

**National  
Numeracy  
Day**

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Founding supporter



# National Numeracy Day - 19 May 2021

## Lead Supporter Comms Pack

Your guide to key dates, actions & messaging

**#NationalNumeracyDay**

# Key communication dates and actions

for your planning schedule throughout April and May

# Contents... and how to use this deck

This deck tells you everything you need to know to engage with National Numeracy Day across your channels. We have detailed a timetable of actions for you to take across April and May, followed by example copy for each action. Assets can be downloaded from your lead supporter toolkit page [HERE](#).

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## Any questions?

If anything in this deck is unclear, or you require further details or assets, please contact [laura@nationalnumeracy.org.uk](mailto:laura@nationalnumeracy.org.uk)

# Timetable of actions

# APRIL timetable of actions

| DATE                | WHAT IS HAPPENING  | ACTIONS FOR YOU TO TAKE  | MESSAGE NUMBER |
|---------------------|--|--|----------------|
| <b>From 6 April</b> | NN start announcing our Lead Supporters and Lead Delivery partners on social media   | We will let you know when your announcement is scheduled. Please amplify our posts on that day if possible and/or schedule your own posts using the assets we have sent you.   | 1              |
| <b>16 April</b>     | Staff engagement – Homegrown Heroes Activity – Step-by-step guide for participating staff sent to you.   | Start communicating with your staff about the activity and ask them to take the National Numeracy Challenge and get ready to share their videos on 19 May. Decide on your internal comms around this activity. More details in your staff engagement activity guide, <a href="#">in your toolkit</a> . | 2              |
| <b>19-21 April</b>  | New National Numeracy Day Celebrity Ambassadors will be announced on social media  | Please engage with and amplify NN posts  | 3              |
| <b>21 April</b>     | National Numeracy Day Champions Toolkit complete and live online   | Please ask schools, college and organisations to sign up as National Numeracy Day Champions so that they receive the full Toolkit  | 4              |
| <b>21 April 6pm</b> | Live National Numeracy Day promotional event on Facebook, Twitter, YouTube and LinkedIn at 6pm, with celebrities trailing some of the great content to look forward to on 19 May | Please engage and amplify NN posts on this day, encouraging followers to join the event via the National Numeracy Day webpage  | 5              |
| <b>21 April</b>     | The schedule for the live events will be announced   | Please engage and amplify NN posts about the events coming up on National Numeracy Day, post about your involvement and encourage followers to join the event.   | 6              |
| <b>21 April</b>     | The National Numeracy Day School Number Heroes competition will be announced   | Please engage and amplify on social media, to colleagues and, invite schools, colleges and organisations to sign up as National Numeracy Day Champions to take part in the competition.  | 4              |

# MAY timetable of actions

| DATE               | WHAT IS HAPPENING  | ACTIONS FOR YOU TO TAKE  | MESSAGE NUMBER |
|--------------------|--|--|----------------|
| <b>From 1 May</b>  | Promotion of National Numeracy Day throughout the month  | Please engage with and amplify NN posts throughout the month   | 1 and 7        |
| <b>4 May</b>       | Continue to promote live events to your audiences  | Schedule your own posts promoting the live events specifically or the full schedule. Please also engage and amplify NN posts about the live events. Post about and tag your panellist if you have one taking part and encourage followers to join the event.                     | 6              |
| <b>5 May 6pm</b>   | National Numeracy Day promotional event on Instagram Live at 6pm   | Please engage and amplify NN posts about this event on this day to encourage followers to join the event on Instagram  | 8              |
| <b>10 May</b>      | The three National Numeracy Day theme Hubs are live.   | Please engage and amplify, asking followers to visit our hubs for work, money and children at <a href="http://nationalnumeracy.org.uk/numeracyday">nationalnumeracy.org.uk/numeracyday</a>   | 9              |
| <b>10-19 May</b>   | Keep posting and sharing...  | Please engage with and amplify NN posts throughout the month and post your own messages about your involvement and content   | 1, 6, 7 and 9  |
| <b>19 May</b>      | <b>It's National Numeracy Day! Post and share your own content and participation, your staff engagement content and amplify NN content through the day</b> | <b>Post and share your own content and amplify NN content. Post about how your staff improved their own numeracy during the Staff Engagement activities. Promote live events at <a href="http://nationalnumeracy.org.uk/numeracyday">nationalnumeracy.org.uk/numeracyday</a></b> | 10             |
| <b>Rest of May</b> | Post-National Numeracy Day - keep sharing!   | Keep sharing your campaign content through the whole of May  | 11             |

# Schedule for reporting and sharing impact

| DATE                       | WHAT IS HAPPENING   | UPDATE/ ACTIONS  |
|----------------------------|---|--|
| <b>Friday<br/>21 May</b>   | Exclusive impact reveal email for supporters, sent to you by email. | Initial engagement reported - 'actions taken to improve numeracy' so far will be announced at this event.  |
| <b>Monday<br/>7 June</b>   | Impact update for supporting organisations                          | Final engagement figures will be sent to you by email this includes:<br>Final total - 'actions taken to improve numeracy'<br>Organisation specific traffic to the campaign site<br>Organisation specific action on The National Numeracy Challenge |
| <b>Tuesday<br/>29 June</b> | National Numeracy Day Impact Report released.                       | Full report and comms templates to support the promotion of it across your channels will be sent to you by email and made public on NN's channels.   |

**We can only report your organisation's specific impact if you use your unique links sent directly to you by email.**

# Messages, CTAs & assets



# Messages, CTAs & assets for each action

**Each action on the timetable detailed on slides 5 & 6 each has a number next to it.**

- That number corresponds with messages, Calls To Action and assets detailed on the following slides.
- For each action on the timetable, we have provided example copy and assets.
- These example messages can be copied and used, or amended as you see fit, for your emails, newsletters, internal comms or social posts.
- There is one short message (c.100 characters) and one longer one, per action.
- The tone of voice for National Numeracy Day is always friendly, inclusive, empowering, supportive and never patronising.
- We will always be sensitive to external context, regarding Covid-19 or any other factor that demands messaging is flexed.
- Always use #NationalNumeracyDay on social media
- To connect to the campaign website/resource hubs use the unique trackable link sent to you by email as shown throughout this document.
- To link for your staff or audiences directly to The National Numeracy Challenge always use your unique trackable link sent to you by email.
- **We can only report your organisation's specific impact if you use your unique links sent directly to you by email.**

# Messages, CTAs & Assets for each action

| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA for social posts, emails & newsletters  | EXAMPLE LONG MESSAGE & CTA for emails, internal comms, newsletters etc.  | ASSET(S) SUPPLIED  |
|----------------|---|--|--|
| 1              | <p>We are delighted to a lead supporter #NationalNumeracyDay on 19 May to help the UK feel confident with numbers! Join us</p> <p>[Insert your trackable campaign link included in your email it will look like this nationalnumeracy.org.uk/numeracyday?utm_source=example ]</p> | <p>Let's get number confident on National Numeracy Day, 19 May!</p> <p>We are delighted to be a lead supporter of National Numeracy Day, the UK's only annual day dedicated to everyday maths!</p> <p>On 19 May, alongside the charity National Numeracy, we want to help children and adults feel confident about numbers at home, work and school. And it's more important than ever this year as the nation recovers from Covid.</p> <p>There will be a host of free online events, videos and resources including inspirational stories and practical advice from real-life learners and celebrities including Rachel Riley, Martin Lewis and Bobby Seagull and more!</p> <p>From helping us get on at work to supporting children or making our money go further, brushing up on our number confidence and skills can help.</p> <p>National Numeracy Day raises awareness of the importance of numbers in everyday life and empowers people to improve with the free and easy-to-use National Numeracy Challenge, a website for improving your everyday maths.</p> <p>This year we will be taking part by [insert brief description of the activities you will be involved with].</p> <p>For more information go to [Insert your trackable campaign link included in your email it will look like this nationalnumeracy.org.uk/numeracyday?utm_source=example ]</p> <p>And we'll also be encouraging all our staff to get involved by having a go at the Challenge and using a specially created social media filter to post their thoughts. Get started now at [insert your unique trackable Challenge link]</p> | <p>Supporter announcement graphics sent to you by email</p> <p><a href="#">Email footer/Intranet Banner</a></p> <p><a href="#">Screensaver/ Banner</a></p> |

# Messages, CTAs & Assets for each action

| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA<br>for social posts, emails & newsletters   | EXAMPLE LONG MESSAGE & CTA<br>for emails, internal comms, newsletters etc.  | ASSET(S)<br>SUPPLIED  |
|----------------|---|---|---|
| 2              | Our staff are building confidence and skills in everyday maths for #NationalNumeracyDay. Get started yourself at [insert your unique trackable Challenge link]  | N/A Staff Engagement activity guide is on your toolkit page. A separate step-by-step guide for participating staff will be available on 16 April. | Trackable link for the National Numeracy Challenge<br><br>Your staff videos and stories |
| 3              | As lead supporters for #NationalNumeracyDay we are so excited to hear this news! Let's get the nation number confident together<br>[Insert your trackable campaign link included in your email it will look like this<br>nationalnumeracy.org.uk/numeracyday?utm_source=example ] | N/A   | Amplify NN posts  |

# Messages, CTAs & Assets for each action

| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA for social posts, emails & newsletters   | EXAMPLE LONG MESSAGE & CTA for emails, internal comms, newsletters etc.  | ASSET(S) SUPPLIED  |
|----------------|--|--|--|
| 4              | <p>Become a #NationalNumeracyDay Champion. Sign up for free materials &amp; £1000 prize pack competition</p> <p><a href="http://www.nationalnumeracy.org.uk/numeracyday/champion-sign">www.nationalnumeracy.org.uk/numeracyday/champion-sign</a></p> | <p>Help your school or community get number confident!</p> <p>Help your school, organisation or community get number confident by becoming a Champion for National Numeracy Day, the UK's only annual day dedicated to everyday maths. On 19 May 2021, the charity National Numeracy aims to help children and adults feel confident about numbers, which is more important than ever this year. Helping children to build a positive relationship with numbers and boosting parent and carer number confidence at the same time, is one of the main themes of the Day. There will be a host of free online events, videos and resources including inspirational stories and practical advice from celebrities including Rachel Riley, Martin Lewis and Bobby Seagull. And when you sign up to be a National Numeracy Day Champion you will receive free, fun materials to use and share and a competition for primary schools to win a numeracy prize pack worth £1,000!</p> <p>[Insert supporter name] invites you to get involved with this fantastic annual event and help to reframe how we all think about the numbers we use in everyday life. You will be joining over 1,500 other Champion organisations helping the nation get on with numbers at school, home and work. So, sign up to be a National Numeracy Day champion and help get your school or community feeling good about numbers!</p> <p>Sign up <a href="https://www.nationalnumeracy.org.uk/champion-sign">https://www.nationalnumeracy.org.uk/champion-sign</a></p> | <p>Amplify NN posts</p> <p><a href="#">Champion invite graphic</a></p> |

# Messages, CTAs & Assets for each action

| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA for social posts, emails & newsletters  | EXAMPLE LONG MESSAGE & CTA for emails, internal comms, newsletters etc.   | ASSET(S) SUPPLIED  |
|----------------|---|---|--|
| 5              | <p>Join us and our new celeb ambassadors, live at 6pm today for a sneak peak at this year's #NationalNumeracyDay fun! Watch here</p> <p>[Insert your trackable campaign link included in your email it will look like this <a href="https://nationalnumeracy.org.uk/numeracyday?utm_source=example">nationalnumeracy.org.uk/numeracyday?utm_source=example</a>]</p>   | N/A   | Amplify NN posts   |
| 6              | <p>Proud to support #NationalNumeracyDay. Interested in [insert theme i.e. supporting kids with maths / making your money go further / brushing up on your numbers for work]? Join us for a live event at [ insert correct time 10:30am work; 1pm kids; 2:30pm money]on 19 May</p> <p>[Insert your trackable campaign link included in your email it will look like this <a href="https://nationalnumeracy.org.uk/numeracyday?utm_source=example">nationalnumeracy.org.uk/numeracyday?utm_source=example</a>]</p> | <p>We are proud lead supporters of National Numeracy Day, the UK's only annual day dedicated to everyday maths.</p> <p>On 19 May, alongside the charity National Numeracy we are shining a spotlight on [insert relevant theme i.e. supporting kids with maths / making your money go further / brushing up on your numbers for work] by taking part in a free, live online event.</p> <p>Join us for the event, broadcast simultaneously across National Numeracy's social media channels. [insert correct event details from the following:]</p> <ol style="list-style-type: none"> <li>1) 10:30 am - Work it! How to use numbers to supercharge your job search and career. You will hear from celebrities, experts and workers about how boosting number confidence can help you get the job you want and get on in the job you have.</li> <li>2) 1pm - Hated homeschool maths? How to help children love numbers (even if you don't)! You will hear from celebrities, experts, teachers and parents on how to help your children learn to love numbers, even if you don't feel number confident yourself.</li> <li>3) 2:30 pm - Money and confidence: Tips to make your money go further. You will hear from celebrities, experts and real people on how building number confidence can help you get on top of your finances, change the way you spend and plan for the future.</li> </ol> <p>So, put the date in your diary and follow us and National Numeracy on social media for more exciting news about the day.</p> | <p>Amplify NN posts</p> <p>Event graphics (live on your <a href="#">toolkit page</a> 19 April)</p> |

# Messages, CTAs & Assets for each action

| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA for social posts, emails & newsletters  | EXAMPLE LONG MESSAGE & CTA for emails, internal comms, newsletters etc. | ASSET(S) SUPPLIED                         |
|----------------|---|---|---|
| 7              | Get ready! It's #NationalNumeracyDay on 19 May. Loads of free, helpful activities to get involved with. Visit<br>[Insert your trackable campaign link included in your email it will look like this<br>nationalnumeracy.org.uk/numeracyday?utm_source=example]  | As message 1.   | <a href="#">'Join us' social graphics</a> |
| 8              | Join us and surprise celebrities, live on Instagram at 6pm today for a sneak peak at this year's #NationalNumeracyDay fun!<br>Watch on Instagram @national_numeracy   | N/A   | Amplify NN posts                          |
| 9              | We're proud to support free resources, tips and ideas for building number confidence for work, home and school. #NationalNumeracyDay. Get started at<br>[Insert your trackable campaign link included in your email it will look like this<br>nationalnumeracy.org.uk/numeracyday?utm_source=example] | N/A   | Amplify NN posts                          |

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| MESSAGE NUMBER | EXAMPLE SHORT MESSAGE & CTA for social posts, emails & newsletters   | EXAMPLE LONG MESSAGE & CTA for emails, internal comms, newsletters etc.  | ASSET SUPPLIED   |
|----------------|--|--|--|
| 10             | <p>It's #NationalNumeracyDay! As proud lead supporters please join us today in celebrating everyday maths at<br/> <b>[Insert your trackable campaign link included in your email it will look like this]</b><br/> <a href="https://nationalnumeracy.org.uk/numeracyday?utm_source=example">nationalnumeracy.org.uk/numeracyday?utm_source=example</a> ]</p> <p>It's #NationalNumeracyDay! Our staff have been improving their number confidence and skills. Take a look and get started yourself<br/> <b>[insert your unique trackable Challenge link]</b></p> <p>Join us at [ insert correct time 10.30 work; 1pm kids; 2.30 money] to hear from celebrities and experts about [insert theme i.e. supporting kids with maths / making your money go further / brushing up on your numbers for work] at [insert livestream link or <b>[Insert your trackable campaign link included in your email it will look like this]</b><br/> <a href="https://nationalnumeracy.org.uk/numeracyday?utm_source=example">nationalnumeracy.org.uk/numeracyday?utm_source=example</a> ]</p> | N/A  | <p>Amplify NN posts</p> <p>Share your own staff content</p> <p>Event graphics (live on your <a href="#">toolkit page</a> 19 April)</p> |
| 11             | <p>We were delighted to support #NationalNumeracyDay to help the UK feel confident with numbers! Get all the free resources <b>[Insert your trackable campaign link included in your email it will look like this]</b><br/> <a href="https://nationalnumeracy.org.uk/numeracyday?utm_source=example">nationalnumeracy.org.uk/numeracyday?utm_source=example</a> ]</p>  | <p>We were delighted to support #NationalNumeracyDay to help the UK feel confident with numbers this May. All the free resources and activities from the day to help with numbers at work, money and school are still available on the National Numeracy website. Get started on your journey to improved number confidence now at <b>[Insert your trackable campaign link included in your email it will look like this]</b><br/> <a href="https://nationalnumeracy.org.uk/numeracyday?utm_source=example">nationalnumeracy.org.uk/numeracyday?utm_source=example</a> ]</p> | <p>Use any relevant message from the campaign and keep sharing your content</p>  |

# Our social channels, webpage and hashtags



# Our social media channels, campaign webpage and hashtags

Please follow and engage with our accounts across these channels:



***@nationalnumeracy***



***@national\_numeracy***



***@Nat\_Numeracy***



***@national-numeracy***

Our campaign webpage is: [www.nationalnumeracy.org.uk/numeracyday](http://www.nationalnumeracy.org.uk/numeracyday)

Don't forget to use your unique trackable links we have emailed you so that we can track the impact of your activity.

**Our campaign hashtags:**

**#NationalNumeracyDay** – for everything campaign related, including staff engagement activity

**#SchoolNumberHeroes** – for the school competition only

# Recap about National Numeracy Day

# What is National Numeracy Day?

- National Numeracy Day raises awareness of the importance of numeracy to personal lives, career development and the economy. It empowers people to take the first steps to improving their number confidence and skills and celebrates the importance of numbers in everyday life, at home, or at work.
- Struggling with numbers can make people more vulnerable to debt, unemployment, poor health and fraud – all exacerbated by the Covid-19 crisis.
- Numeracy has always been vital to improving life opportunities, and more than ever it is central to rebuilding skills, businesses and livelihoods
- National Numeracy Day 2021 aims to empower adults and children to improve their confidence and competence with numbers in three key areas of their lives: at home, work and school.
- The National Numeracy Day 2021 features three themes crucial to the nation's wellbeing: **Supporting children's numeracy; Managing your money; and Numeracy for work.**

# What are the core activities this year?

## High quality, engaging and impactful content

National Numeracy Day 2021 offers a day packed with practical, helpful and inspiring content – one live discussion event, one video and one resource hub for each of the three themes.

If your organisation is involved in a live event, please encourage your staff, networks and followers to join.

There are many additional pieces of content – such as activities from our celebrity ambassadors that you will be able to amplify on social or by directing people to the campaign webpage.

Supporters are also encouraged to develop and promote their own National Numeracy Day content and initiatives, supported and amplified by NN. Always use #NationalNumeracyDay

| Theme                             | Activity     | Activity       | Activity |
|-----------------------------------|--------------|----------------|----------|
| 1. Numeracy for work              | Live event 1 | Resource Hub 1 | Video 1  |
| 2. Managing Money                 | Live event 2 | Resource Hub 2 | Video 2  |
| 3. Supporting children's numeracy | Live event 3 | Resource Hub 3 | Video 3  |

# National Numeracy Day 2021 – Live Event Schedule

**7:30 AM**

## **Celebrity Ambassadors Launch the day and activities for children**

Have breakfast with our celebrity ambassadors and find out about all the Numeracy Day activities and challenges they had created to get children across the UK having fun and thinking differently about numbers.

**10:30 AM**

## **Work it! How to use numbers to supercharge your job search and career**

Hear from celebrities, experts and workers about how boosting number confidence can help you get the job and opportunities for you.

**1:00 PM**

## **Hated homeschool maths? How to help children love numbers (even if you don't)**

Hear from celebrities, experts, teachers and parents on how boosting number confidence can help the children you support to grow to love numbers.

**2:30 PM**

## **Money and confidence: Tips to make your money go further**

Hear from celebrities, experts, teachers and parents on how boosting number confidence can help you get on top of your finances, change the way you spend and plan for the future.



- **Each event will be live streamed across multiple social channels and our campaign website simultaneously - to maximise reach and engagement**
- **Top tips and event content will be cut and re-shared after events to extend coverage**

# Key contacts for National Numeracy Day

**Lead campaign contact:** Stevie Robinson [stevie@nationalnumeracy.org.uk](mailto:stevie@nationalnumeracy.org.uk)

**Social media:** Laura Roca Diaz [laura@nationalnumeracy.org.uk](mailto:laura@nationalnumeracy.org.uk)

**Media:** Julia Day [julia@nationalnumeracy.org.uk](mailto:julia@nationalnumeracy.org.uk) / 07974 209148