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

CAMPAIGN AND COMMUNICATIONS GUIDE

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

National Numeracy Day 2025
Supporting Adults

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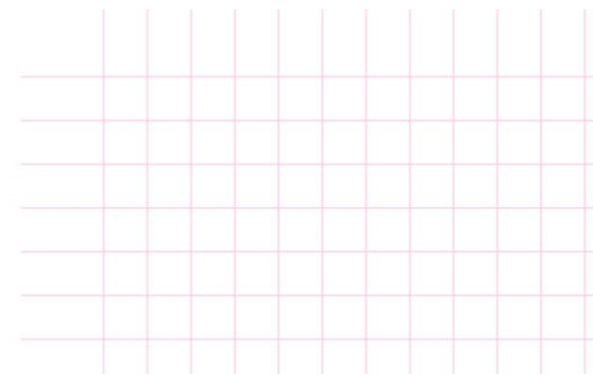
HOW TO USE THIS DECK

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!



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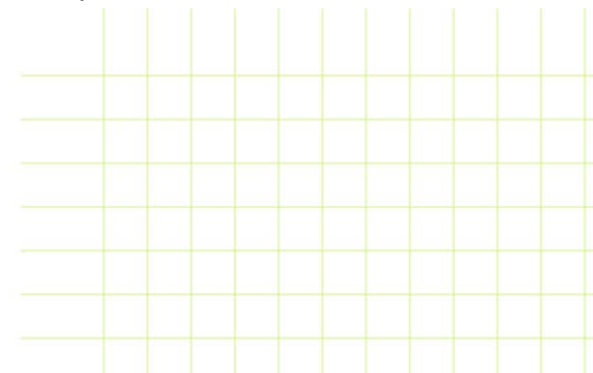
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A campaign from National Numeracy



Founding Supporter:



THIS YEAR'S THEME

Numeracy for financial inclusion, education & wellbeing



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 NN 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

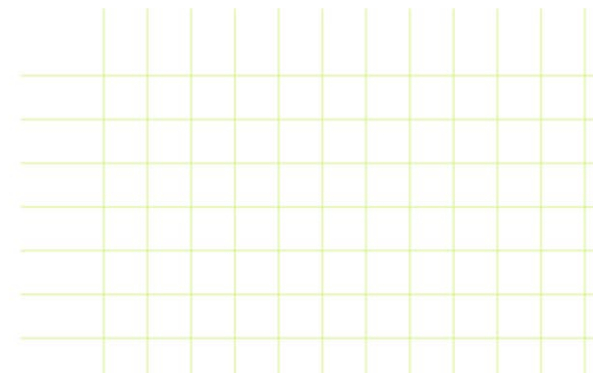


OVERVIEW OF NATIONAL NUMERACY DAY 2025

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 organisations 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)

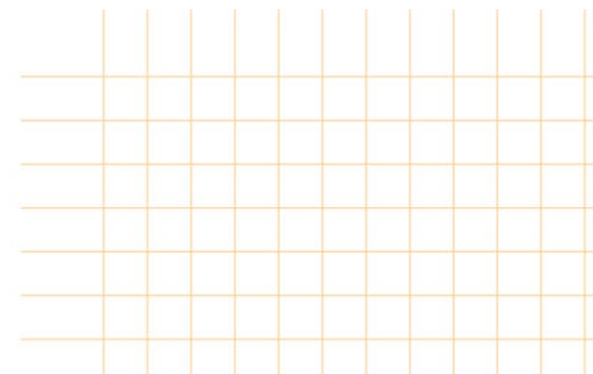
2. Sign-ups: Recruit education providers and organisations to get involved. (See page 15)

3. National Numeracy Day hub: Everything adults 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: Help us spread the word! (See page 18)

6. 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 19)



ENGAGING YOUR NETWORKS

★ Please invite organisations and community groups in your networks to sign up here: <http://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 here: <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 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:

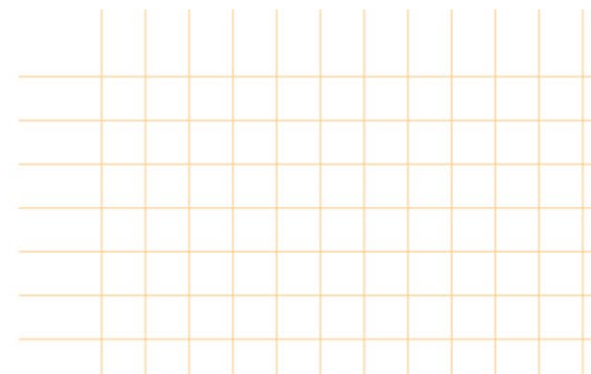
1. **Join The Big Number Natter:** Be part of the UK's only nationwide conversation about numbers – in person and online.
2. **Organise activities in education and community settings:** Inspire children, young people and adults to boost their number confidence.
3. **Try the National Numeracy Challenge:** 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, 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.

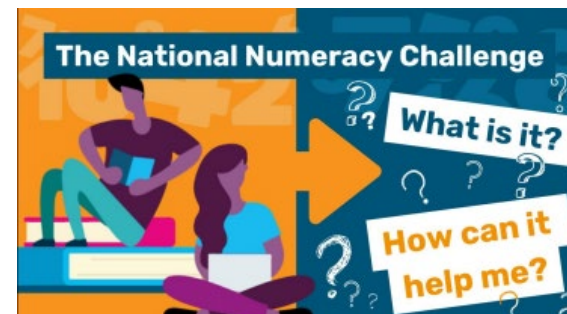
Please encourage your colleagues, customers and communities to have a go!

<https://www.nationalnumeracy.org.uk/challenge/nndaysignup>

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.



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.

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.

- Plan your internal activity and communications.
- Promote your involvement online and encourage others to get involved.
- Plan your own campaign activities or events.

HASHTAGS

Please include these in your posts:
#NationalNumeracyDay
#BigNumberNatter

★ MAY

21 May: National Numeracy Day!

Run your National Numeracy Day activities on 22 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.

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 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.

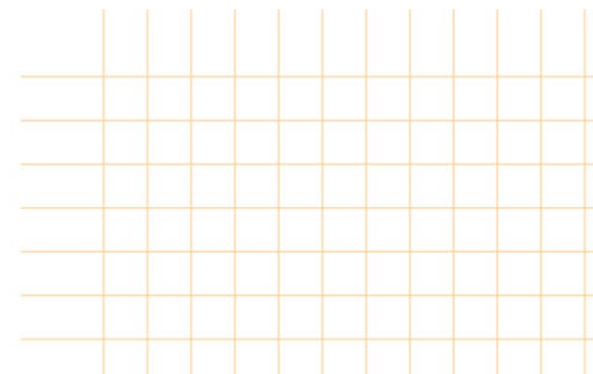
We will always be sensitive to external context that demands messaging is flexed.

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
- 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 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. Our staff are building their confidence and skills in everyday maths for #NationalNumeracyDay. Want to get started too?
<https://www.nationalnumeracy.org.uk/challenge/nn-daysignup>
3. We're excited to announce that [company name] 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>

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

We are delighted to taking part in 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
<https://www.nationalnumeracy.org.uk/numeracyday>


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're supporting 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-16plus>
 - 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-16plus>
 - We are supporting 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-16plus>
- 

EXAMPLE COPY: THE BIG NUMBER NATTER

Internal: get your people involved

It's National Numeracy Day on Wednesday 21 May and 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. We're supporting #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 <https://www.nationalnumeracy.org.uk/numeracyday>
2. Join the #BigNumberNatter and tell us how you feel about numbers this #NationalNumeracyDay! <https://www.nationalnumeracy.org.uk/numeracyday>

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



EXAMPLE COPY: WEBSITE & RESOURCES

Internal: get your people involved

We're supporting 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:
<https://www.nationalnumeracy.org.uk/numeracyday>

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

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

We're proud to support #NationalNumeracyDay. Get free resources and activities for building number confidence at work, home and school this May.

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

It's #NationalNumeracyDay! Please join us today in celebrating everyday maths at

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

We are delighted to support #NationalNumeracyDay to help the whole nation feel confident with numbers! Get all the free resources

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

EXAMPLE COPY: NATIONAL NUMERACY CHALLENGE

Internal: get your people involved

We're supporting 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
<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 develop confidence and skills, in just 10 minutes a day. Go at your own pace. Get started by heading to
<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>

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CONTACT US

A detailed illustration of a hand in a suit sleeve, pointing its index finger towards the center.

enquiries@nationalnumeracy.org.uk

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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

