

CAMPAIGN AND COMMUNICATIONS GUIDE

Number Confidence Week
Lead Supporters

YOUR GUIDE

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Look for the stars!

This deck tells you everything you need to know to support Number Confidence Week 2023 across your organisation and channels.

Look for the ★ which highlights actions to take.

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Get assets to help you support the campaign at:

www.nationalnumeracy.org.uk/number-confidence-week-campaign-toolkit

WHY IS NUMBER CONFIDENCE IMPORTANT?



- 49% of the UK's working-age population have the expected numeracy levels of a primary school child.
- Struggling with numbers can make people more vulnerable to debt, unemployment, poor health and fraud, but the role that number confidence plays is not adequately acknowledged or addressed.
- Boosting number confidence is an essential first step to improved numeracy – it is very often the key that unlocks the door to numeracy skills building.

WHAT IS NUMBER CONFIDENCE WEEK AND WHY GET INVOLVED?

OVERVIEW

Number Confidence Week:

- Is the only UK campaign focused on how adults feel about maths.
- Empowers adults to take the first step to boost their confidence with numbers.
- Brings together organisations, businesses, individuals and communities to make positive change happen.
- Is delivered in partnership with our Founding Supporter TP ICAP, and Lead Supporters Barclays LifeSkills, Capital One, Experian and the Lord Mayor's Appeal.

BENEFITS FOR BUSINESSES

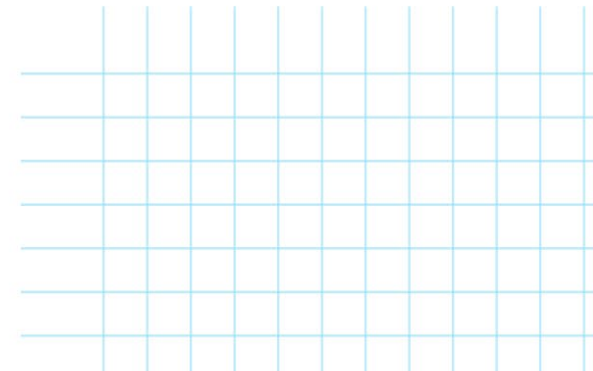
- Staff engagement and development: Providing people with the confidence to understand and work with numbers, leading to skills-building and the upskilling of employees and the UK's workforce.
- An engine of social mobility: Improved numeracy leads to better outcomes for society, the economy, individuals and particularly those in disadvantaged communities where the need is greatest.

BENEFITS FOR BENEFICIARIES

- Improved number confidence can help with life's challenges and can help with managing money, getting on at work, and supporting children.
- Boosting number confidence is the first step to improving numeracy skills.

CAMPAIGN AIMS

- **Empower** adults in the UK to take action to build their confidence with numbers and feel in control at work and home.
- **Promote** confidence as the first step toward improving numeracy skills.
- **Focus** on those who are lowest in confidence, experiencing the greatest challenges due to the rising cost of living.
- **Highlight** the benefits that improved number confidence can offer.
- **Showcase** the commitment of National Numeracy, our partners and our ambassadors to improving numeracy in the UK.



GET INVOLVED

OVERVIEW

Number Confidence Week will take place from **Monday 6 to Friday 10 November**, with activity running across the week and throughout the month of November.

The campaign offers a range of free resources and activities for adults and children, accessible from our Number Confidence Week hub, with the main call to action being to try the National Numeracy Challenge.

We'll deliver a vibrant social and media campaign, backed by our celebrity ambassadors and supporters, who'll help promote the week.

Support the campaign by amplifying our resources across your internal and external channels – you're welcome to share our content or create your own! Celebrate your support of Number Confidence Week, tell people what you're doing and encourage people to get involved for themselves.



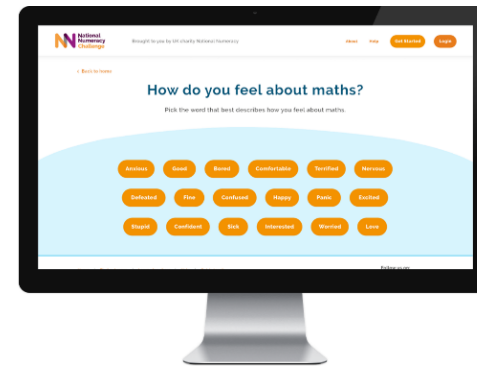
THE NATIONAL NUMERACY CHALLENGE

The National Numeracy Challenge is an online tool that builds numeracy skills and confidence, with 300+ everyday maths questions and tutorials, multimedia resources, technology that adapts to individual learning levels and signposts to further support.

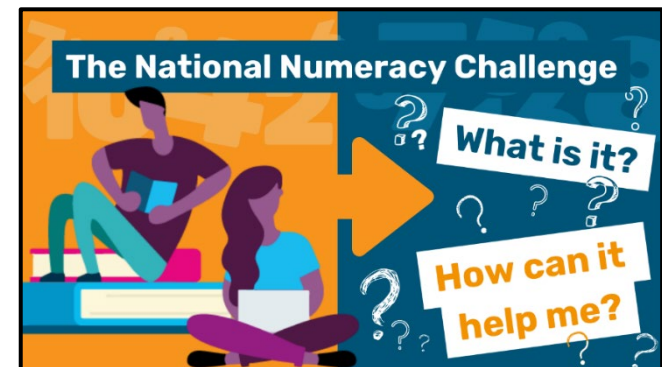
Half a million people have taken steps to improve their numeracy via the National Numeracy Challenge.

The National Numeracy Challenge is a great way to boost the number confidence of your colleagues, customers and communities and is a great next step to promote alongside your Number Confidence Week activity.

★ Use your unique URL to promote the Challenge.



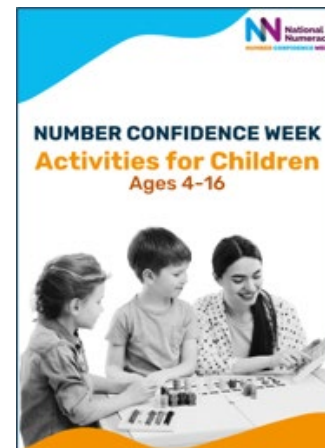
[Watch a short video about the National Numeracy Challenge](#)



NUMBER CONFIDENCE WEEK HUB

Our [Number Confidence Week hub](#) is the go-to place for confidence building resources, including videos, practical tips and guides, money management resources, family activities, and more.

★ Use your unique URL to promote the hub.



OTHER WAYS TO GET INVOLVED

★ EMAIL MARKETING

Get your customers, members, communities and stakeholders involved via your email marketing lists. Number Confidence Week is a unique, helpful and topical offer for all audiences. We've supplied sample copy and assets for you to use but if you've got something more targeted in mind, please chat to us.

★ STAFF ENGAGEMENT OPPORTUNITIES

Our Engagement Pack is the perfect tool to help boost number confidence amongst your workforce.

Whether you're encouraging small, informal chats amongst colleagues or formal, employer-led sessions, the pack is filled with everything you need to get people talking – including conversation starters, myth busters, videos and more.

Our presentation slides and step-by-step guide will provide you with the tools you need to deliver a session online or in-person.

THOUGHT LEADERSHIP AND MEDIA

★ THOUGHT LEADERSHIP

Your organisation is at the forefront of tackling the UK's numeracy crisis. Please encourage your leaders to talk internally and externally about your organisation's involvement with our charity, Number Confidence Week, and why improving numeracy is important for your organisation and the nation.

Opportunities could include internal communications to staff to inspire engagement across the organisation; news articles or blogs on your website; video content shared on your digital channels and 'think pieces' in industry and consumer media and on LinkedIn.

★ MEDIA

We encourage you to seek out and secure media opportunities for your leaders and organisation to talk about numeracy and number confidence on a local, regional and national level.

National Numeracy carries out a range of media activity throughout the week but the more we can get the message out about the benefits of improving number confidence to individuals, communities, business and society, the better!

We'd be happy to discuss any media work you'd like to plan. Please chat to your Partnership Manager in the first instance.

COMMUNICATIONS

KEY DATES

★ **PLANNING: UP TO 23 OCTOBER**

- Send this toolkit to your communications colleagues and any relevant teams so they can familiarise themselves with it and start planning activity.
- Plan internal comms activity and engage your staff in the campaign.
- Plan your social media and external comms activity for November to engage your customers, members and communities.
- Plan thought-leadership and media activity.

★ **PRE-CAMPAIGN PROMOTION: 23 OCTOBER TO 5 NOVEMBER**

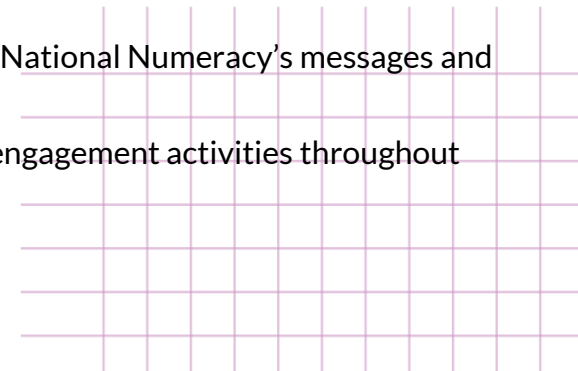
- Announce that you are supporting the campaign and tell people why it's important to your organisation.
- Amplify National Numeracy's messages and content via your own channels.

★ **NUMBER CONFIDENCE WEEK: 6 NOVEMBER TO 10 NOVEMBER**

- Launch your thought-leadership pieces and media activity this week.
- Post your own content in support of the campaign – tell people what you're doing and how they can get involved too.
- Amplify National Numeracy's messages and content.
- Engage colleagues, customers and communities via email marketing, website, social media and communications channels.

★ **KEEP PROMOTING THROUGHOUT THE MONTH: 11 TO 30 NOVEMBER**

- Continue to amplify National Numeracy's messages and content.
- Run your own staff engagement activities throughout the month.



SOCIAL MEDIA AND TRACKING LINKS

★ ACCOUNTS

Tag us in your posts so we can share your content:

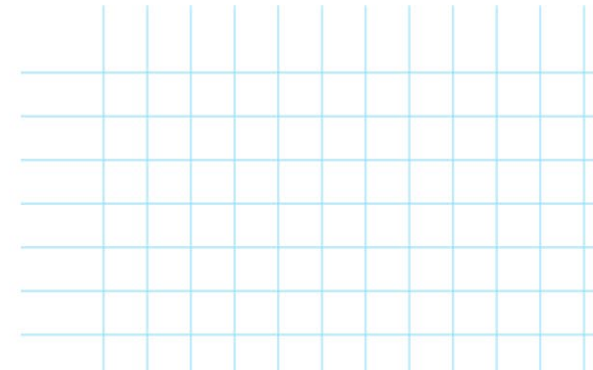
- **Twitter:** @Nat_Numeracy
- **Facebook:** @nationalnumeracy
- **Instagram:** @national_numeracy
- **LinkedIn:** National Numeracy

★ HASHTAGS

We're using the campaign hashtag **#NumberConfidenceWeek** – please use it in any posts you share on social media.

★ TRACKABLE LINKS

Please ensure you include your unique trackable links for our campaign hub and the National Numeracy Challenge in your communications so your activity can be measured. These will be shared with you by email from your Partnership Manager.



CALLS TO ACTION

Helping spread the word on number confidence couldn't be easier! Please share our main campaign CTAs in your comms content and social media posts:

★ 1. WEBSITE CTA

For all audiences – to improve number confidence and skills via free resources and activities on the online hubs.

Promote at any time.

Visit our #NumberConfidenceWeek hub for free confidence boosting activities and resources:

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

★ 2. NATIONAL NUMERACY CHALLENGE CTA

For your colleagues, customers and communities – to improve numeracy via our online confidence and skills-building tool.

Promote at any time.

Try the free National Numeracy Challenge to build your number confidence and skills this #NumberConfidenceWeek:

www.nationalnumeracy.org.uk/challenge

KEY MESSAGING

Our example messages can be copied and amended as you see fit for your own communications, whether you're sending emails and internal comms or creating newsletter content or social media posts.

The tone of voice for Number Confidence Week is always friendly, inclusive, empowering and supportive. It is never patronising or competitive.

On the following pages, we've included sample messaging to support every aspect of the campaign and some examples of internal and external facing messaging to help you:

- Promote your support of the campaign
- Promote the National Numeracy Challenge
- Promote the Number Confidence Week hub and the activities and resources available

If you'd like any advice or guidance around key messaging, please get in touch.



EXAMPLE COPY: PROMOTING YOUR SUPPORT

★ Announcing your support of the campaign (short copy for socials and similar)

We're delighted to be a Lead Supporter of #NumberConfidenceWeek from 6-10 November – helping the UK feel confident with numbers! Join us: <https://www.nationalnumeracy.org.uk/numberconfidenceweek>

OR

Our colleagues/communities/customers are building confidence with everyday maths this #NumberConfidenceWeek. You can get involved too: www.nationalnumeracy.org.uk/challenge

★ Use the Lead Supporter assets supplied to accompany your posts: <https://www.nationalnumeracy.org.uk/number-confidence-week-campaign-toolkit>

★ Announcing your support of the campaign (long copy for emails, newsletters, intranet and similar)

As a Lead Supporter of Number Confidence Week, we're helping to get the nation number confident this November!

Taking place from Monday 6 to Friday 10 November, Number Confidence Week exists to help people take the first step towards feeling good about numbers.

Feeling like we're not good at maths or "don't get" numbers can mean we avoid them, which only makes matters worse. Low confidence with numbers can hold us back, affect our wellbeing, and can have an impact on how our children feel about maths too.

Building number confidence will look different for everyone but National Numeracy offers a range of free, confidence boosting resources that can help you get started. They're available online anytime, so you can go at your own pace.

Visit the Number Confidence Week campaign hub to kickstart your confidence with numbers: nationalnumeracy.org.uk/numberconfidenceweek

EXAMPLE COPY: PROMOTING THE CHALLENGE

★ Getting your people involved (internal comms)

Nervous about numbers? Number Confidence Week can help you to manage your money, handle homework and achieve your goals at work.

We know how important it is to support numeracy within our own organisation. Boosting confidence with numbers can be a stepping-stone to discovering learning and development opportunities and can lead to better job prospects.

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

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

Try the free National Numeracy Challenge to check your numeracy confidence and skills, anytime, anywhere: www.nationalnumeracy.org.uk/challenge

★ Getting the nation involved (external comms)

Try the free National Numeracy Challenge this #NumberConfidenceWeek and kickstart your number confidence and skills: nationalnumeracy.org.uk/challenge

OR

The National Numeracy Challenge is a great way to boost your number confidence. It's a free online tool that helps you develop confidence and skills with everyday maths. Get started in just 10 minutes: nationalnumeracy.org.uk/challenge

OR

Take the first step to finding out how you can make numbers work for you this #NumberConfidenceWeek – try the National Numeracy Challenge at nationalnumeracy.org.uk/challenge

★ Use the assets supplied on the toolkit page to accompany your posts: <https://www.nationalnumeracy.org.uk/number-confidence-week-campaign-toolkit>

EXAMPLE COPY: PROMOTING THE ONLINE HUB

★ Getting your people involved (internal comms)

This Number Confidence Week – Monday 6 to Friday 10 November – we'll be sharing a fantastic range of Number Confidence Week resources and activities to help you boost your number confidence.

There are loads of ways to get involved – from confidence building resources and videos, to chatting about how confident you feel with numbers and trying the National Numeracy Challenge.

Visit the [Number Confidence Week hub](#) to find out more or jump right in with a quick check on the [National Numeracy Challenge](#) – you can get started in just 10 minutes.

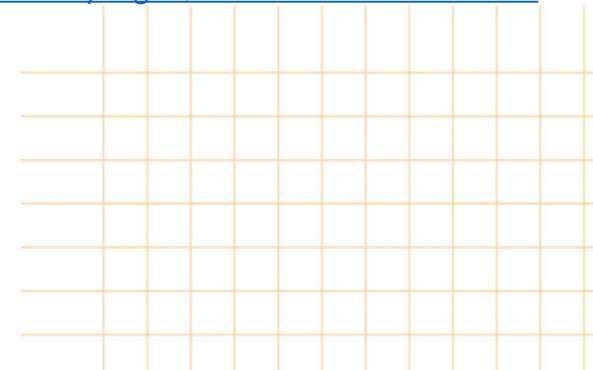
★ Getting the nation involved (external comms)

Get ready... it's #NumberConfidenceWeek from 6 to 10 November! There are lots of free, practical activities and resources to help get you started at nationalnumeracy.org.uk/numberconfidenceweek

We're delighted to be supporting #NumberConfidenceWeek, helping the UK feel good about numbers! Get your free confidence boosting resources at: nationalnumeracy.org.uk/numberconfidenceweek

★ Use the assets supplied on our campaign toolkit page to accompany your posts:

<https://www.nationalnumeracy.org.uk/number-confidence-week-campaign-toolkit>



GET IN TOUCH

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