
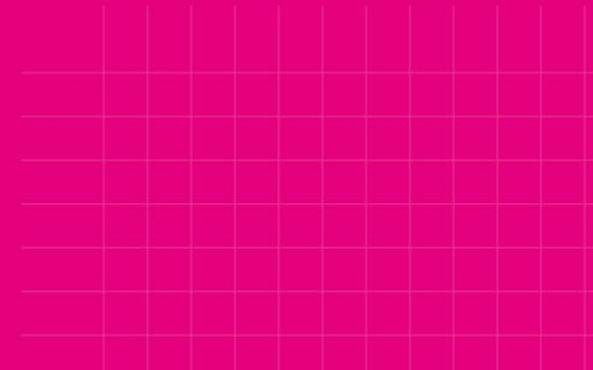
A detailed black and white line drawing of a hand pointing its index finger to the left. The hand is wearing a watch on the wrist.

# CAMPAIGN AND COMMUNICATIONS GUIDE

A detailed black and white line drawing of a hand pointing its index finger to the right. The hand is wearing a watch on the wrist.

National Numeracy Day  
21 May 2025



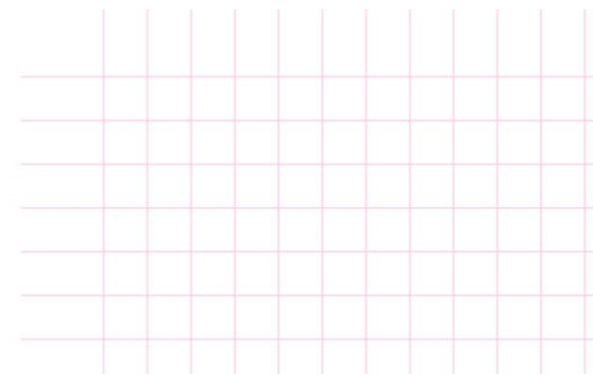
# HOW TO USE THIS DECK

This deck provides you with everything you need to know to get involved with National Numeracy Day, including:

- A guide to our key campaign activities for 2025
- Key dates and information
- Example and messaging to promote the campaign across your channels

You can find downloadable digital assets to support your communications at <https://www.nationalnumeracy.org.uk/toolkit-adults>

★ Look for the stars... they highlight actions you can take!



# CONTENTS PAGE

## 4. THIS YEAR'S THEME

- 5. New Research
- 6. Social Mobility
- 7. Numeracy for Money Management

## 8. CAMPAIGN GUIDE

- 9. Overview of National Numeracy Day 2025
- 10. Suggested Activities
- 11. The Big Number Natter
- 12. Engaging Children
- 13. Help Us Get Others Involved

- 14. Website

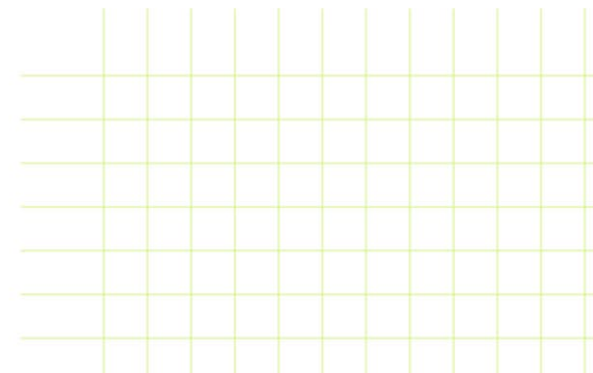
- 15. The National Numeracy Challenge
- 16. Individual Giving and Fundraising

## 17. COMMUNICATIONS GUIDE

- 18. Key Dates and Social Media
- 19. Key Messaging Overview
- 20 – 21. Example Copy to Promote Your Support

## 22. CONTACT US

- 23. About National Numeracy



A white line-art illustration of a hand in a suit sleeve, pointing its index finger towards the right.

# THIS YEAR'S THEME

A white line-art illustration of a hand in a suit sleeve, pointing its index finger towards the left.

Numeracy for financial inclusion, education &  
wellbeing

The logo features two stylized 'N' characters, one magenta and one purple, with a grey vertical bar between them.

**National  
Numeracy  
Day 2025**

The money edition

# NEW RESEARCH

## Why focus on numeracy for financial inclusion, education & wellbeing?

A third of UK adults (32%) say being able to better manage their money is the reason they want to improve their maths and numeracy skills, according to **our new research, carried out in December 2024\***.

- This rises to **over a third (34%) of women** (compared to 30% of men)
- **35% of those with children** in the household (44% for people with children 4 years and under 40% for people with children aged 5-11 years)
- **42%, of those aged 18-24** (the largest percentage of any age group)
- **35%** for 25-34s; **31%** for 35-44s; **28%** for 45-54s; **24%** for 55+ age groups
- **46%** for full-time students
- Wales (39%), the North-East (37%) and London (36%) had the highest percentage of people citing money management as a reason to improve their numeracy (vs 26% in the East of England)

\* A nationally representative sample of 2116 adults were surveyed by YouGov, 19-20 December 2024. The question asked was: "You mentioned that you would like to improve, or are already taking steps to improve, your maths and numeracy skills. Which, if any, of the following are reasons for this?" The above numbers said it was "being able to better manage their money (e.g. budgeting, finances, getting the best deals, shopping)"

# SOCIAL MOBILITY

## Numeracy for financial inclusion, education & wellbeing

Numeracy for financial inclusion, education and wellbeing can help drive social mobility, one of our charity's key priorities.

- **Financial education** can be a key driver of social mobility.
- **Financial inclusion** enables people to participate fully in economic activities that enhance chances of social mobility.
- Feeling more in control of money has huge **wellbeing benefits** - for mental health and self-confidence.



# NUMERACY FOR MONEY MANAGEMENT

**How improving your numeracy can help you better manage your money:**

- Money management is one of the key motivations our beneficiaries cite for wanting to improve their numeracy. It is long-standing key theme for National Numeracy to help people understand the benefit of improving their numeracy.
- We are responding to a huge need across the UK. People are still feeling the impact of the cost-of-living crisis, struggling with rising energy, food, rent...
- Some of our celebrity Ambassadors are finance experts, including Martin Lewis, Iona Bain, and Rotimi Merriman-Johnson, and they will help bring the subject to life.



National Numeracy  
Ambassadors  
Rotimi Merriman-  
Johnson, Martin  
Lewis and Iona Bain





# CAMPAIGN GUIDE



Information about the campaign and how to  
get involved



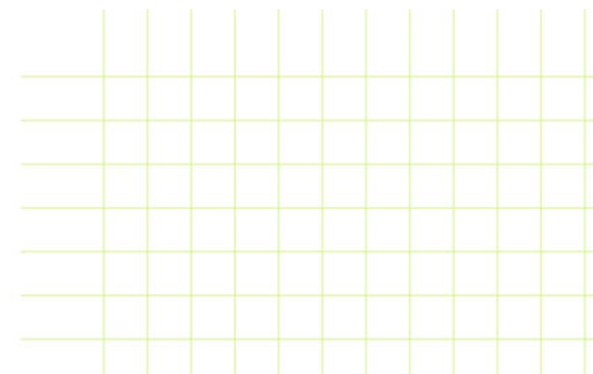


# OVERVIEW OF NATIONAL NUMERACY DAY 2025

National Numeracy Day is on Wednesday 21 May 2025, but activity runs across the whole of May, so please keep communications up throughout the month.

The campaign will encourage the nation to improve its numeracy by raising awareness of the issue and offering a range of free activities and resources, backed by our celebrity ambassadors.

We support adults and children, and this year there is a vast array of activity happening, detailed in this deck.



# SUGGESTED ACTIVITIES

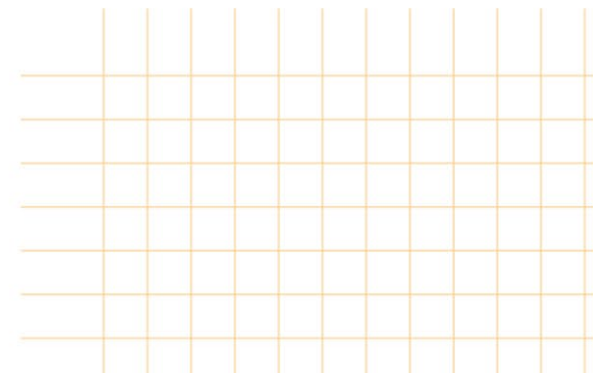
★ **Key activities for you to take part in and promote include:**

**1. The Big Number Natter:** Get involved in the only nationwide conversation about numbers. (See page 11)

**2. The National Numeracy Day hub:** Everything adults and communities need to get involved. (See page 14)

**3. The National Numeracy Challenge:** Try our tried and tested free confidence and skills building online tool. (See page 15)

**4. Individual Giving and Fundraising:** There are loads of ways to fundraise for National Numeracy, and every donation will help us build a world where everyone has the confidence to succeed with numbers. (See page 16)



# THE BIG NUMBER NATTER

**Love it or loathe it, we all have something to say about maths!**

**The Big Number Natter is the UK's only nationwide conversation about numbers.**

**WHAT?** The Big Number Natter is the only nationwide conversation about numbers, happening online and in person. It's an opportunity to have a chat about numbers and change lives for the better. The story behind your lucky number, tips for bagging a bargain, calculations in your career, or helping kids with homework...love it or loathe it, everyone has something to say about maths!

**WHY?** Half the UK's working age adults have low numeracy levels, which makes people more vulnerable to debt, unemployment, poor health and fraud. But everyone can improve their numeracy and talking about numbers is a fantastic first step.

**WHEN?** This May! National Numeracy Day is on Wednesday 21 May 2025, and we'll be number nattering throughout the whole of May.

**WHERE?** Why don't you join our latest Ambassador, actor and broadcaster Denise Welch who will be holding a Number Natter of her own with some famous faces across social media.

**The Big  
Number  
Natter**



# ENGAGING CHILDREN

★ Please invite nurseries, schools and community groups in your networks to sign up here: <https://www.nationalnumeracy.org.uk/numeracyday/signup-schools>

They will receive one of three age-group appropriate bumper packs of free, fun resources, including celebrity ambassador videos and activity sheets.

Children's activities include:

- **National Numeracy Day Live:** Join thousands of children up and down the UK for an on-the-day livestreamed event for schools.
- **The Number Heroes Competition:** Led by Bobby Seagull, our competition asks children to tell us all the ways they'll use numbers and maths in their hobby or future careers.
- **Resources:** A fantastic array of free, fun and practical activities and resources for use at nursery, school and home.
- **The Big Number Natter:** Secondary-age children can get involved in the UK's only nationwide conversation about numbers.
- **The National Numeracy Challenge:** Children aged 13+ can use the Challenge to boost their number confidence and skills.

# HELP US GET OTHERS INVOLVED

★ Please encourage your networks to get involved in National Numeracy Day here: <https://www.nationalnumeracy.org.uk/numeracyday/signup>

The day is for children and adults, and we'd encourage everyone to sign up, whether they're from a nursery, school or college, an organisation, workplace or community group, or an individual looking to improve their own numeracy.

Anyone who signs up will receive a toolkit of free resources to get the most out of National Numeracy Day, including celebrity ambassador videos and activity sheets.

**The toolkit provides everything needed to:**

1. **Join The Big Number Natter:** Be part of the UK's only nationwide conversation about numbers – in person and online.
2. **Organise activities in education and community settings:** Inspire children, young people and adults to boost their number confidence.
3. **Try the National Numeracy Challenge:** Build skills and confidence with numbers with our tried, tested and free online tool. Over 620,000 registered users can't be wrong!

# WEBSITE

★ Please promote the National Numeracy Day hub to your colleagues, customers, friends, family, communities and wider networks:

<https://www.nationalnumeracy.org.uk/numeracyday>

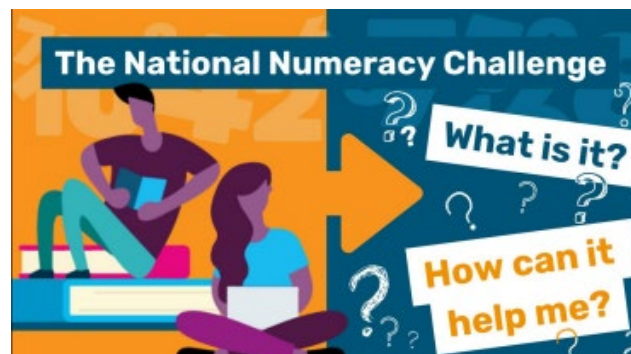
- The National Numeracy Day Hub is the go-to place for people looking to improve numeracy. It is jam-packed with all the free resources and inspiration needed to get the nation feeling good about numbers.
- The website is a great place for people to get resources for themselves, their children, or anyone they support.
- From celebrity videos and worksheets for kids, to real life advice for adults, the National Numeracy Day website has everything people need this #NationalNumeracyDay.

# THE NATIONAL NUMERACY CHALLENGE

The National Numeracy Challenge is a free and easy-to-use website for improving your number skills and confidence.

★ Please encourage people you know to have a go!  
<https://www.nationalnumeracy.org.uk/challenge/nndaysignup>

Watch a short video about the National Numeracy Challenge [here](#)





# INDIVIDUAL GIVING AND FUNDRAISING


## Why not think about individual giving this National Numeracy Day?

Whether it's through a donation, fundraising effort, or simply spreading the word, **you can make a difference.** Your support will enable National Numeracy to reach even more people, especially in disadvantaged communities, and give them the confidence and skills they need to thrive.


Have some fun in aid of a good cause! Why not organise a bake sale, tackle a fear or get dressed up to raise money for National Numeracy?

Check out our fundraising ideas and information [here](#).

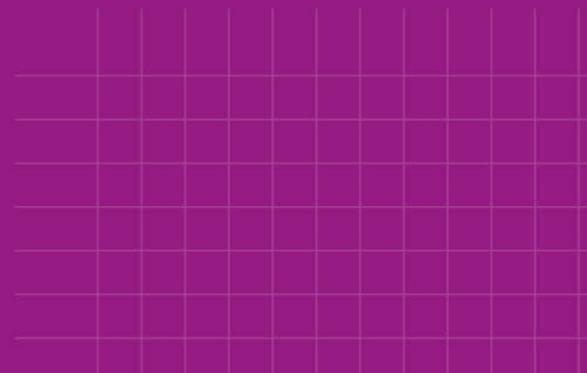




# COMMUNICATIONS GUIDE



How to communicate about  
National Numeracy Day



# KEY DATES AND SOCIAL MEDIA

## ★ APRIL

Your toolkit will be updated throughout the month with all the resources and guides you need to get involved.

## ★ MAY

### 21 May: National Numeracy Day!

Run your National Numeracy Day activities on 21 May. We'd love to see your videos, images and messages on social media using #NationalNumeracyDay.

National Numeracy Day runs until the end of May, and you'll be able to access your toolkit and resources at any time, so don't worry if you can't take part on the day itself.

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## HASHTAGS

Please include these in your posts:  
**#NationalNumeracyDay**  
**#BigNumberNatter**

## SOCIAL ACCOUNTS

Tag us in your posts, so we can share your messages:

- **X (formerly Twitter):** @Nat\_Numeracy
- **Facebook:** @nationalnumeracy
- **Instagram:** @national\_numeracy
- **LinkedIn:** National Numeracy
- **TikTok:** @nationalnumeracy

# KEY MESSAGING OVERVIEW

## Overview of messaging

Example messages can be copied or amended as you see fit and used across your social media.

The tone of voice for National Numeracy Day is always friendly, inclusive, empowering and supportive. **It is never patronising or competitive.**

We will always be sensitive to external context that demands messaging is flexed.



# EXAMPLE COPY: PROMOTE YOUR SUPPORT

## Announcing your support

1. I'm/We're delighted to be taking part in #NationalNumeracyDay on Wednesday 21 May, helping people across the UK to feel confident about numbers!  
Join us <https://www.nationalnumeracy.org.uk/numeracyday>
2. Want to build confidence and skills in everyday maths for #NationalNumeracyDay? Check out the National Numeracy Challenge:  
<https://www.nationalnumeracy.org.uk/challenge/nndaysignup>
3. I'm/we're excited to announce that I'm/we're supporting #NationalNumeracyDay. Let's get the nation number confident together.  
<https://www.nationalnumeracy.org.uk/numeracyday>



Use the assets supplied in your toolkit alongside this copy:  
<https://www.nationalnumeracy.org.uk/toolkit-adults>



# EXAMPLE COPY: NATIONAL NUMERACY CHALLENGE

## Internal: get your people involved

I'm/We're supporting National Numeracy Day on Wednesday 21 May, because I/we know how important it is to support numeracy within our networks and communities.

I/We would encourage everyone – no matter how confident with numbers – to try the National Numeracy Challenge.

It's a free online tool that builds skills and confidence. It focuses on everyday maths, adapts to your learning level, and offers a range of helpful resources and support.

Visit the National Numeracy Challenge to check your numeracy level in just 10 minutes  
<https://www.nationalnumeracy.org.uk/challenge/nndaysignup>

## External: get the nation involved

1. This #NationalNumeracyDay, try the free National Numeracy Challenge to build your number confidence and skills.  
<https://www.nationalnumeracy.org.uk/challenge/nndaysignup>
2. A great way to boost your own number confidence is to try the National Numeracy Challenge this #NationalNumeracyDay. It's a free online tool that helps you build confidence and skills, at your own pace. Try it here:  
<https://www.nationalnumeracy.org.uk/challenge/nndaysignup>
3. Take the first step to making numbers work for you this #NationalNumeracyDay by trying the National Numeracy Challenge  
<https://www.nationalnumeracy.org.uk/challenge/nndaysignup>

A black and white line drawing of a hand in a suit sleeve, pointing its index finger towards the right.

# CONTACT US

A black and white line drawing of a hand in a suit sleeve, pointing its index finger towards the left.

[enquiries@nationalnumeracy.org.uk](mailto:enquiries@nationalnumeracy.org.uk)

A decorative grid pattern of thin white lines on a blue background, located in the bottom right corner of the slide.



# ABOUT NATIONAL NUMERACY

National Numeracy is the UK's only charity dedicated to helping people feel confident with numbers and using everyday maths.

The charity's mission is to empower children and adults in the UK to get on with numbers so they can fulfil their potential at work, home and school.

National Numeracy's work improves how people understand and work with numbers in everyday life, sparking better opportunities and brighter futures.

National Numeracy is a registered company (company no: 7886294) and charity (charity no: 1145669). [nationalnumeracy.org.uk](https://nationalnumeracy.org.uk)

