

Citizens Advice Money Map Toolkit.



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**Fairer
Scotland**
Scottish
Government

Campaign overview

Money Map tool campaign

Thank you very much for your support promoting the Money Map tool campaign. Any help promoting via social media or through email campaigns would be hugely appreciated during our campaign re-launch supported by the Scottish Government, which will be live from Wednesday 17th February.

The economic impact of COVID-19 through job losses and reduced incomes has created and will continue to create enormous pressure on people's incomes, budgeting and ability to meet the costs of living. The need for people being able to maximise their financial position through increasing income and minimising costs has never been greater.

Why have we built the Money Map tool?

Support is out there but when in financial difficulty, people often don't know where to go to ask for help online. Many will search endlessly online and have to navigate a sea of information, but often get confused at what is available, if it is suitable for them or where the best place to start is. More often than not, they find a range of different tools such as budgeting apps, benefit checkers and savings tips. Usually these are located under different headings or locations within the same website or across different websites, meaning people miss out on valuable information that they may not have even considered.

We want the Money Map tool to be a one-stop shop, saving people the unnecessary and often unhelpful slog of having to search the web, resulting in missed opportunities to get help that is available to them.

Please direct traffic to the tool which, when live, will be accessed at: www.moneymap.scot



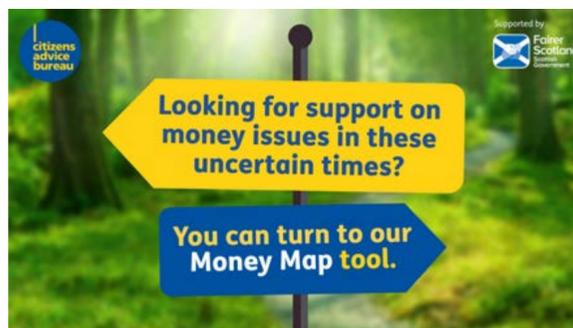
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Campaign aims

The Money Map tool campaign aims

- To raise awareness of financial help and information available through the tool.
- To encourage people to seek advice through the online tool and linked sources. It is also to raise awareness that if you are struggling with financial debt, to contact your local CAB for help and advice.
- To work with partner organisations to help increase awareness and promotion of the tool.



Our Money Map tool can guide you on how to maximise your money, reduce your bills and meet the cost of living. It's free, easy to use and anonymous. Try it out today at

www.moneymap.scot



How to support the campaign



Thank you for your previous support of the campaign. We are now asking you to support the campaign re-launch by promoting the Money Map tool. You can support the campaign by:

- **Downloading, sharing and distributing the campaign posters.**
- **Downloading, sharing and distributing the campaign postcard.**

Please note both of the above assets have editable sections where you can include your CAB's details.

- **Download the suggested social media posts and accompanying images here.**
- **Sharing the suggested social posts on your Facebook or Twitter pages.**

Please do also share any of our posts from our Facebook or Twitter page during the campaign period.

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Thank you

Thank you for your support of this vital campaign.
If you have any question or need further information, please contact:

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