

Founding Supporter:



# NATIONAL NUMERACY DAY

## 17 MAY 2023

Building brighter futures  
through confidence with numbers




### LEAD DELIVERY PARTNER

### CAMPAIGN & COMMUNICATIONS GUIDE

# HOW TO USE THIS DECK

**This deck provides Delivery Partners with...**

- Everything you need to know to support National Numeracy Day 2023 across your organisation and channels
- A guide to the key campaign activities
- Key dates and information
- Example copy and messaging to promote your support and the campaign
- Example Calls to Action

 **Look for the stars...** they highlight action you can take

 **Get your assets** to support the campaign at <http://www.nationalnumeracy.org.uk/lead-delivery-partner-toolkit>

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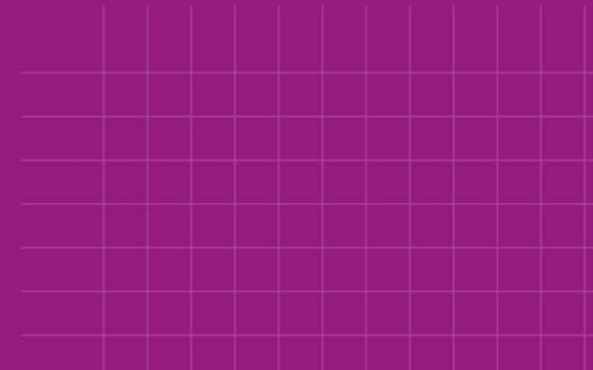
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# CAMPAIGN GUIDE



How to get involved with this year's campaign



# WHAT IS NATIONAL NUMERACY DAY?

- **National Numeracy Day builds brighter futures through confidence with numbers.**
- It is run by independent charity National Numeracy and the campaign's founding supporter KPMG.
- It is the UK's only day dedicated to everyday maths.
- It celebrates the importance of numbers in everyday life and inspires children and adults to improve their numeracy.
- Because improving numeracy changes lives: at home, work and school.
- National Numeracy Day has inspired people to take 650,000+ actions to improve their numeracy since 2018.
- Everything is free! The campaign's generous supporters ensure all our resources are free for everyone to use.

[Watch the highlights from 2022](#)



# WHY IS NATIONAL NUMERACY DAY IMPORTANT?

- The UK's numeracy levels are significantly below the average for developed countries.
- **49% of the UK's working-age population have the expected numeracy levels of a primary school child.**
- **Millions of children leave school lacking number confidence.** 30% of school-leavers (18-24s) feel anxious about using maths and numbers. They are the most maths-anxious adult group in the UK.
- Poor numeracy costs the UK economy £25 billion a year.
- Struggling with numbers can make people more vulnerable to debt, unemployment, poor health and fraud – all of which have been exacerbated by the Covid-19 crisis and now, the cost-of-living crisis.

# THE CAMPAIGN DRIVES

## Awareness

- The benefits of understanding and working with numbers in real life – at home, work and school.
- The benefits of good numeracy for individuals, communities, society and the UK economy.
- The passion of our partners for supporting numeracy in the UK.

## Engagement

- Through helpful, fun and free activities, events and resources.

## Action

- Children and adults to improve their number confidence and skills by using free resources on [our website](#) and trying the [National Numeracy Challenge](#).

National Numeracy Day has inspired people to take  
650,000+ actions to improve numeracy since 2018



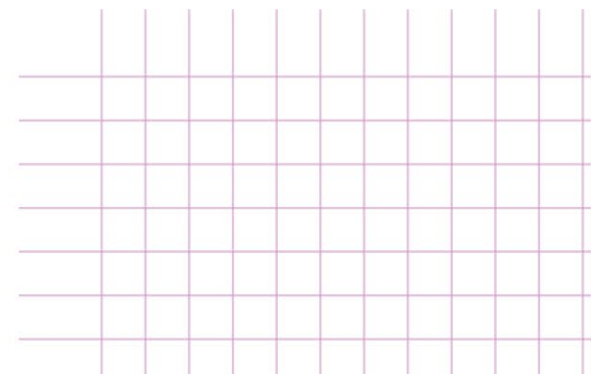
# ABOUT NATIONAL NUMERACY

- 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)



# OVERVIEW OF NATIONAL NUMERACY DAY 2023

- National Numeracy Day is on Wednesday 17 May 2023
- The day is the main focus 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:

- ★ 1. **The Big Number Natter** staff engagement offer: Get your teams involved in the only nationwide conversation about numbers. See pages 12-13
- ★ 2. **Sign-ups:** Recruit schools and organisations to get involved. See pages 15
- ★ 3. **The National Numeracy Challenge:** Our tried and tested, free confidence and skills building online tool. See page 17
- ★ 4. **Website:** Everything your staff and communities need to get involved. See page 16
- ★ 5. **Thought Leadership & media:** Your organisation is at the forefront of tackling the UK's numeracy crisis. Shout about it! See page 18

# ENGAGING ADULTS

★ Please invite organisations and community groups in your networks to sign up. **Use your trackable sign-up link (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 from our experts.
- **Celebrity tips**, videos and downloads from our 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. 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 – all exacerbated by the Covid-19 and cost-of-living crises. But everyone can improve their numeracy and talking about numbers is a fantastic first step.

**WHEN?** This May! National Numeracy Day is on Wednesday 17 May 2023, and we'll be number nattering throughout the whole of May.

**WHERE?** Celebrities, experts and people across the UK will be sharing their own number stories on social media. Your organisation can get involved with our staff engagement pack.

# STAFF ENGAGEMENT: THE BIG NUMBER NATTER

## Get your organisation involved:

-  1. **Hold a Big Number Natter** internally with groups of colleagues or teams. Your online toolkit will have resources to make this easy and straightforward for your teams. Resources include a poster, conversation-starter suggestions for small informal sessions and a step-by-step guide and slide deck for longer, more formal sessions.
-  2. **Internal communications:** Share Big Number Natter videos, images and stories across your organisation. Ask colleagues and leaders to collect video clips, images 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 colleagues to share their Big Number Natter videos, stories and images on social media using #bignumbernatter. They can tag your organisation to reshare on your official channels.
-  4. **After The Big Number Natter** – a next step: staff can have a go at the National Numeracy Challenge (see page 13).

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



# ENGAGING CHILDREN

★ Please invite nurseries, schools and community groups in your networks to sign up. **Use your trackable sign-up link (under 16).**

They receive one of three age-group appropriate bumper packs of free, fun resources, including celebrity Ambassador videos and worksheets.

Children's activities include:

- **EVENT:** On-the day livestreamed interactive event for schools with celebrities and footballers.
- **COMPETITION:** Number Heroes competition led by Bobby Seagull.
- **RESOURCES:** A fantastic array of free and fun activities and resources for use at nurseries, primary and secondary schools and at home, including videos and worksheets.
- **THE BIG NUMBER NATTER:** Older children get involved in UK's only nationwide conversation about numbers.
- **TOOL:** Use the National Numeracy Challenge (13+).

# HELP US GET OTHERS INVOLVED

 Please encourage your networks to get involved in National Numeracy Day. **Use your trackable sign-up links to recruit schools and organisations.**

The day is for children and adults – nurseries, schools, colleges as well as other organisations, workplaces, community groups or individuals can sign up.

They will receive a toolkit of free resources to get the most out of National Numeracy Day, including celebrity Ambassador videos and worksheets.

**The toolkit provides everything needed to:**

- 1. Join The Big Number Natter**

Be part of the UK's only nationwide conversation about numbers – both 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, for anyone over 13. Over 500,000 registered user can't be wrong!

# WEBSITE

★ Please promote the National Numeracy Day website to your staff, customers and networks. **Use your trackable campaign webpage link.**

- The National Numeracy Day website is the go-to destination for individuals. 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 or their children.
- From celebrity videos and worksheets for kids, to real life advice for adults, the National Numeracy Day website has everything your staff and networks need on #NationalNumeracyDay.



# NATIONAL NUMERACY CHALLENGE

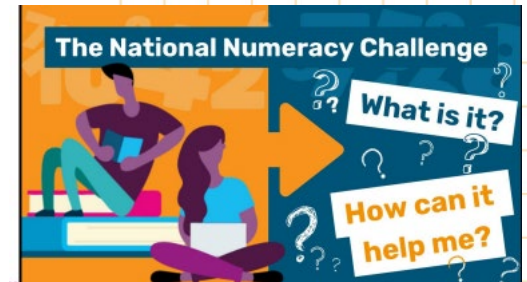
The National Numeracy Challenge is a free and easy-to-use website for improving your number skills and confidence.

★ Please encourage your staff, customers and networks 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 service users.

[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 carries out media engagement throughout the campaign, 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 work.

- **Internal communications to colleagues** to inspire engagement across your workforce
- **News articles and blog posts** on your website or newsletters
- **Social media posts and videos** about #NationalNumeracyDay and #BigNumberNatter
- **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

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

**25 April:** Supporter announcement - please support this communication by amplifying our post or creating your own.

**From April:** Your online toolkit will be updated with resources for the campaign.

### **Throughout the month:**

- Plan your internal activity and external communications.
- Promote your involvement.
- Amplify our campaign content and encourage people to sign up using assets supplied.

## ★ MAY

**3 May:** 2 weeks to go!

Look out for our National Numeracy Day promotional video launching, and support and share across your channels.

**10 May:** 1 week to go!

Promote your support for the day using assets supplied and amplify National Numeracy’s social activity.

### **17 May – National Numeracy Day:**

Get involved by posting about your support and events in your organisation, post your Big Number Natter videos, and amplify National Numeracy’s messages.

# HASHTAGS, ACCOUNTS, LINKS



## HASHTAGS

Please include these in your posts:

#NationalNumeracyDay

#BigNumberNatter



## ACCOUNTS

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

- Twitter: @Nat\_Numeracy
- Facebook: @nationalnumeracy
- Instagram: @national\_numeracy
- LinkedIn: National Numeracy



## TRACKABLE LINKS

We will send you 4 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. Sign-up link for nurseries, schools and community groups (under 16)
2. Sign-up link for colleges, organisations and community groups (16 plus)
3. Campaign website link (for all the campaign's free resources and activities)
4. 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 #NationalNumeracyDay's website for free, helpful activities and resources for all the family. *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 get involved with #NationalNumeracyDay for free, helpful activities and resources. *Include your trackable sign-up link (under 16 or 16 plus).*



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



Join the #BigNumberNatter and get talking about what numbers mean to you 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, for your emails, newsletters, internal communications or social posts.

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 organisation
- 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)

- We are delighted to be a Lead Delivery Partner of #NationalNumeracyDay on 17 May to help the UK feel confident with numbers! Join us *[Insert your trackable campaign website link]*
- Our staff are building confidence and skills in everyday maths for #NationalNumeracyDay. Get started yourself at *[Insert your trackable National Numeracy Challenge link]*
- As Lead Delivery Partners for #NationalNumeracyDay we are so excited to hear this news! Let's get the nation number confident together *[Insert your trackable campaign website link]*

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

Let's get number confident on National Numeracy Day, 17 May! We are delighted to be a Lead Delivery Partner of National Numeracy Day, the UK's only annual day dedicated to everyday maths! On 17 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 grapples with the cost-of-living crisis.

There will be a host of free online resources and videos including inspirational stories and practical advice from real-life learners and celebrities! 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.

National Numeracy Day raises awareness of the importance of numbers in everyday life and empowers people to improve their number confidence through a variety of free, fun and practical resources. For more information go to *[Insert your trackable campaign website link]*.

A stylized illustration of a hand with a pink sleeve pointing towards the text.

**Use the assets supplied – email footer, intranet banner, social graphics etc**

[www.nationalnumeracy.org.uk/lead-delivery-partner-toolkit](http://www.nationalnumeracy.org.uk/lead-delivery-partner-toolkit)



## EXAMPLE COPY: SIGN UP SCHOOLS

Help us recruit nurseries, schools and children's community groups to get involved.  
Use your trackable sign-up link for under 16s in emails, social posts, newsletters and on your intranet etc.

- Become a #NationalNumeracyDay school! Sign up for free materials & a competition to win one of six £1000 numeracy prize packs *[Insert trackable sign-up link under 16]*
- Calling all teachers! Sign up to get involved on #NationalNumeracyDay and get exclusive access to materials to support activity planning, celebrity videos and more *[Insert trackable sign-up link under 16]*
- This year, we are a Lead Delivery Partner of National Numeracy Day on 17 May, and would love you to get involved. If you sign up to be a National Numeracy Day school, you will receive a pack of fun, free and engaging materials and activities to support children with feeling positive about numbers. You can also enter a competition to win one of six £1000 numeracy prize packs! And join in the largest ever live times tables number roll. Find out more and sign up now: *[Insert trackable sign-up link under 16]*

## EXAMPLE COPY: SIGN UP COLLEGES AND ORGANISATIONS

Help us recruit colleges, workplaces, organisations and community groups for adults to get involved. **Use your trackable sign-up link for 16 plus in emails, social posts, newsletters and on your intranet etc.**

- Get involved with #NationalNumeracyDay! Sign up to receive a free digital pack of resources and activities *[Insert trackable sign-up link for 16 plus]*
- Sign up for #NationalNumeracyDay and get exclusive access to free materials that help your teams and community get number confident. Sign up now! *[Insert trackable sign-up link for 16 plus]*
- This year, we are a Lead Delivery Partner of National Numeracy Day on 17 May, and would love you to get involved. If you sign up for National Numeracy Day, you will receive a pack of free, practical and engaging resources to support your community to feel positive about numbers. Sign up now: *[Insert trackable sign-up link for 16 plus]*

# EXAMPLE COPY: THE BIG NUMBER NATTER

## INTERNAL: GET YOUR PEOPLE INVOLVED

As a Lead Delivery Partner of National Numeracy Day on 17 May, we're joining in The Big Number Natter!

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.

We'll be holding some Big Number Natters here at work 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 video clips, images and stories with us *[on the intranet / newsletter or similar]* and on social media using the hashtag #BigNumberNatter. Don't forget to tag the company handle, so we can reshare.

## EXTERNAL: GET THE NATION INVOLVED

- As a Lead Delivery Partner of #NationalNumeracyDay we are joining the #BigNumberNatter to get everyone talking about numbers. How do you feel about maths? Join the conversation on social or more info here *[Insert trackable campaign website link]*

- Join the #BigNumberNatter and get talking about what numbers mean to you this #NationalNumeracyDay *[Insert trackable campaign website link]*.

Use this copy and the promotional assets in your toolkit page to support our announcement of The Big Number Natter on 11 April.  
[www.nationalnumeracy.org.uk/lead-delivery-partner-toolkit](http://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 17 May, we're delighted to be able to support a fantastic range of free resources and activities for all the family.

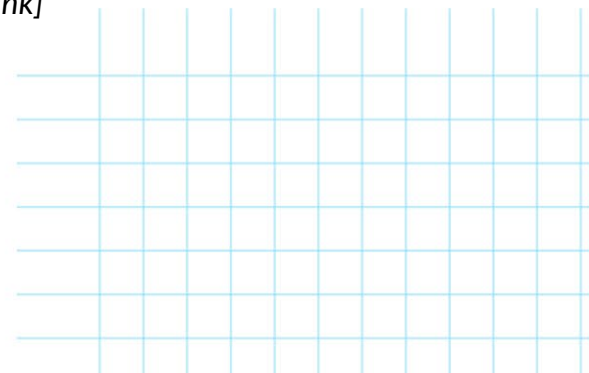
National Numeracy Day is the UK's only day dedicated to everyday maths. It celebrates the importance of numbers for adults and children and inspires everyone to improve their numeracy in order to open up opportunities and brighter futures.

There are loads of ways to get involved. Have a Big Number Natter with your colleagues and share your thoughts about maths. Or take the first steps to improving your number confidence and skills with the National Numeracy Challenge. Maybe download some of the practical resources for adults and fun games for children, or join in with some live events.

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 17 May. Loads of free, helpful activities to get 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. Start now. *[Insert trackable campaign website link]*
- It's #NationalNumeracyDay! As proud Lead Delivery Partners please join us today in celebrating everyday maths at *[Insert trackable campaign website link]*
- We are delighted to support #NationalNumeracyDay to help the UK 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 17 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 hosts a helpful range of multimedia resources and support.

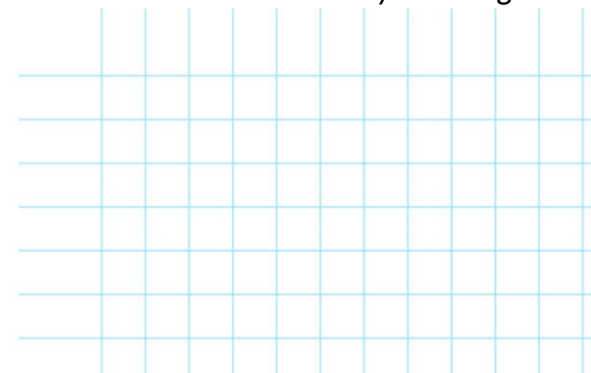
Visit the National Numeracy Challenge to check your numeracy level in just 10 minutes *[Insert trackable National Numeracy Challenge link]*

## EXTERNAL: GET THE NATION INVOLVED

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

- 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, at your own pace. Get started by heading to *[Insert trackable National Numeracy Challenge link]*

- Take the first step to find out how you can make numbers work for you this #NationalNumeracyDay by trying the National Numeracy Challenge *[Insert trackable National Numeracy Challenge link]*



A black and white line drawing of a hand with the index finger pointing to the left, wearing a watch.

# CONTACT

A black and white line drawing of a hand with the index finger pointing to the right, wearing a watch.

## **Campaigns:**

Jade Brown, Campaign Manager  
[jade@nationalnumeracy.org.uk](mailto:jade@nationalnumeracy.org.uk)

## **Comms and media:**

National Numeracy Comms Team  
[comms@nationalnumeracy.org.uk](mailto:comms@nationalnumeracy.org.uk)

## **Social media:**

Puja Mistry  
[puja@nationalnumeracy.org.uk](mailto:puja@nationalnumeracy.org.uk)