

Prepared for The Ministry of Defence

Ally Toolkit.

September 2026





01. Why we need your support

02. Internal assets

03. External assets

04. Help them find the right information

01. Why we need your support.

We need you

Help us reach those affected by the Armed Forces LGBT Ban.

Your organisation could reach someone we can't.

Use this toolkit to help raise awareness of the financial and non-financial recognition available to those affected by the Armed Forces LGBT Ban.

Applications close: 12 December 2026

For more info, visit:

gov.uk/affected-by-the-ban



You could reach someone we can't.

Recognition is available for people affected by the Armed Forces LGBT Ban, but some of those eligible may still not know about it.

For understandable reasons, some affected veterans are no longer connected to MOD, Armed Forces, veteran or LGBT+ networks.

Others may not identify as veterans anymore, may have lost trust in MOD, or may not realise the recognition schemes could apply to them.

Applications close: 12 December 2026

For more info, visit:

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That's why your support matters.

Through the workplaces, services, communities and networks people already know and trust, you can help this message reach those we may not reach directly.

With the application deadline approaching, every share and signpost matters.

**APPLY
BY
12 DEC
2026**

You don't need to have served yourself to make a difference. Passing the information on could help it reach someone who did.



01. People who were directly affected

People who were dismissed, discharged or affected in any way by the Armed Forces LGBT Ban while serving between 1967 and 2000.

02. People who may not realise it applies to them

Not everyone affected was dismissed or discharged. Some may have experienced harassment, investigations, disciplinary action, pressure to hide who they were, or other impacts on their service. They may not realise recognition is available to them.

03. People who know someone affected

Friends, family members, former colleagues, carers, community members and professionals can all help spread the word.

You don't need to be an expert on the schemes or advise anyone about their eligibility.

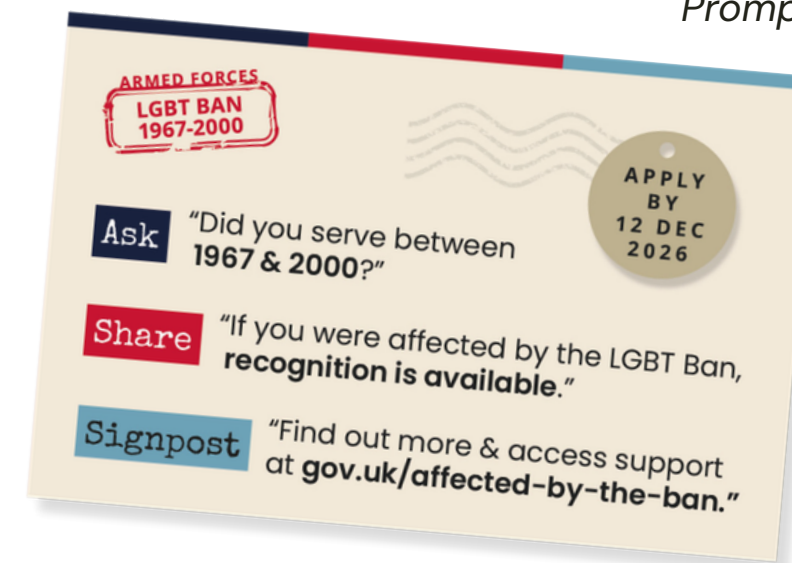
We're asking you to help more people hear about the recognition and support available.

You can:

- Raise awareness within your organisation and networks.
- Share campaign materials through your existing channels.
- Display posters and leaflets in relevant spaces.
- Use the ready-made toolkit assets online and offline.
- Let people know support is available, if they have questions or need help applying.
- Contact us if you need something more tailored for your audience.



Prompt cards



The most important action is to direct people to:

gov.uk/affected-by-the-ban

The campaign website explains what recognition is available, how to apply and where to access support.



01. Why we need your support

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02. Internal assets.

Start with the people you already reach.

Your staff, volunteers and internal networks may include people affected by the ban – or people who know someone who was.

Internal communications can be particularly valuable if your organisation employs veterans, works with veterans, or has staff who may know someone affected.

Assets available:

- Posters
- Email signature banners
- Internal newsletter copy
- Intranet copy
- Digital screen graphics
- Internal social content
- Conversation prompt card



Email signature banners

Simple ways to help:

- Share in staff newsletters.
- Use the ready-made copy to introduce the campaign and direct people to the GOV.UK page.
- Add it to your intranet.
- Give people somewhere they can access the information privately and in their own time.
- Display posters.
- Use staff rooms, noticeboards, communal areas and other high-footfall spaces.
- Use digital screens.
- Display campaign graphics in offices, reception areas and shared spaces.
- Add an email signature banner.
- Help increase visibility through everyday communication.
- Share through internal networks.
- Ask Armed Forces, LGBT+, wellbeing, HR and EDI groups to help spread the message.

01. Posters

Ready-to-display campaign posters for staff areas, noticeboards and other shared spaces.

[Download posters – Digital](#)

[Download posters – Print](#)

04. Internal newsletter copy

Ready-to-use copy for staff newsletters, bulletins and internal updates.

[Download newsletter copy](#)

02. Email signature banners

Add the campaign message to staff email signatures to help raise awareness through everyday communications.

[Download ebanners](#)

05. Intranet copy

Ready-to-use campaign messaging for your staff intranet or other internal platforms.

[Download intranet copy](#)

03. Digital screen graphics

Campaign graphics designed for digital screens in offices, staff areas and other shared spaces.

[Download digital screens](#)

06. Internal social posts

A ready-to-share ally carousel encouraging staff and networks to help spread the word about the campaign.

[Download social graphics](#)

07. Conversation prompt card

A handy tool to help frontline teams start conversations and signpost people who may have been affected.

[Download prompt card](#)



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03. External assets.

Help the message travel further

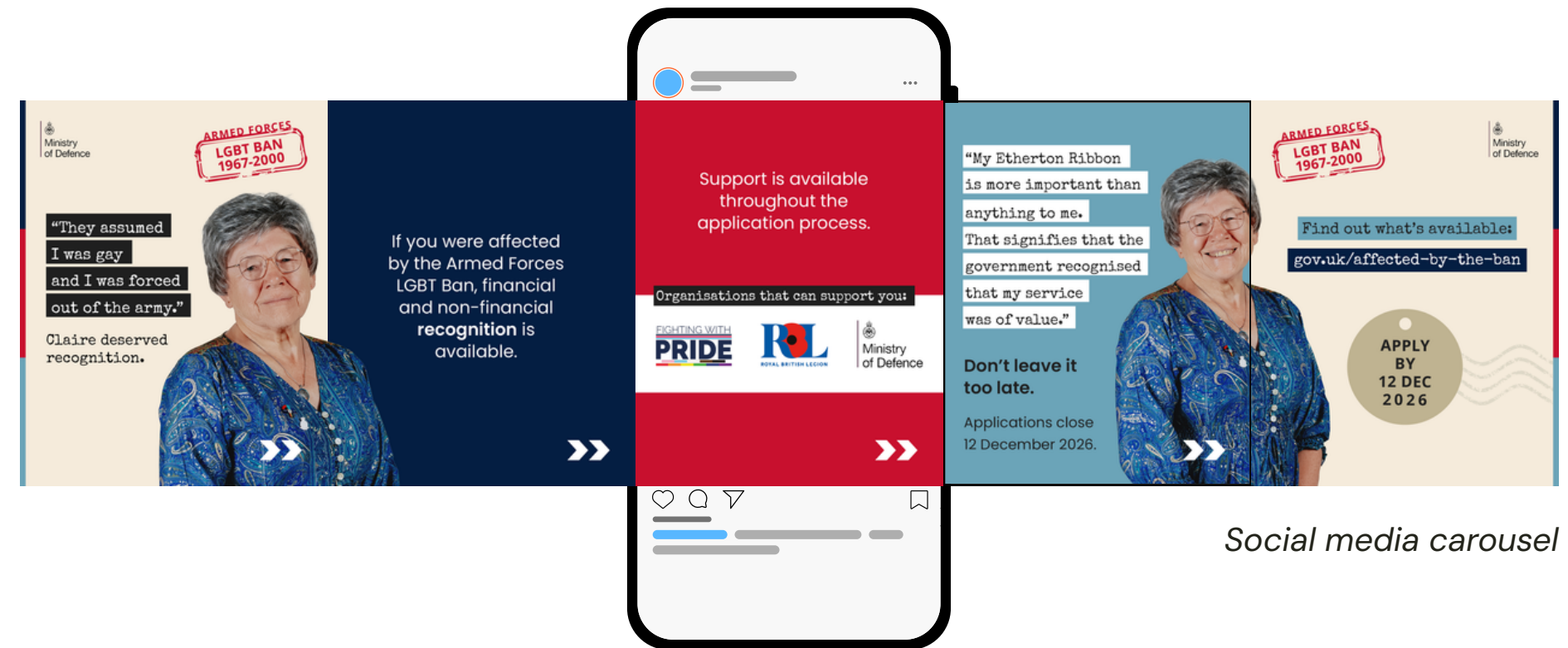
Think about the people your organisation reaches every day.

Through your services, social channels, website, newsletters, physical locations and partner networks, any one of these could be the place someone first discovers that recognition is available.

Ways to share:

- Post campaign content on social media.
- Include the campaign in public newsletters.
- Add campaign information to your website.
- Display posters and digital screens.
- Make leaflets available.
- Brief frontline teams so they know where to signpost people.
- Share the campaign with partner organisations & community networks.

You don't need to explain the schemes yourself.



Social media carousel

Assets available:

- Social media graphics
- Suggested captions
- Posters & leaflets
- Website & Newsletter copy
- QR code
- Campaign URL

The most important action is to direct people to:

gov.uk/affected-by-the-ban

Here they can find official information about the recognition schemes, support available and how to apply.

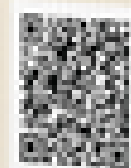
Were you, or someone you know, affected by the Armed Forces LGBT Ban?

If you were dismissed, discharged or
affected in other ways, you can apply for
financial and non-financial recognition.

Support is available throughout
your application.

"Your service deserves to be recognised."

- Dawn Royal Navy Radio Operator



Visit bit.ly/affected-by-the-ban
to find out more.



**ARMED FORCES
LGBT BAN
1967-2000**

**APPLY
BY
12 DEC
2026**

01. Social media graphics and captions

Ready-to-share campaign graphics and captions for your organisation's public social media channels.

Download social media pack

04. Website copy

Ready-to-use campaign messaging for your organisation's public website or online resource pages.

Download website copy

02. Posters

Campaign posters for public-facing spaces, noticeboards, waiting areas and community venues.

Download posters – Digital

Download posters – Print

05. Newsletter copy

Ready-to-use copy for public newsletters, member updates and other external communications.

Download newsletter copy

03. Leaflets

Printed for events, receptions, community spaces and anywhere people may want information to take away.

Download leaflets – Digital

Download leaflets – Print

06. QR code

Add the campaign QR code to your own materials to direct people straight to the official campaign page.

Download QR code

07. Campaign URL

Use gov.uk/affected-by-the-ban across your communications to signpost people to official information, support and how to apply.

Public facing spaces

**ARMED FORCES
LGBT BAN
1963-2000**

Ministry
of Defence



**"They assumed I was
gay and I was forced
out of the army."**

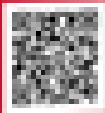
Claire deserved
recognition.

**APPLY
BY
12 DEC
2024**

Whether you were dismissed, discharged or affected in
other ways by the Armed Forces LGBT Ban, you can apply
for financial and non-financial recognition.

Support is available to guide you through the process.

Take the first step.
Scan to find out more.



Or visit gov.uk/affected-by-the-ban

**ARMED FORCES
LGBT BAN
1963-2000**

Ministry
of Defence



**"All I wanted to do was
be in the Royal Navy,
and the gay ban ripped
it away from me."**

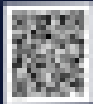
Dawn deserved
to serve.

**APPLY
BY
12 DEC
2024**

Whether you were dismissed, discharged or affected in
other ways by the Armed Forces LGBT Ban, you can apply
for financial and non-financial recognition.

Support is available to guide you through the process.

Take the first step.
Scan to find out more.



Or visit gov.uk/affected-by-the-ban

**ARMED FORCES
LGBT BAN
1963-2000**

Ministry
of Defence



**"I was discharged
from the army because
of an internal and
illegal law."**

Lee deserved
recognition.

**APPLY
BY
12 DEC
2024**

Whether you were dismissed, discharged or affected in
other ways by the Armed Forces LGBT Ban, you can apply
for financial and non-financial recognition.

Support is available to guide you through the process.

Take the first step.
Scan to find out more.



Or visit gov.uk/affected-by-the-ban

Taking the campaign to an event?

01. Pull-up banners

Grab attention.

Use in visible locations to introduce the campaign and encourage people to find out more.

02. Posters

Build awareness.

Display around your event, venue or community space.

03. Leaflets

Give people more information.

Useful for anyone who wants to take the details away and look at them in their own time.

Campaign materials can help attract attention, start conversations and give people something useful to take away.



04. Conversation prompt cards

Help start the conversation.

Where available, these can help teams introduce the campaign and confidently signpost people.

05. Pens

A conversation prompt and something to pass on.

Campaign-branded pens are also available for events and outreach activity.

Print-ready artwork is included within the toolkit for professional printing.



We also hold a stock of selected printed materials. If you need physical items for an event, or would like something more tailored, please

Contact the campaign team:

LGBT-FRScheme@mod.gov.uk



01. Why we need your support

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04. Help them find the right information.

Help them find the right information.

You don't need to have all the answers.

If someone tells you they think they may have been affected by the Armed Forces LGBT Ban, you are not expected to determine whether they are eligible or explain the application process in detail. Your role is simply to respond sensitively and help them find the right information.

Keep in mind:

- Don't assume eligibility.
- Encourage people to check what applies to their circumstances.
- Don't ask someone to share their experience.
- They only need to tell you what they feel comfortable sharing.
- Let them know support is available.
- They don't have to understand the schemes or complete an application alone.
- Respect privacy.
- Where possible, give people the opportunity to access the information discreetly and in their own time.

A simple way to signpost:

“There is financial and non-financial recognition available for people affected by the Armed Forces LGBT Ban. Support is also available if you'd like someone to talk you through the process.”

Key information to share:

Campaign website:

gov.uk/affected-by-the-ban

Application deadline:

12 December 2026

Support:

Details of application support are available on the campaign website.



Everything you need to spread the word.

Choose the materials that work best for your organisation and audience.

Asset:	What it’s for:	Where to use it:	Click below to:
Posters	Quick awareness & signposting	Offices, waiting areas, community venues, noticeboards	[DOWNLOAD]
Leaflets	More detailed information people can take away	Events, receptions, frontline services, community spaces	[DOWNLOAD]
Pull-up banners	High-visibility campaign awareness	Events, conferences & outreach activity	[DOWNLOAD]
Email signature banners	Building awareness through everyday communication	Staff and organisational emails	[DOWNLOAD]
Social media graphics	Sharing the campaign online	LinkedIn, Facebook, Instagram & other channels	[DOWNLOAD]
Digital screen graphics	Awareness in shared spaces	Waiting rooms, reception areas, offices & public spaces	[DOWNLOAD]
External newsletter copy	Sharing with customers, members or service users	Public newsletters	[DOWNLOAD]
Internal newsletter copy	Sharing with staff & volunteers	Staff newsletters & internal bulletins	[DOWNLOAD]
External website copy	Signposting members of the public	Public-facing websites & resource pages	[DOWNLOAD]
Internal website/intranet copy	Signposting staff privately	Intranets & staff portals	[DOWNLOAD]

We'd like to work with you

You know your audiences and networks best.

If the materials in this toolkit don't quite work for the people you need to reach, please talk to us.

We may be able to provide:

- Printed campaign materials
- Additional quantities for events
- Alternative formats
- Tailored messaging
- Support with partnership activity



Tell us how we could best reach those affected through your organisation.

Contact the campaign team:

LGBT-FRScheme@mod.gov.uk

The campaign website explains what recognition is available, how to apply and where to access support.

Help someone discover the recognition available

Help us reach those affected before time runs out.

Some people affected by the Armed Forces LGBT Ban may never see this campaign through traditional Armed Forces or veteran channels.

But they might see it through you:

- A poster in the right place.
- A conversation with someone you support.
- A post shared with your community.
- A link passed on to someone you know.

Each could help someone discover the recognition and support available to them.



Count down social posts

Applications close: 12 December 2026

Please signpost them to:

gov.uk/affected-by-the-ban



**Download the materials.
Share the message.
Help someone take the
first step.**

Thank you.

If you have any questions or would like to discuss in more detail, we're happy to help.

Get in touch with the campaign team:

LGBT-restorativeaction@mod.gov.uk