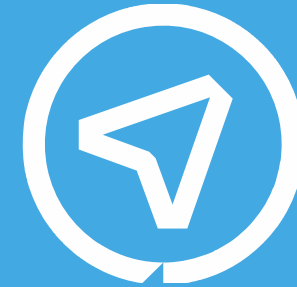


**Coronavirus Money Guidance**  
Your way forward



# Money Navigator Tool

Know what to do next

Your communications toolkit for a new **Money Navigator Tool** and wider financial and pensions guidance



# Working together to help people with their money

The Money and Pensions Service works with organisations like yours to help consumers, clients and employees manage their money. This is more important than ever. While Coronavirus lockdown measures are relaxing, they've affected millions of people's lives and finances.

To make sure everyone gets the trusted help they require right now, we need your support in promoting the following two areas of guidance. This is all free to use, so you can pick the most relevant help for your audiences.

- Our new, online **Money Navigator Tool** for instant, customised guidance: the first port of call for people to understand their financial situation and start to get back on track if they've suffered an income shock because of Coronavirus.
- A hub of **Coronavirus Money Guidance**, gathered in one handy place.

## What's included?

1. Copy for you to introduce the new **Money Navigator Tool** online, in print and across social channels, with supporting graphics. **Page 3**
2. Copy on our **Coronavirus Money Guidance** hub, so you can also point your audiences here. **Page 13**
3. Information about us. **Page 18**

### Using this toolkit

You can use the following ready-made messages to respond to requests, be proactive and save time and resources. Just copy and paste what works best for you to send out timely, supportive communications.

# 1. Introducing the Money Navigator Tool

In this section, you'll find:

- background on the new Money Navigator Tool
- who will benefit from using the tool
- short and longer descriptions of the tool, ready for you to use on your website, intranet, e-shots, letters, newsletters and printed communications
- supporting visual graphics that you can also use.

# Background on the new Money Navigator Tool

**We've developed a simple, online tool with partners to help people understand their financial situation and start to get back on track if they've suffered an income shock because of Coronavirus.**

The Money Navigator Tool quickly identifies the right money guidance needed, so every customer knows what to do next. This includes where to go for free support across financial matters.

The tool is offered by the Money Advice Service, part of the Money and Pensions Service, set up by government to give free, impartial support - see page 18 for more info.

## How it works

The Money Navigator Tool asks the user a series of questions about their circumstances. The individual then gets a tailored results page of money guidance based on their own situation. This action plan includes direct links to partners who can help resolve any issues. Guidance is provided instantly, with the whole process taking about 30 seconds.

## Introducing this tool to your audiences

The next few pages provide messages of different lengths to suit your channels of communication. The messaging emphasises the tool's benefits: free, quick and easy to use with tailored results.

Developed in partnership with:



# Who is the tool designed for?

Related to coronavirus



# Telling your audiences about the Money Navigator Tool

## In 50 words

### Know what to do next with the Money Navigator Tool

It takes seconds to get money guidance based on your own situation. Just use the free, online Money Navigator Tool. Know what to prioritise and where to go for support.

Get started here [*hyperlink to:*

<https://www.moneyadvice.service.org.uk/moneynavigatortool>]

**Or for printed/offline communications (e.g. Intranet, untracked email, leaflet):**

Get started at:

<https://www.moneyadvice.service.org.uk/moneynavigatortool/PartnerComms>

## In 100 words

### Know what to do next with the Money Navigator Tool

It takes seconds to get money guidance based on your own situation. Just use the free, online Money Navigator Tool.

This tool covers all areas of personal finances. Whatever your situation, you'll know the money issues to tackle first and where to go for free advice from trusted partners. Stay on top of bills and payments. Review your finances. Get help with budgeting. And plan ahead, including making the most of savings and safeguarding your pension.

Get started here [*hyperlink to:*

<https://www.moneyadvice.service.org.uk/moneynavigatortool>]

**Or for printed/offline communications (e.g. Intranet, untracked email, leaflet):**

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Optional pulled-out statement for your communications

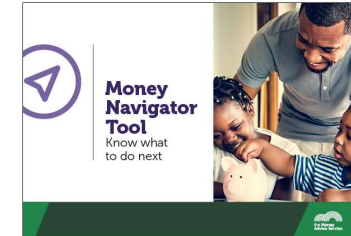
**Looking for money guidance, but don't know where to begin? Start with the free Money Navigator Tool from the Money Advice Service. You'll get instant help you can trust based on your situation and shortcuts to support.**

**Important notes:** Copy and paste this text into your digital communications. The call to action includes a link to the tool's page on the Money Advice Service website. Please click on the link to test it before sending out your communications.

# Visuals for your Money Navigator Tool communications

Feel free to use any of the visuals on this page to support your communications on the Money Navigator Tool. We only ask that you don't alter the artwork files in any way.

Download the artwork files for your website and email marketing software (e.g. Mailchimp) from the enclosed [Graphics for web and email use](#) folder in the toolkit that has been shared with you



# Social messages for the Money Navigator Tool

Promoting the tool to support as many people as possible

**Ready for you to post**



# General messages you can post

## Money Navigator Tool headlines

Get instant help to plan your money.  
Start with your free **Money Navigator Tool**.

At the first sign of money worries,  
start with your free **Money Navigator Tool**.

Stop money worries turning into troubles.  
Start with your free **Money Navigator Tool**.

Get instant help to stop money worries.  
Start with your free **Money Navigator Tool**.

Looking for the right money guidance?  
Start with your free **Money Navigator Tool**

Want to plan your money?  
Start with your free **Money Navigator Tool**

First sign of money worries?  
Start with your free **Money Navigator Tool**

## Supporting body copy

It takes seconds to get money guidance based on your circumstances, so you know what to do next.

Get started at the Money Advice Service:  
<https://www.moneyadviceservice.org.uk/moneynavigatortool>

## Important notes

Please **only** use these messages. Need to cover something that's not here? Just ask your MaPS Regional Manager, who will support with this.

### Don't forget to:

- tag the Money Advice Service
- use the social graphics provided (see slide 12)
- test the link before you post, included below:  
<https://www.moneyadviceservice.org.uk/moneynavigatortool>

### Or share our content with your networks through:

- [LinkedIn](#)
- [Twitter](#)
- [Facebook](#)

# Specific messages you can choose from to suit your audiences

## Money Navigator Tool headlines

Payment holiday ending?

Start with your free **Money Navigator Tool**

Worried about your bills?

Start with your free **Money Navigator Tool**

Just about managing?

Start with your free **Money Navigator Tool**

Making your money go further?

Start with your free **Money Navigator Tool**

Living off less income?

Start with your free **Money Navigator Tool**

Thinking of your pension?

Start with your free **Money Navigator Tool**

Late on paying the rent?

Start with your free **Money Navigator Tool**

Watching your spending?

Start with your free **Money Navigator Tool**

Uncertain about future income?

Start with your free **Money Navigator Tool**

Looking to cut back?

Start with your free **Money Navigator Tool**

Spending more than your saving?

Start with your free **Money Navigator Tool**

Looking to start saving?

Start with your free **Money Navigator Tool**

Self-employed and struggling?

Start with your free **Money Navigator Tool**

## Supporting body copy

It takes seconds to get money guidance based on your circumstances, so you know what to do next.

Get started at the Money Advice Service:

<https://www.moneyadviceservice.org.uk/moneynavigatortool>

## Important notes

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### Or share our content with your networks through:

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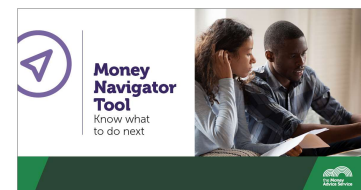
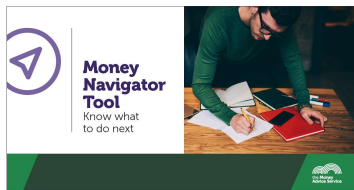
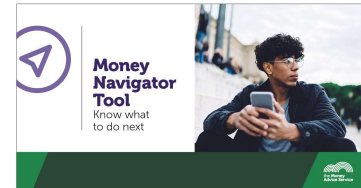
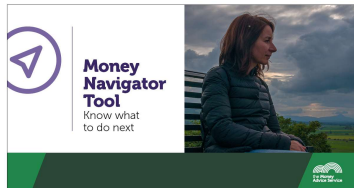
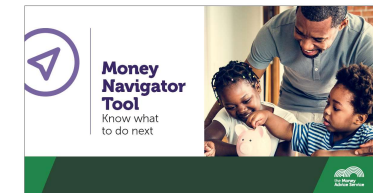
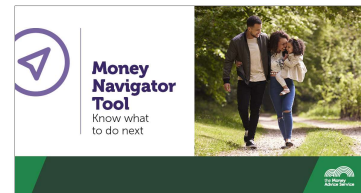
# Social messages: supporting visuals

Graphics you can use to accompany  
Money Navigator Tool posts

# Visuals for your Money Navigator Tool posts

Feel free to use any of the visuals on this page to support your communications on the Money Navigator Tool. We only ask that you don't alter the artwork files in any way.

Download the artwork files for Facebook, LinkedIn and Twitter from the enclosed [Graphics for social use](#) folder in the toolkit that has been shared with you



# 2. Coronavirus Money Guidance

In this section, you'll find:

- background on our Coronavirus Money Guidance hub
- short and longer hub descriptions, ready for you to use on your website, intranet, e-shots, letters, newsletters and printed communications

# Background on our package of Coronavirus Money Guidance

**As well as developing the Money Navigator Tool for customised support, we have also pulled together trusted money guidance in one place.**

This guidance covers the many different ways coronavirus has impacted people's finances. It is a useful place to go when audiences know what help they need. Otherwise, we would recommend our Money Navigator Tool first.

Like the new tool, guidance is offered by the Money Advice Service, part of the Money and Pensions Service – more about us can be found on page 18.

## **Based on people's needs**

We have compiled our Coronavirus Money Guidance based on common internet searches, feedback from our call centre team on key issues, and potential, longer-term problems to help prevent these from happening.

## **Promoting this guidance**

The next few pages provide messages of different lengths, so you can point your audiences to all the free guidance available.



# Telling your audiences about Coronavirus Money Guidance

## In 50 words

### Coronavirus Money Guidance for your way forward

The pandemic has affected millions of people's lives and their finances. At the Money Advice Service, you'll find trusted, impartial help all in one place that's free to use, plus links to direct support.

For your way forward, [click here](#). [hyperlink to:

<https://www.moneyadviceservice.org.uk/en/hub/coronavirus-support>]

**For printed/offline communications (e.g. Intranet, untracked email, leaflet) use the below copy and link:**

For your way forward, go to

[https://www.moneyadviceservice.org.uk/coronavirus\\_ywf](https://www.moneyadviceservice.org.uk/coronavirus_ywf)

## In 100 words

### Coronavirus Money Guidance for your way forward

The pandemic has affected millions of people's lives and their finances. With so much information around, it can be hard to know where to look for the right guidance.

At the Money Advice Service, you'll find trusted, impartial help all in one place that's free to use. This includes need-to-know guides and links to direct support. Plus popular tools and calculators to help you budget, keep track of spending and plan ahead. From borrowing and debt to housing costs and pensions, everything financial is covered.

For your way forward, [click here](#) [hyperlink to:

<https://www.moneyadviceservice.org.uk/en/hub/coronavirus-support>] or search 'Coronavirus Money Guidance'.

**For printed/offline communications (e.g. Intranet, untracked email, leaflet) use the below copy and link:**

For your way forward, go to

[https://www.moneyadviceservice.org.uk/coronavirus\\_ywf](https://www.moneyadviceservice.org.uk/coronavirus_ywf)

## Optional pulled-out statement for your communications

Find your way forward with free **Coronavirus Money Guidance** that you can trust, all in one place.

### Important notes

- Copy and paste this text into your digital communications.
- The call to action includes a hyperlink to the tool's page on the Money Advice Service website.
- Please click on the link to test it before sending out your communication.

# Social messages for Coronavirus Money Guidance

Promoting the hub for wider support

**Ready for you to post**



# General and circumstance-based

## **Making your money go further?**

Get free Coronavirus Money Guidance from the Money Advice Service. #yourwayforward #moneyguidance

## **Looking to borrow money?**

Get free Coronavirus Money Guidance from the Money Advice Service. #yourwayforward #moneyguidance

## **Behind on your bills?**

Get free Coronavirus Money Guidance from the Money Advice Service. #yourwayforward #moneyguidance

## **Late on paying the rent?**

Get free Coronavirus Money Guidance from the Money Advice Service. #yourwayforward #moneyguidance

## **Payment holiday ending?**

Get free Coronavirus Money Guidance from the Money Advice Service. #yourwayforward #moneyguidance

## **Worried about your pension?**

Get free Coronavirus Money Guidance from the Money Advice Service. #yourwayforward #moneyguidance

### **Important notes**

Please **only** use these messages. Need to cover something that's not here? Just ask your MaPS Regional Manager who will support you with this.

### **Don't forget to:**

- tag the Money Advice Service
- use the Money Advice Service logo (included in the toolkit)
- test the link before you post, included below:  
<https://www.moneyadvice.org.uk/coronavirus>

### **Or share our content with your networks through:**

- [LinkedIn](#)
- [Twitter](#)
- [Facebook](#)

# About the Money and Pensions Service

**The Money and Pensions Service vision is people making the most of their money and pensions.**

The new organisation brings together the free services delivered by the **Money Advice Service, The Pensions Advisory Service** and **Pension Wise**.

The Arms-Length organisation is sponsored by the Department for Work and Pensions, with a joint commitment to ensuring that people have access and guidance to the information they need to make effective financial decisions over their lifetime. The organisation also engages with HM Treasury, which is responsible for policy on financial capability and debt advice.

Working hand-in-hand with stakeholders throughout the UK, the Money and Pensions Service ensures that money and pensions guidance is available to those that need it, adapting to people's changing needs throughout their lives, offering services and appointments over the telephone, online and in person where appropriate.

The Money and Pensions Service is also responsible for delivering and overseeing pensions dashboards, to help people access their pensions information online, in partnership with the DWP. An industry delivery group will be brought together by the Money and Pensions Service, and during 2019 will set out a clear timetable and roadmap to drive progress towards fully operational dashboards.

**Money and Pensions Service**



# Any questions?

Just get in touch. Our Partnerships Team is here to support your organisation wherever you are located in the UK.

[partners@maps.org.uk](mailto:partners@maps.org.uk)  
[maps.org.uk/employers](https://maps.org.uk/employers)

