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

CAMPAIGN AND COMMUNICATIONS GUIDE

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

National Numeracy Day 2025
Lead Delivery Partners

HOW TO USE THIS DECK

This deck provides you with everything you need to know to support National Numeracy Day within your organisation, including:

- A guide to our key campaign activities for 2025
- Key dates and information
- Example copy, CTAs 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/lead-delivery-partner-toolkit>



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. Lead Delivery Partner Activity
- 11. Engaging Your Networks
- 12. The Big Number Natter
- 13. Staff Engagement
- 14. Engaging Children
- 15. Help Us Get Others Involved

- 16. Website

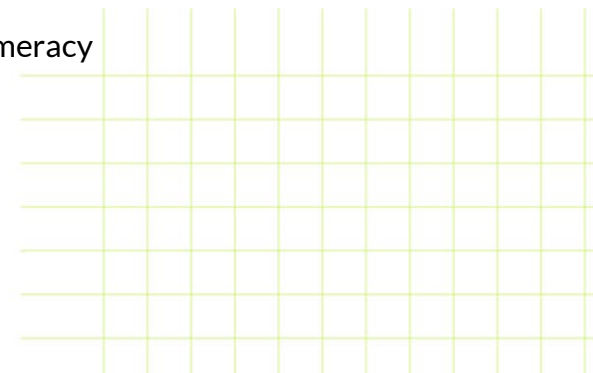
- 17. The National Numeracy Challenge
- 18. Thought Leadership and Media

19. COMMUNICATIONS GUIDE

- 20. Key Dates
- 21. Hashtags, Accounts and Links
- 22. Calls to Action
- 23. Key Messaging Overview
- 25-29. Example Copy to Promote Your Support

30. CONTACT US

- 31. 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

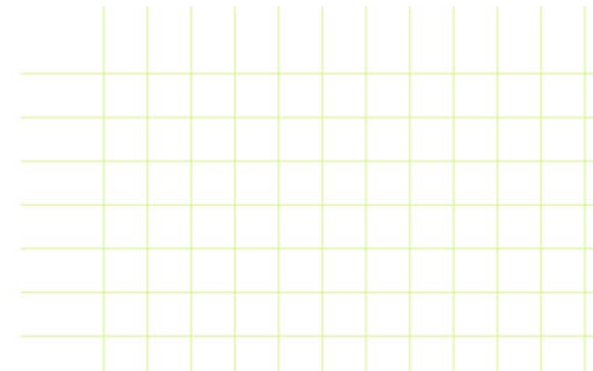


OVERVIEW OF NATIONAL NUMERACY DAY 2025

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.


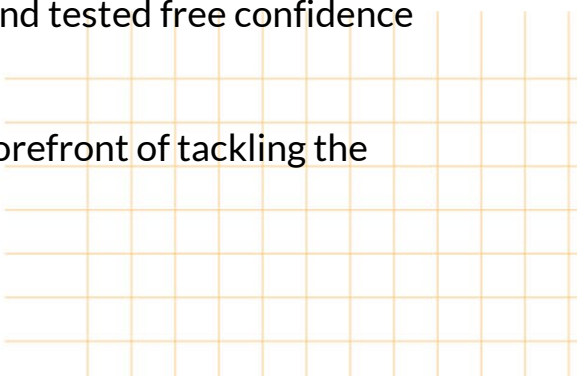
The campaign will encourage the nation to improve its numeracy by raising awareness of the issue and offering a range of free activities and resources, backed by our celebrity ambassadors.

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



LEAD DELIVERY PARTNER ACTIVITY

 **Key activities for Lead Delivery Partners to take part in and promote include:**

- 1. The Big Number Natter:** Engage your staff in the campaign by encouraging them to get involved in the only nationwide conversation about numbers. (See page 13)
 - 2. Sign-ups:** Recruit education providers and organisations to get involved. (See page 15)
 - 3. National Numeracy Day hub:** Everything your staff and communities need to get involved. (See page 16)
 - 4. The National Numeracy Challenge:** Encourage people to try our tried and tested free confidence and skills building online tool. (See page 17)
 - 5. Thought leadership and media opportunities:** Your company is at the forefront of tackling the UK's numeracy crisis – shout about it! (See page 18)
- 
- 

ENGAGING YOUR NETWORKS

★ Please invite organisations and community groups in your networks to sign up. <https://www.nationalnumeracy.org.uk/numeracyday/signup-16plus>

Activities for adults include:

- **The Big Number Natter:** the UK's only nationwide conversation about numbers
 - Supported by a suite of resources
 - Case studies that tell 'real-life' stories and videos about the transformational power of numeracy improvement
 - Celebrity and influencer involvement
 - Media campaign
- **Staff engagement:** resources for workplaces.
- **Resources:** to help with the three themes our charity covers – numeracy for work, money management and supporting children – including downloadable tip sheets and videos from our experts and celebrity ambassadors.

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. Your organisation can get involved with our staff engagement resources.

**The Big
Number
Natter**



STAFF ENGAGEMENT: THE BIG NUMBER NATTER

Get your organisation involved:

- 
1. **Hold a Big Number Natter** internally with groups of colleagues or teams. Your toolkit includes resources to make this easy and straightforward for your teams. Resources include editable posters, quick conversation starters for shorter informal chats, and a step-by-step guide and slide deck for longer, more formal sessions.
 2. **Internal communications:** Shout about the campaign to your colleagues and tell them why it matters. Share Big Number Natter videos, images and stories across your organisation. Ask colleagues and leaders to share videos and stories about their own experience of numbers, good or bad. Share individual stories or work together as a team to create something to share with the wider organisation.
 3. **External communications:** Encourage leaders to get involved and ask colleagues to share their Big Number Natter videos, stories and photos on social media using #BigNumberNatter. They can tag your organisation to reshare on your official channels.
 4. **After The Big Number Natter:** as a next step, staff can have a go at the [National Numeracy Challenge](#)

Get your teams nattering about numbers
with the Big Number Natter resources in your toolkit



ENGAGING CHILDREN

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

They 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.
- **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.
- **Challenge:** Children aged 13+ can use the National Numeracy Challenge to boost their number confidence and skills.

HELP US GET OTHERS INVOLVED

 Please encourage your networks to get involved in National Numeracy Day.
<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.

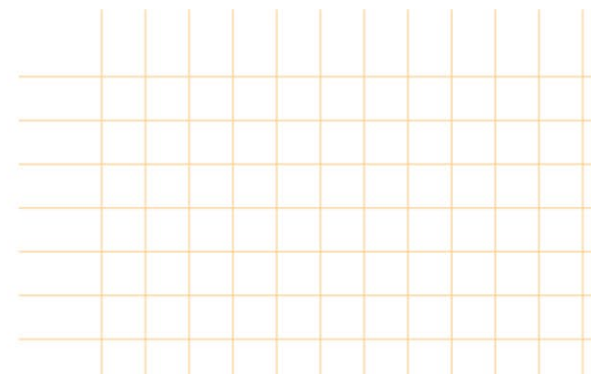
The toolkit provides everything needed to:

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 website to your colleagues, customers, communities and wider networks. **Use your trackable campaign webpage link.**

- 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

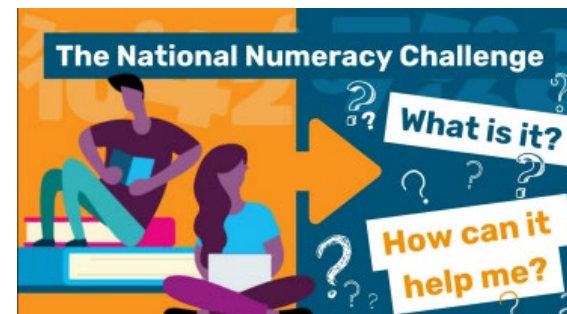
★ The National Numeracy Challenge is a free and easy-to-use website for improving your number skills and confidence.

Please encourage your colleagues, customers and communities to have a go! **Use your trackable National Numeracy Challenge link.**

Internal audiences: It is the perfect next step after your staff have had a Big Number Natter or to support any internal activity.

External audiences: It is a great way to boost the number confidence of your customers and communities.

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



THOUGHT-LEADERSHIP AND MEDIA OPPORTUNITIES

National Numeracy Day is the perfect opportunity to highlight your organisation's support of one of the UK's most challenging issues.

Your organisation is at the forefront of tackling the UK's numeracy crisis – shout about it!



Encourage your leaders to talk about your organisation's involvement in the campaign, both internally and externally.

National Numeracy delivers a high-profile media campaign to promote National Numeracy Day, but the more we can get the message out about the fantastic benefits of improving numeracy to individuals, communities, business and society, the better!

Please get in touch if you would like to discuss any media opportunities.

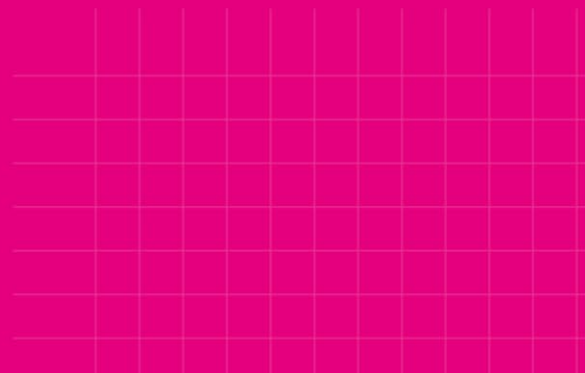
- **Encourage your organisation's leaders** to communicate your support of the campaign to colleagues via internal communications to inspire engagement across your workforce.
- **Write news articles, thought leadership pieces and blog posts** on your website, social channels, and newsletters to tell external audiences about your involvement.
- **Share social media posts and videos** about #NationalNumeracyDay and #BigNumberNatter across your social accounts.
- **Seek out and secure local, regional and national media opportunities** for your leaders and organisation to talk about numeracy and your support of the campaign.



COMMUNICATIONS GUIDE



How to communicate about National Numeracy Day



KEY DATES

★ APRIL

Mid-April: The Big Number Natter will be announced – amplify National Numeracy’s posts.

W/C 21 April: Lead Delivery Partner announcement – please support us amplifying our posts or creating your own.

Late April: Your online toolkit will be updated with links to our campaign resources.

Throughout the month:

- Plan your internal activity and external communications.
- Promote your involvement.
- Plan your own campaign activities or events.
- Amplify our campaign content and encourage people to sign up using the assets provided in your toolkit.

★ MAY

7 May: 2 weeks to go!

Promote your support of the campaign using the assets provided and share National Numeracy’s social content.

14 May: 1 week to go!

Look out for our content online and amplify across your own channels.

21 May: National Numeracy Day!

Tell people about your support, including any planned activities and events, and join in the #BigNumberNatter.

The campaign runs until the end of May so keep posting, sharing and amplifying.

HASHTAGS, ACCOUNTS & LINKS



CAMPAIGN HASHTAGS

Please include these in your posts:

#NationalNumeracyDay

#BigNumberNatter



NATIONAL NUMERACY 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

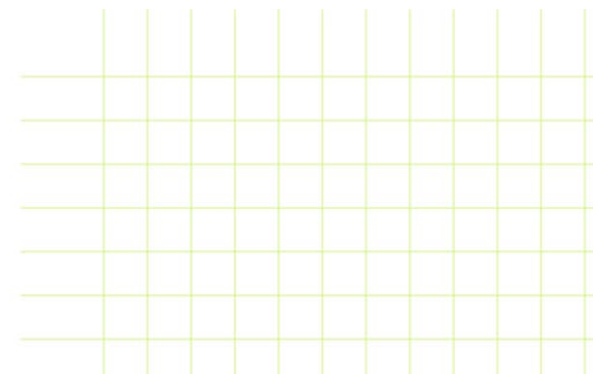


TRACKABLE LINKS

We will send you two trackable links:

Please ensure you include the appropriate one in your comms. We have indicated throughout this deck which link should be used for which promotion.

1. Campaign website link (for all the campaign's free resources and activities)
2. The National Numeracy Challenge link (our free online tool)



CALLS TO ACTION (CTAs)

The campaign CTAs are as follows – please ensure you include them in your posts, as appropriate. There are more copy variations on the following pages.



WEBSITE CTA for all audiences. Improve number confidence and skills using free resources and activities on the website. *Promote at any time.*



Visit the #NationalNumeracyDay website for free, fun and practical activities and resources. *Include your trackable website link.*



SIGN UP CTA for your schools, networks and communities. One sign-up link for nurseries and schools (under 16). One sign-up link for colleges and organisations (16 plus). *Promote at any time.*



Sign up to #NationalNumeracyDay for your free toolkit and access to heaps of fun activities and helpful resources. <https://www.nationalnumeracy.org.uk/numeracyday/signup>



BIG NUMBER NATTER CTA for getting your staff and networks involved. *Promote at any time.*



Join the #BigNumberNatter and tell us how you feel about numbers this #NationalNumeracyDay. *Include your trackable website link.*



NATIONAL NUMERACY CHALLENGE CTA for your staff and networks, improving numeracy via our online tool. *Promote at any time.*



Try the free National Numeracy Challenge this #NationalNumeracyDay to build your number confidence and skills. *Include your trackable National Numeracy Challenge link.*

KEY MESSAGING OVERVIEW

Overview of messaging

Example messages can be copied or amended as you see fit and used across your communications including emails, newsletters, internal, socials and more.

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.

Please get in touch with any concerns that your organisation has around promoting National Numeracy Day.

On the following pages

We have included sample messaging to support every aspect of the campaign that you will be involved in – with both internal and external messaging.

- Promoting your support and Lead Delivery Partner announcement
- Recruiting schools and organisations
- Promoting the Big Number Natter
- Promoting the website and free resources
- Promoting the National Numeracy Challenge

EXAMPLE COPY: PROMOTE YOUR SUPPORT

Announcing your support: short (social)

1. We're delighted to be a Lead Delivery Partner of #NationalNumeracyDay on Wednesday 21 May, helping people across the UK to feel confident about numbers! Join us [\[Insert your trackable campaign website link\]](#)
2. Our staff are building their confidence and skills in everyday maths for #NationalNumeracyDay. Want to get started too? [\[Insert your trackable National Numeracy Challenge link\]](#)
3. We're excited to announce that [company name] is a Lead Delivery Partner of #NationalNumeracyDay. Let's get the nation number confident together. [\[Insert your trackable campaign website link\]](#)

Use the assets supplied in your

toolkit alongside this copy:

<https://www.nationalnumeracy.org.uk/lead-delivery-partner-toolkit>

Announcing your support: long (email/newsletter/intranet)

We are delighted to be a Lead Delivery Partner of National Numeracy Day, the UK's only day dedicated to everyday maths!

On Wednesday 21 May, we'll join independent charity National Numeracy to help children and adults across the UK feel confident about numbers at school, at work and at home.

There will be heaps of free resources, activities, and videos, including inspirational stories from people who've improved their numeracy and practical advice and tips from real-life learners and celebrities! We'll be helping people get on at work, support their children, and make their money go further by boosting their confidence and encouraging them to brush up on their numeracy skills.

National Numeracy Day raises awareness of the importance of numbers in everyday life and empowers people to improve their numeracy. For more information go to [\[Insert your trackable campaign website link\]](#).



EXAMPLE COPY: SIGN UP SCHOOLS

Help us recruit nurseries, schools and children's community groups to get involved.

- Become a #NationalNumeracyDay school! Sign up for free materials & a Number Heroes competition to win one of six numeracy prize bundles.
<https://www.nationalnumeracy.org.uk/numeracyday/signup-schools>
- Calling all teachers! Sign up to get involved in #NationalNumeracyDay and get access to materials to support activity planning, celebrity videos, downloadable resources and more.
<https://www.nationalnumeracy.org.uk/numeracyday/signup-schools>
- This year, we are a Lead Delivery Partner of National Numeracy Day on Wednesday 21 May, and we would love you to get involved. If you sign up to be a National Numeracy Day school, you will receive a free toolkit with fun, engaging materials and activities to support children to feel positive about numbers. You can also enter a competition to win one of six numeracy prize bundles *and* you can join National Numeracy Day Live.
<https://www.nationalnumeracy.org.uk/numeracyday/signup-schools>

EXAMPLE COPY: SIGN UP COLLEGES AND ORGANISATIONS

Help us recruit colleges, workplaces, organisations and community groups for adults to get involved.

- Get involved in #NationalNumeracyDay this May! Sign up to receive a free digital pack filled with confidence-boosting resources and activities.
<https://www.nationalnumeracy.org.uk/numeracyday/signup>
- Sign up for #NationalNumeracyDay and get access to free and practical resources that help your teams and community build their number confidence and skills.
<https://www.nationalnumeracy.org.uk/numeracyday/signup>
- We are a Lead Delivery Partner of National Numeracy Day on Wednesday 21 May, and we would love you to get involved. Sign up for National Numeracy Day to receive a pack of free, practical and engaging resources to support your community to feel positive about numbers. Sign up now: <https://www.nationalnumeracy.org.uk/numeracyday/signup>

EXAMPLE COPY: THE BIG NUMBER NATTER

Internal: get your people involved

As a Lead Delivery Partner of National Numeracy Day on Wednesday 21 May, we're joining the Big Number Natter!

It's the UK's only nationwide conversation about numbers and love it or loathe it, we've all got something to say about maths.

It's a chance to have a chat about numbers and change lives for the better. We'd love to hear the story behind your lucky number, your tips for bagging a bargain, or how you use numbers here at work or at home.

We'll be hosting some Big Number Natters to celebrate National Numeracy Day – look out for the invitations and posters!

And we'd love to hear and see your number stories, so do share your videos, photos and stories with us [\[on Teams/Yammer/intranet/other\]](#) and on social media using #BigNumberNatter. Don't forget to tag our company handle [\[@name\]](#) so we can reshare.

External: get the nation involved

1. As a Lead Delivery Partner of #NationalNumeracyDay we're joining the #BigNumberNatter to get everyone talking about numbers. How do you feel about maths? Join the conversation on social or find out more at [\[Insert trackable campaign website link\]](#)
2. Join the #BigNumberNatter and tell us how you feel about numbers this #NationalNumeracyDay! [\[Insert trackable campaign website link\]](#)

Use this copy and assets in your toolkit from April onwards to promote the Big Number Natter:
<https://www.nationalnumeracy.org.uk/lead-delivery-partner-toolkit>



EXAMPLE COPY: WEBSITE & RESOURCES

Internal: get your people involved

As a Lead Delivery Partner of National Numeracy Day on Wednesday 21 May, we're delighted to be able to support a fantastic range of free resources and activities for all the family.

National Numeracy Day is the UK's only day dedicated to everyday maths. It celebrates the importance of numbers for adults and children and inspires everyone to improve their numeracy in order to open up opportunities and brighter futures.

There are loads of ways to get involved. Have a Big Number Natter and share your thoughts about maths, or take the first steps to improving your number confidence and skills with the National Numeracy Challenge. Download some of the practical resources for adults and fun activities for children. Visit the National Numeracy Day website to find out more: [\[Insert trackable campaign website link\]](#)

External: get the nation involved

Get ready – it's #NationalNumeracyDay on 21 May! There are heaps of free, fun and helpful activities to get you started now [\[Insert trackable campaign website link\]](#)

We're proud to support #NationalNumeracyDay. Get free resources and activities for building number confidence at work, home and school this May. [\[Insert trackable campaign website link\]](#)

It's #NationalNumeracyDay! As a proud Lead Delivery Partner, please join us today in celebrating everyday maths at [\[Insert trackable campaign website link\]](#)

We are delighted to support #NationalNumeracyDay to help the whole nation feel confident with numbers! Get all the free resources [\[Insert trackable campaign website link\]](#)

EXAMPLE COPY: NATIONAL NUMERACY CHALLENGE

Internal: get your people involved

As a Lead Delivery Partner of National Numeracy Day on Wednesday 21 May, we know how important it is to support numeracy within our own organisation, networks and communities.

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

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

Visit the National Numeracy Challenge to check your numeracy level in just 10 minutes [\[Insert trackable National Numeracy Challenge link\]](#)

External: get the nation involved

1. This #NationalNumeracyDay, try the free National Numeracy Challenge to build your number confidence and skills. [\[Insert trackable National Numeracy Challenge link\]](#)
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 develop confidence and skills, in just 10 minutes a day. Go at your own pace. Get started by heading to [\[Insert trackable National Numeracy Challenge link\]](#)
3. Take the first step to making numbers work for you this #NationalNumeracyDay by trying the National Numeracy Challenge [\[Insert trackable National Numeracy Challenge link\]](#)

A stylized illustration of a hand in a suit sleeve pointing towards the center.

CONTACT US

A stylized illustration of a hand in a suit sleeve pointing towards the center.

Cass Lawrence, Head of Comms
cass.lawrence@nationalnumeracy.org.uk

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

