



NSW STATE EMERGENCY SERVICE

# WOW Day

## 21 May 2025

Campaign Toolkit



## Purpose of this toolkit

**Wednesday 21 May 2025 is Wear Orange Wednesday or 'WOW Day'.**

Residents of NSW are encouraged to wear something orange on Wednesday, 21 May to show their support and appreciation for their local NSW State Emergency Service (NSW SES) volunteers.

On this day we encourage communities across Australia to wear orange and thank all SES volunteers who generously give their time to work with communities during flood, storm and tsunami emergencies.

This toolkit is designed to help you share information about the day with your stakeholder networks, communities, members and/or employees.

Resources contained within this toolkit can be [downloaded here](#).



## This toolkit is for

- Government Departments
- Local Councils and Schools
- NSW SES members

### Who manage:

- Digital Communicaitons
- Social Media
- Content creators
- Marketing

Share the message of thanks to NSW SES volunteers across the state.

# Key Dates



## Campaign date

Wednesday 21 of May 2025 is Wear Orange Wednesday or 'WOW Day'.



## Digital resources

All WOW Day digital resources can be [downloaded here](#).



## Community events

We are encouraging local schools, councils and anyone else to host a morning tea and say thanks to a local volunteer



## Celebrating 70 years

This year, the Service is proudly marking 70 years working with communities across NSW.

# Key Messages

- Wednesday 21 of May, 2025 is Wear Orange Wednesday or 'WOW Day'.
- On this day we encourage communities to **wear orange and thank** all SES volunteers across Australia who generously give their time to help communities during flood and storm emergencies.
- The NSW SES is celebrating its **70<sup>th</sup> anniversary this year**.
- This is an important milestone in the NSW SES's history and an opportunity to celebrate our volunteers from all walks of life.
- **National Volunteer Week (NVW)** serves as an annual celebration, recognising and honouring the invaluable contributions of our nation's volunteers.
- Residents of NSW are encouraged to wear something orange on Wednesday 21 of May to show their support and appreciation for their local NSW State Emergency Service (NSW SES) volunteers.



# Key objectives of WOW Day

- Recognise and appreciate our NSW SES volunteers.
- Awareness during National Volunteer Week (NVW).
- Strong social media campaign shared publicly on Facebook, X and Instagram.
- Encourage people and businesses to **wear orange on Wednesday 21 May** and thank their local SES volunteers.
- Share videos or photos of thanks during May, tagging @NSWSES



# How you can get involved

## Celebrate Wear Orange Wednesday 'WOW Day' 21 May 2025 with a morning tea

How can you support Wear Orange Wednesday? Whether you employ an NSW SES volunteer or just want to thank your local volunteers, here are a few ways you can get involved:

- Wear orange and encourage other employees to wear orange on the day.
- Host a morning tea on WOW Day to recognise NSW SES volunteers in your workplace.
- Present any volunteers in your workplace with a [Certificate of Appreciation](#).
- Consider lighting up community buildings and landmarks orange to show our support and appreciation for NSW SES volunteers this WOW Day.
- Share your video or photo of thanks, and tag @NSWSES.

### Looking for more inspiration?

Look at [photos](#) from previous WOW Day events to see how communities have shown their support.



# Resources at a glance

Refer to this guide for an overview of this year's **WOW Day** collateral, along with details on how to use them. Find this guide in the resource link below. ↓

## Print

- Morning Tea poster
- Generic poster
- Certificate of Appreciation

## Digital

- Profile picture
- Cover photo
- Social Media link tiles
- Animations
- Website banner
- Morning Tea poster
- Generic poster
- Website graphics

Resources ready to use

Access [creative assets](#)

# WOW Day 2025 Resource Guide

Refer to this guide for an overview of this year's **WOW Day** collateral, along with details on how to use them.



### Social Media Profile

- Change over your social media profile picture and cover photo for the month of **May 2025**.



### Social Media & Digital Resources

- Share via social media to
- thank SES volunteers.
- Choose from a range of
- WOW Day graphics & animations.
- Don't forget to tag @NSWSES



### A4 Posters

- Place posters on supporting businesses and shop fronts.
- Place around the office or at local NSW SES units.
- Host a **Morning Tea** event!



### Certificate & Colour In

- Present a **Certificate of Appreciation** to volunteers or local supporters, award the best orange outfit at your morning tea, and colour in our 'Thank you NSW SES' stencil.

# Content examples

#	Copy	Graphic
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1 Get involved this WOW Day on 21 May

Whether you employ an @NSWSES volunteer or just want to thank your local volunteers, here are a few ways you can get involved:

- ♥ Wear orange and encourage other employees to wear orange on 21 May.
- ♥ Host a morning tea on WOW Day to recognise NSW SES volunteers in your workplace.

📅 Mark your calendars for 21 May and join us in showing support for those who selflessly give their time and effort all year long!

Learn more 🖱️ [www.wowday.com.au/](http://www.wowday.com.au/)



2 We've updated our profile picture for WOW Day (Wear Orange Wednesday). This day is all about celebrating and thanking amazing @NSWSES volunteers for their unwavering dedication and service to the community.

Whether it's wearing orange, posting a message of thanks, or simply sharing your support, we'd love for you to get involved.

📅 Mark your calendars for 21 May and join us in showing support for those who selflessly give their time and effort all year long!

Learn more 🖱️ [www.wowday.com.au/](http://www.wowday.com.au/)





# Content examples continued

#	Copy	Graphic
3	<p>Welcome to National Volunteer Week (19-25 May 2025)!</p> <p>Get to know [name of member] from XX Unit who says he/she loves volunteering with the NSW SES because...</p> <p>Did you know that WOW Day is coming up this week on Wednesday, 21 May? It's all about showing love and appreciation for the amazing volunteers who give so much to our communities. @NSWSES</p> <p>To learn more about WOW Day and how you can get involved, visit 🖱️ <a href="http://www.wowday.com.au/">www.wowday.com.au/</a></p>	<p>Feature the member image you wish to profile.</p>
4	<p>WOW Day (Wear Orange Wednesday, 21 May) is just around the corner, a special day to say thank you to the dedicated NSW SES volunteers who are always there when communities need them most.</p> <p>On Wednesday, we'll be wearing orange to show our support. Join us in recognising the vital work of our SES volunteers across New South Wales. @NSWSES</p> <p>To learn more about WOW Day and how you can get involved, visit 🖱️ <a href="http://www.wowday.com.au/">www.wowday.com.au/</a></p>	

# Contact

## Campaign Contact

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**Thank you**

