About this kit

This information kit provides all the resources you need to show your gratitude to our first responders on Thank a First Responder Day, Wednesday 11 June 2025.

Information on getting involved, key messages, and downloadable digital resources to share across your networks are included. Please use this information to help spread the word about this special day of thanks for those who risk their lives for us without hesitation.





# What is Thank a First Responder Day?

Thank a First Responder Day is a collaborative effort between Fortem Australia and emergency response services across the country.

On 11 June 2025, Australians are being asked to say two simple words – thank you – to the many first responders who dedicate their lives to protecting the public.

The aim of Thank a First Responder Day is to create a clear and resounding voice of gratitude for the paid workers and volunteers who do so much for their community, often for very little thanks or recognition.

Thank a First Responder Day also serves as Fortem's primary annual fundraising campaign, helping us to support the mental health and wellbeing of first responders and their families through clinical, social connection, career management and mental health literacy services.

**“Thanks” is more than just a token word – it’s a symbol of gratitude and respect for those who do a job most of us could not do.**



**#ThankAFirstResponder #PowerOfThanks #TAFRD**

Public social media messages using these hashtags will appear on the Thank a First Responder Day website Gratitude Gallery.



# Who are Australia's first responders?

First responders come from all walks of life, with the same day-to-day pressures as the rest of us. They have families, commitments, bills to pay, and homes to maintain. Some of them volunteer as first responders in addition to holding down other jobs. And when duty calls, their working day is markedly different from that of most Australians.

Being the first to arrive and provide vital assistance at the scene of an accident, natural disaster, or terrorist attack, or putting their own lives on the line to search for or rescue those in need, can be confronting and traumatic. But hundreds of thousands of Australians take it in their stride to provide crucial service to the community.





# The power of thanks

Why should we thank first responders? It is well documented that feeling appreciated and valued is important for our wellbeing. Social isolation and low levels of social support are associated with chronic illness and are a high-risk factor for suicide.

Recent years have seen first responders playing increasingly critical roles in the safety and security of the Australian community.

Increasing natural disasters such as bushfires, floods and storms have impacted communities across the country and many first responders put their own health at risk during the COVID-19 pandemic. That's in addition to the day-to-day operational duties first responders undertake. Through all of this, first responders continue to band together to help the community in their time of need.

The unrelenting nature of their work means that many first responders do not have the time or resources to recover mentally and physically from the situations they experience in their roles. Traumatic stress injuries such as post traumatic stress disorder (PTSD) are common, and the impacts on first responders, and their families, can be overwhelming.

The simple act of saying thanks for the challenging, traumatic and often dangerous work our first responders do will ensure these dedicated men and women know that they are recognised, appreciated and valued by the communities they protect.

Saying thanks is a critical step in helping first responders understand that just as they support us, we've got their backs, too.

“ **Feeling gratitude and not expressing it is like wrapping a present and not giving it.**

– Dr. William Arthur Ward (1921-1994)

”

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# How you can help promote Thank a First Responder Day



**On your social media**



**In your community**



**In your workplace**



**At your school or childcare centre**



**#ThankAFirstResponder #PowerOfThanks #TAFRD**

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# Social media



## Facebook

- Like and share the Fortem Facebook page [facebook.com/FortemAustralia](https://facebook.com/FortemAustralia)
- Tag a friend and get them involved in saying thanks.
- Share your message of thanks on your social media pages, using one of our downloadable social media tiles, or create your own.



- Share your message about the first responder in your life, or a first responder to whom you owe a debt of gratitude.
- Use our hashtags whenever you post a message of thanks.

## Instagram

- Follow Fortem on Instagram [instagram.com/FortemAustralia](https://instagram.com/FortemAustralia)
- Post your messages of thanks on your Instagram page and use our hashtags.

## LinkedIn

- Follow Fortem on LinkedIn [linkedin.com/company/FortemAustralia/](https://linkedin.com/company/FortemAustralia/)
- Post a message on how you or your workplace is thanking first responders and use our hashtags.



**#ThankAFirstResponder #PowerOfThanks #TAFRD**

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## In your community

## Organise an event

Organise an event to mark Thank a First Responder Day – a morning tea, fun run, volunteer outing or whatever takes your fancy – and make sure you invite local first responders along. Photograph and share the event on social media using our hashtags.

**#ThankAFirstResponder #PowerOfThanks #TAFRD**



## Ask your community

Encourage shops, businesses, libraries, and community hubs to display Thank a First Responder Day posters, and post on their social media pages and websites.



## Share your stories

Identify stories of human kindness and spirit displayed by first responders in your community. Tell us about them at **[thankafirstresponderday.org.au](https://thankafirstresponderday.org.au)** so we can celebrate their work. Thank a first responder in a way that works for you - after all, the day is about genuine displays of gratitude!



# At your school or childcare centre

## Display posters

Display posters in your classrooms and noticeboards to let others know about Thank a First Responder Day.

## Create posters, cards and messages

Create your own thank you posters, cards and messages to send to first responders in your community. Printable thank you cards can also be downloaded at:  
[thankafirstresponderday.org.au](http://thankafirstresponderday.org.au)



## Share in your newsletter

Let your school or childcare centre community know about Thank a First Responder Day by adding a section to your newsletter.



## Hold a fundraiser

Raise funds through a dress-up or mufti day with a gold coin donation to help Fortem's work supporting first responders.

## Make the day your own

Thank a First Responder Day is about the community recognising first responders. Find your own way to celebrate what they do, and encourage your family, friends and community to get involved.

## Share on social media

On 11 June 2025, post messages of thanks from your class or school on social media using the hashtags #ThankAFirstResponder #PowerOfThanks #TAFRD



## Enjoy the activity sheets

Free activity sheets and games are available to download on the Thank a First Responder Day website [thankafirstresponderday.org.au](http://thankafirstresponderday.org.au)

## Meet a first responder

Invite a first responder to your centre or school and find out more about what they do.

# In your workplace or business

## Display posters

Display your downloadable Thank a First Responder Day posters on notice boards around the office.



## Support first responders

Offer discounted or free services for first responders on 11 June 2025 to say thanks, or raise funds for Fortem Australia by donating a percentage of product sales or profits on the day.

## Share in newsletters, on the intranet and your social media pages

Include Thank a First Responder Day information in newsletters and on your intranet, with a link to [thankafirstresponderday.org.au](https://thankafirstresponderday.org.au) and encourage staff to post a message of thanks on their own social media using the hashtags #ThankAFirstResponder #Power-OfThanks #TAFRD



## Hold a morning or afternoon tea

Organise a morning or afternoon tea at your workplace to raise awareness of the work first responders do. Consider using it as a fundraiser to help support Fortem's work.

## Update email signatures

Encourage your colleagues to use our downloadable Thank a First Responder Day email footer on 11 June 2025.



## Contact the media

Contact local media outlets and let them know how your organisation is marking Thank a First Responder Day – organise a photo.



# Business partnership opportunities

Fortem is seeking Australian businesses to partner with for Thank a First Responder Day to help magnify the impact of gratitude to the hundreds of thousands of first responders across the country who are always there for us when we need them the most.

We all know a first responder – they may be our father or mother, son or daughter, brother or sister. They could be our neighbour, another parent at school drop off, or a teammate on the sports field. Many first responders are also our employees who volunteer as a first responder outside of the workplace. They are ordinary people who do extraordinary things, and it's important we show them appreciation for all that they do.

## How can my business or organisation get involved?

- Come on board as a Thank a First Responder Day sponsor or supporter.
- Host a Thank a First Responder Day event at your workplace on or in the lead up to Thank a First Responder Day.
- Provide promotional items or discounts for first responders on Thank a First Responder Day.
- Fundraise for Fortem Australia.
- Promote Thank a First Responder Day in your workplace and to your networks.
- Record a video of thanks or write a message of gratitude and post it on your social media.
- Post your videos and messages of thanks to the Fortem website.



If you would like to more information about a sponsorship or supporter option please visit [thankafirstresponderday.org.au](http://thankafirstresponderday.org.au)

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# Content you can share

## Newsletter article / blog post

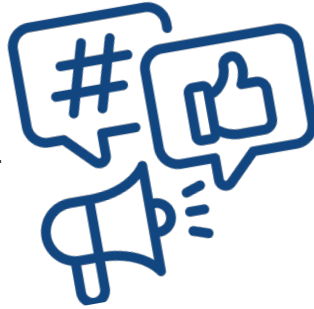
Wednesday 11 June 2025 is Thank a First Responder Day, when all Australians are asked to show their appreciation to those who dedicate their lives to protecting the public.

Across Australia hundreds of thousands of first responders go to work or volunteer every day without knowing exactly what they will face, our first responders have never been under more pressure.

The simple act of saying thanks for the often challenging, traumatic and dangerous work they do will ensure these dedicated men and women know they are recognised, appreciated and valued by the communities they protect.

On 11 June 2025, we encourage you to go online and share your message of thanks to our first responders.

To find out more about how you can be involved, and to download digital tiles and resources you can share across your social channels, visit [thankafirstresponderday.org.au](https://thankafirstresponderday.org.au)



## Corporate social media post

Copy and paste one of the messages below to use in your social media, newsletters and other communications, or tailor your own message.

### Message 1

“[Insert name of your organisation] is proud to say thank you to the first responders who do so much for the community in which we live and work. #ThankAFirstResponder #PowerOfThanks #TAFRD.

### Message 2

On Wednesday 11 June, we’re joining communities around Australia to say thank you to the first responders who do so much to protect and care for us. Share your message of thanks, host a morning tea for the first responder in your life, and join us in showing our gratitude. #ThankAFirstResponder #PowerOfThanks #TAFRD.

### Message 3

Thank a First Responder Day is a day to say thanks to the incredible humans who do so much for our communities. This Thank a First Responder Day, we’re stopping to say thank you. #ThankAFirstResponder #PowerOfThanks #TAFRD



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# Key messaging

## Key messages for Thank a First Responder Day, 11 June 2025

Key information for use in your corporate or community communications:

- Thank a First Responder Day is on Wednesday 11 June 2025.
- It will be preceded by 10 days of gratitude in the lead up to the day.
- The day is organised by Fortem Australia, the nation's leading independent provider of wellbeing and mental health support services for first responders and their families.
- All Australians are being asked to say thank you to the many thousands of first responders who risk their lives protecting the communities in which they live.
- Feeling appreciated and valued is important for our wellbeing. Social isolation and low levels of social support are associated with chronic illness and are a high risk factor for suicide. Two simple words - thank you - could make the world of difference to the first responders who do so much for us.
- Receiving gratitude positively impacts wellbeing. Receiving repeated gratitude helps with mental wellbeing, social connection and resilience to trauma.



- The families of first responders also make incredible sacrifices for the community and need out thanks, too.
- Post thank you messages on your social media pages in the lead up to and on 11 June 2025, using the hashtags #ThankAFirstResponder #PowerOfThanks #TAFRD.

- Host an event and post pictures of your tribute to first responders on your social media pages using the hashtags #ThankAFirstResponder #PowerOfThanks #TAFRD.
- Visit [thankafirstresponderday.org.au](https://thankafirstresponderday.org.au) for more information on Thank a First Responder Day.



- Follow the Fortem Australia Facebook page



- Follow the Thank a Fortem Australia Instagram page



- Follow the Fortem Australia LinkedIn page

Remember to use the hashtags **#ThankAFirstResponder**  
**#PowerOfThanks** **#TAFRD** when you post your message of thanks on  
**11 June 2025.**

# 10 days of gratitude - 000 with heart

In the lead up to Thank a First Responder Day on Wednesday 11 June 2025, we will be giving a special shout out to all those who work tirelessly to keep us safe, with 10 days of gratitude starting on 1 June.

You can show your love for all first responders and their families do by sharing our 000 with heart symbol.

Creative ways to share your gratitude using the 0♥0 symbol include:

- Draw the symbol on your hand, snap a photo, and share it on social media—let's get the whole country involved in showing our gratitude!
- Gather friends to form the symbol with your bodies - or get the whole school involved for an epic aerial photo!
- Decorate cakes or cookies with the symbol and host a gratitude morning tea.
- Get creative and design an artwork honoring first responders, incorporating the symbol.
- Use glow sticks to light up the night with a fun photo of the symbol!

Scan the QR code or download the gratitude kit from our resources to find out more about the 10 days of gratitude.



Remember to use the hashtags **#ThankAFirstResponder** **#PowerOfThanks**  
**#TAFRD** when you post your fun initiative.



 **Thanka  
First  
Responder  
Day**



# Downloadable resources



**Social media tiles**



**Posters**



**Email footer**



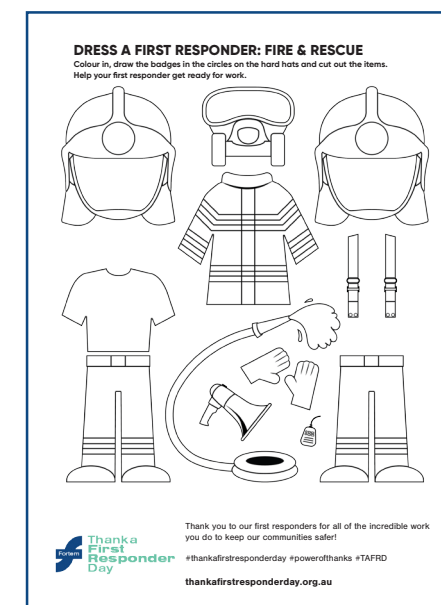
**Thank you signs and postcards**



**Screen graphics**



**Children's activity sheets**



Resources can be downloaded from [thankafirstresponderday.org.au](http://thankafirstresponderday.org.au)

**#ThankAFirstResponder #PowerOfThanks #TAFRD**

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# Tips for sharing messages



## Make it personal

Mention specific names, actions, or moments that made a difference.

Example: *"Thank you, Officer Smith, for always taking the time to check in on our community. Your kindness doesn't go unnoticed!"*



## Use positive uplifting language

Encouraging, appreciative words help make the message even more special.



## Be genuine and sincere

Authenticity makes gratitude more meaningful. Write from the heart.



## Make it public (if appropriate)

Post on social media, write a letter, or share in a group setting to amplify appreciation.



## Highlight the impact

Share how the person's actions made a difference in their life or community.

Example: *"Your support during the recent storms helped us feel safe. We're truly grateful!"*



## Consider a creative touch

A short video, a drawing, or even a handwritten card can add a unique and personal element.



## Keep it concise (but meaningful)

A few heartfelt sentences can be just as impactful as a longer message.

**#ThankAFirstResponder #PowerOfThanks #TAFRD**

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# Tips for creating videos and photos

## Filming a video

- **Use portrait mode** – This works best for social media platforms.
- **Keep it short and sweet** – Aim for a video length of 30–60 seconds.
- **Prepare your message** – Plan what you want to say before you start recording.
- **Choose a suitable background** – Keep it simple and free from distractions.
- **Reduce background noise** – Film in a quiet space to ensure clear audio.
- **Ensure good lighting** – Natural light or soft indoor lighting works best.
- **Check everyone is comfortable** – Make sure all participants are happy to be in the video.
- **Use smooth movements** – If panning or moving the camera, do it slowly and steadily.
- **Add captions if needed** – Helps improve accessibility and engagement.
- **Film at eye level** – Creates a natural and engaging perspective.

## Taking a photo

- **Capture genuine expressions** – Encourage natural smiles and emotions
- **Choose a suitable background** – Keep it simple and distraction-free.
- **Ensure good lighting** – Natural light works best; avoid harsh shadows.
- **Check everyone is visible** – Make sure you can see everyone in the photo and they are not hiding behind someone.
- **Focus on clarity** – Keep the image sharp and well-framed (look for signs or trees coming out of heads!)
- **Include the message** – Ensure any signs or gestures of thanks are visible.
- **Take multiple shots** – More options give you the best chance of a great final image.



**#ThankAFirstResponder #PowerOfThanks #TAFRD**

Public social media messages using these hashtags will appear on the Thank a First Responder Day website Gratitude Gallery.

# Thank you

#ThankAFirstResponder #PowerOfThanks #TAFRD

## Get in touch

Do you have a story to share? Want to find out more about Thank a First Responder Day? Send us a message and we'll be in touch.

[thankafirstresponderday.org.au](http://thankafirstresponderday.org.au)

[thankafirstresponder@fortemaustralia.org.au](mailto:thankafirstresponder@fortemaustralia.org.au)

1300 339 594





**Fortem Australia.**  
**Responding with resilience.**  
[thankafirstresponderday.org.au](http://thankafirstresponderday.org.au)  
**1300 33 95 94**

