



HM Government



# Welcome to MoneyHelper

Your guide and toolkit

**Money**  
 **Helper**

Provided by



**Money &  
Pensions  
Service**

# → About MoneyHelper

**Life's better when you're clearer on your money and pension choices. Simpler. Fuller. Brighter. That's why we're launching MoneyHelper – a new service that's open to everyone in the UK.**

MoneyHelper is here to help along the way, whatever the circumstances. Here to listen and give free, impartial money and pensions guidance that cuts through the jargon and complexity. Here to direct people to trusted support.

With MoneyHelper, your audiences will always know what to do next and how to do it, so they can act. Sorting out what's getting in their way. Looking ahead and feeling confident about their financial decisions.

With MoneyHelper, people can be clear on their money and pension choices, so they can keep moving forward.

MoneyHelper is the new consumer brand from the Money and Pensions Service.

We support organisations like yours who help customers, clients and employees to make the most of their money and pensions.

As you know, that's more important than ever.



# Introduction to MoneyHelper: What? Why? And how?

- Clear money and pension guidance
- Free, impartial help that's all in one place
- Easy to use and backed by government
- Signposts to further, trusted services, if needed
- Based on your circumstances
- Available online or over the phone

## Improving on, not losing, existing services

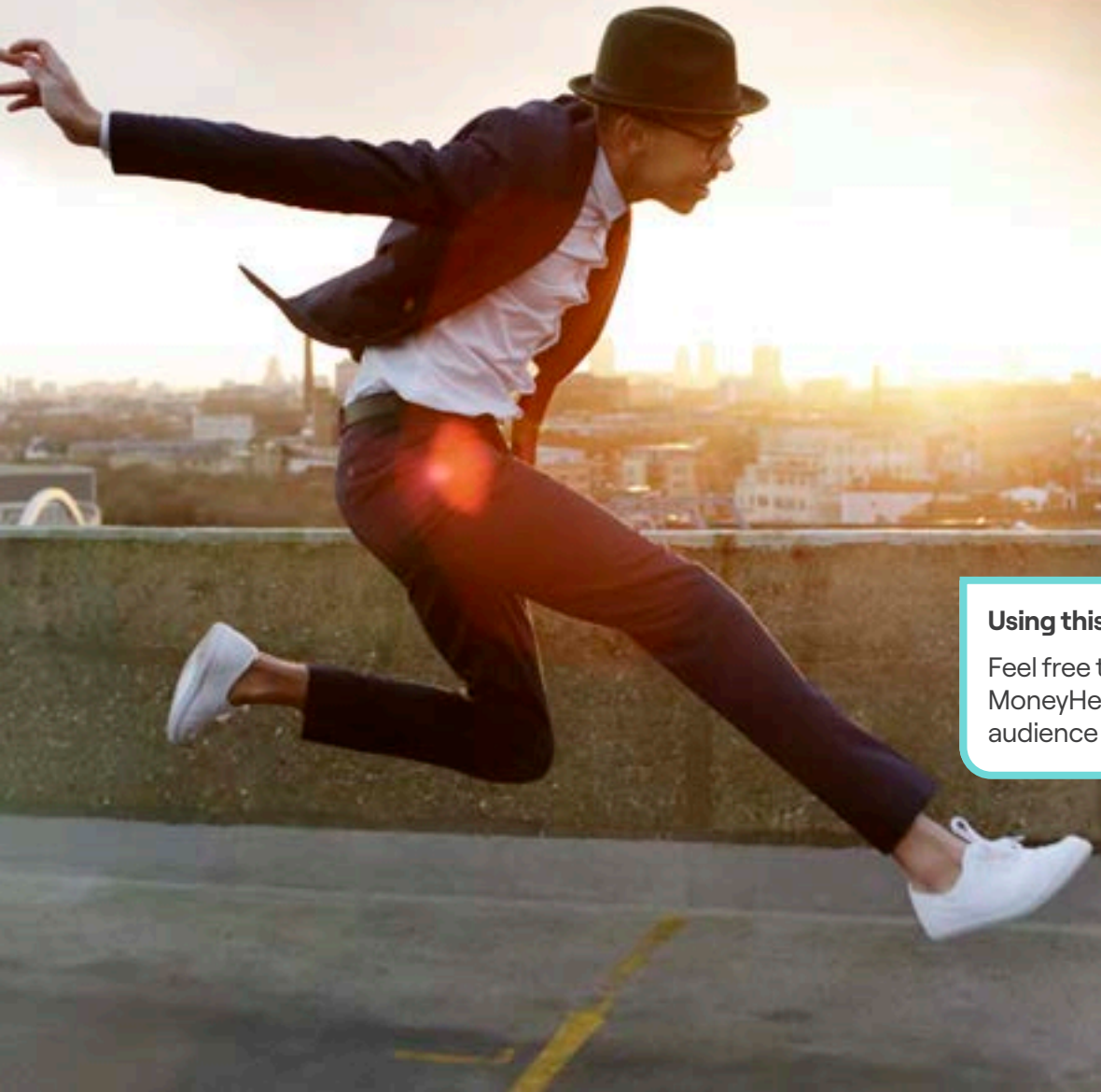
MoneyHelper brings three legacy consumer brands into one (Money Advice Service, The Pensions Advisory Service and Pension Wise). Now, these services will be in one place. Helping people to clear their debts, reduce spending and make the most of their income. To support loved ones, plan ahead for major purchases and find out about entitlements. To build up savings and pensions and know their options.

Let's make sure everyone gets the help they need. This guide and toolkit provides free materials and links, so you can:

- inform your stakeholders about the change pre-launch and signpost to our support page
- inform your audiences, where relevant, that change is coming
- update your links to our legacy brands, comms and other audience touchpoints
- continue to promote MoneyHelper from launch onwards.

**Simply pick what works for you and your audiences.**

## In your guide you'll find:



- background on our new consumer brand: MoneyHelper
- why we are replacing our legacy brands you currently signpost to
- an overview of what makes up your MoneyHelper toolkit
- content for you to use when promoting MoneyHelper
- ready-to-post social messages to spread the word about MoneyHelper.

### Using this toolkit

Feel free to use the ready-made messages and visual assets to introduce MoneyHelper and the service benefits, respond to enquiries and update your audience touchpoints that refer to our legacy brands. Thank you.

# MoneyHelper background

## Introducing our new consumer brand

MoneyHelper is from the Money and Pensions Service (MaPS). MaPS was formed in 2019, bringing together three financial guidance bodies and consumer brands: The Money Advice Service, The Pensions Advisory Service and Pension Wise. To date, these consumer services have continued to appear as separate brands. This is now changing, and all for the better.

### Our role

MaPS was created as a single body to:

- bring together money and pension guidance and services for greater efficiencies
- make it easier for consumers to get the help needed
- provide joined-up support to enhance consumer outcomes and experiences.

MoneyHelper is a big step forward in our mission to ensure everyone can make the most of their money and pensions.

### Why MoneyHelper?

MoneyHelper is built on a core consumer insight: people need to feel that they have progressed or moved on having engaged with us and feel more equipped to make better financial decisions.

Our new single consumer destination provides clarity that empowers people to act, based on their circumstances. All in one place, people can get help across a range of areas, from crisis debt support to preventive guidance. We've chosen a direct brand name to be as clear as possible – just like the information and guidance we provide.

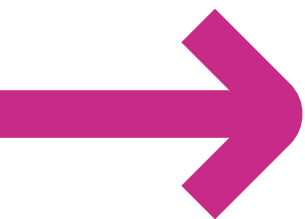
### How and when we're changing

See the next page for answers

Provided by



# MoneyHelper key questions answered



## When are you launching MoneyHelper?

MoneyHelper will begin to be rolled out from early June 2021. Until then, we'll be engaging with organisations like yours to make the transition as smooth as possible for operations, stakeholders and audiences (end users).

## How will you tell consumers about MoneyHelper?

All three of our legacy websites will display a prominent, pop-up message, notifying visitors that the respective site will soon switch over to MoneyHelper. Nearer to the launch, anyone calling our legacy brand helplines will be told about the change. Our contact numbers will remain the same.

## Why are we launching a new brand?

As mentioned earlier, our new single consumer brand means we can help people further, more effectively and efficiently.

## Will the services previously provided no longer be available?

No, they will just come from MoneyHelper, with the extra benefit of providing joined-up support.

## What will happen to the old brands and websites?

When our new brand goes live, Money Advice Service and The Pensions Advisory Service will be known as MoneyHelper. Pension Wise will continue as a named service under the MoneyHelper umbrella. Previous online content will move to our new MoneyHelper website, making it clearer and easier for people to find the information needed. Automatic redirects will take visitors trying to access our legacy sites to the relevant MoneyHelper pages.

For any syndicated content, we will be in touch with our partners and stakeholders directly.

For more MoneyHelper FAQs, go here  
[maps.org.uk/moneyhelper](https://maps.org.uk/moneyhelper)

# MoneyHelper toolkit

## Next steps and ready-made messages

### Next steps page 8

Guidance on actions to take before, during and after we launch MoneyHelper.

### Key messages pages 9-12

Helping you introduce MoneyHelper, including making your stakeholders/ audiences aware of the change.

Our call to action and new URL:  
**[moneyhelper.org.uk](https://moneyhelper.org.uk)**

## Supporting images and graphics

### MoneyHelper logos

Download logos in various formats to update your audience touchpoints, whether that's digital or print.

## Media, brand, and other resources

### Brand guidelines

This is how we bring the brand to life through the logo, hero graphic, colour palette, typography, and photography. We also provide you with guidance on co-branding material.

### Tone of Voice guidance

The words we use are the basis of our information and guidance and are vital to realising our vision. This explains how we write and communicate as MoneyHelper.

### Further MoneyHelper background

Find out more about how we chose MoneyHelper as our new consumer brand: **[youtube.com/watch?v=X8\\_bJ8p2j8Q](https://youtube.com/watch?v=X8_bJ8p2j8Q)**

### FAQs

**[maps.org.uk/moneyhelper](https://maps.org.uk/moneyhelper)**

### Promotional brand video – coming soon.

We'll let you know as soon as it's ready – you can also keep an eye out for it on our MaPS social media channels.

Need anything else?

Just ask. See the back page for contact details.

# Next steps: How you can help

<b>Pre-launch</b> <b>March 2021 - June 2021</b>	<b>MoneyHelper launch</b> <b>Early June 2021</b>	<b>Post-launch</b>
<p><b>Internally</b> Evaluate your communications and identify your audience touchpoints that require updating: printed guides, web content or hyperlinks.</p> <p><b>Externally</b> Let any relevant stakeholders know about the launch of our single consumer brand through your communication channels.</p> <p>Let your audiences know, where relevant, that we're changing, and amplify through social media and other channels.</p>	<p><b>Internally</b> Make sure your teams know that MoneyHelper is now live and that the brand websites for the Money Advice Service, The Pensions Advisory Service and Pension Wise have changed.</p> <p><b>Externally</b> Tell your audiences/stakeholders that MoneyHelper is live and direct them to our new URL.</p> <p>Please use our ready-made messages and supporting resources for your website, social media and printed material to help promote MoneyHelper.</p>	<p><b>Internally</b> Continue to update your collateral to promote and direct your audiences to MoneyHelper, using these toolkit resources.</p> <p><b>Externally</b> Make sure your external communications reflect the switch to MoneyHelper and clearly promote the benefits. Feel free to keep using the provided messaging and resources.</p>



# MoneyHelper key messages

## Pre-launch message to stakeholders

### **The MaPS consumer brand is changing / Introducing MoneyHelper / MoneyHelper is coming soon**

The Money Advice Service and The Pension Advisory Service are changing to MoneyHelper from early June 2021. Pension Wise is continuing as a named service from MoneyHelper.

MoneyHelper will offer a single place for people to go to be clear on their money and pension choices, based around their circumstances. Previous support won't be lost, simply combined to offer better help and consumer experiences. All the information and guidance MoneyHelper provides will be free to use, impartial and backed by government. This will include links to further, trusted support, if needed.

You can find out more at [maps.org.uk/moneyhelper](https://maps.org.uk/moneyhelper) / Get in touch with your MaPS contact.

## Pre-launch message to audiences to prepare them for the change

*Please choose the relevant messages for you and your audiences. Staggering sending out the first three messages is a good way to build awareness of MoneyHelper – or alternatively use the fourth message which covers all three of our legacy brands.*

From early June, the Money Advice Service is changing to MoneyHelper, the easy way to get free help for your money and pension choices.

From early June, The Pensions Advisory Service is changing to MoneyHelper, the easy way to get free help for your pension and money choices.

From early June, the Pension Wise service will move to MoneyHelper, the easy way to get free help for your pension and money choices.

From early June, MoneyHelper goes live, the easy way to get free, trusted help for your money and pension choices. The Money Advice Service, The Pensions Advisory Service and Pension Wise will all come under MoneyHelper.



## From launch onwards : Early June 2021

### Introducing MoneyHelper to your audiences

*We've created messages of various lengths to suit your needs. For your digital messages, please embed our new MoneyHelper URL into our name the first time it appears. Our '**MoneyHelper is here**' message is a way to announce the new consumer service and include a link at the same time.*

### In a couple of sentences

MoneyHelper is here to make your money and pension choices clearer. Here to put you in control with impartial help that's on your side, backed by government and free to use.  
**moneyhelper.org.uk**

### As a paragraph

MoneyHelper is here to make your money and pension choices clearer. Here to cut through the jargon and complexity, explain what you need to do and how you can do it. Here to put you in control with impartial guidance that's backed by government and to recommend further, trusted support if you need it. For clear money help that's on your side and free to use, just search for MoneyHelper: **moneyhelper.org.uk**

### Full statement

#### **Making your money and pension choices clearer**

MoneyHelper is here to help, so you can move forward. Here to cut through the jargon and complexity, explain what you need to do and how you can do it. Here to put you in control, with free, impartial help that's quick to find, easy to use and backed by government.

Whatever your circumstances or plans, MoneyHelper is on your side. Online or over the phone, you'll get clear money and pensions guidance, and pointers to trusted services, if you need more support.

Open to everyone, MoneyHelper is helping people to clear their debts, reduce spending and make the most of their income. To support loved ones, plan ahead for major purchases and find out about entitlements. To build up savings and pensions, and know their options.

For money help all in one place that's free to use, just search for MoneyHelper: **moneyhelper.org.uk**

## Legacy service statements

*The following messages are quick ways to let your audiences know about the changes.*

### **The Money Advice Service is now MoneyHelper**

The easy way to get free help for all your money and pension choices.

### **The Pensions Advisory Service is now MoneyHelper**

The easy way to get free help for all your pension and money choices.

### **The Pension Wise service is now part of MoneyHelper**

The easy way to get free help for all your pension and money choices.

### **Welcome to MoneyHelper**

Here, you'll now find support previously provided by the Money Advice Service and The Pensions Advisory Service, as well as Pension Wise.

MoneyHelper is the easy way to get free help for all your money and pension choices.



### **Messaging guidance**

Important points to make in your MoneyHelper communications:

- clear, free help for your money and pension choices
- on your side with impartial guidance, backed by government
- putting you in control, whatever your circumstances
- available online or over the phone
- search for MoneyHelper.

# MoneyHelper call to action and URL

Call to action:

**For money and pension guidance  
all in one place that's free to use,  
just search for MoneyHelper.**

Our new URL from early June 2021 is:  
**[moneyhelper.org.uk](https://moneyhelper.org.uk)**

# Pre-launch social media posts

## For your stakeholders

The Money Advice Service and/or The Pension Advisory Service and/or Pension Wise is/are changing to MoneyHelper. MoneyHelper is here to make money and pension choices clearer for consumers. Here to put them in control with impartial help that's free to use. [maps.org.uk/moneyhelper](https://maps.org.uk/moneyhelper)

Don't forget to:

- Tag MaPS for any pre-launch comms
- Use the social graphics provided (see toolkit)
- Test the link before you post, included below: [moneyhelper.org](https://moneyhelper.org)

And share our content with your networks through:

- **MaPS LinkedIn**
- **MaPS Twitter**

## For your audiences

MoneyHelper is coming soon to make your money and pension choices clearer. All in one place, get impartial help that's free to use. From June.

Money Advice Service is changing to MoneyHelper from June. All in one place, get clear, free and impartial money and pension help.

The Pensions Advisory is changing to MoneyHelper from June. All in one place, get clear, free and impartial pension and money help.

Pension Wise is moving to MoneyHelper from June. All in one place, get clear, free and impartial pension and money help.



## Post-launch social media posts to audiences

### General MoneyHelper posts

*Use: For all audiences*

MoneyHelper is here. Here to make your money and pension choices clearer. Get free, impartial help based on your circumstances all in one place.

Move forward with MoneyHelper. MoneyHelper is here to make your money and pension choices clearer. Get free, impartial help all in one place right here.

Looking for money and pension guidance? Go to MoneyHelper for free, impartial help. Based around you. Backed by government. All in one place – right here.

## Targeted MoneyHelper messages

*Use: To target audiences with messages on specific MoneyHelper services. We have a simple structure, starting with 'If' and linking to MoneyHelper in the first sentence. Most areas should be covered below, but you can also use this style to send out other MoneyHelper service messages that you know will be useful to your audiences.*

### Audiences with debt concerns

If you're worried about debt, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

### Audiences struggling to pay the rent or mortgage

If it's hard to pay the rent, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you're buying your first home, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you're applying for a mortgage in later life, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you are struggling with mortgage payments, MoneyHelper is here. Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

### Audiences with more general money worries

If money's a worry, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you can't pay a bill, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you're just about managing, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you're worried about what you're borrowing, MoneyHelper is here. Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you need to cut your spending, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.



## **Audiences with pension concerns and questions**

If you've got a pension question, MoneyHelper is here. Here to listen and give free, impartial, trusted guidance. Based around you and backed by government.

If you're starting a pension, MoneyHelper is here. Here to listen and give free, impartial, trusted guidance. Based around you and backed by government.

If you're concerned about your pension, MoneyHelper is here. Here to listen and give free, impartial, trusted guidance. Based around you and backed by government.

If you're wondering about your pension, MoneyHelper is here. Here to listen and give free, impartial, trusted guidance. Based around you and backed by government.

If you're thinking about drawing your pension, MoneyHelper is here. Here to listen and give free, impartial, trusted guidance. Based around you and backed by government.



## **Audiences with work-related, financial concerns**

If you're facing redundancy, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If your income has dropped, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you're self-employed and struggling, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

## **Audiences potentially looking to save**

If you want to start saving, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you're spending more than you're saving, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

## **Audiences with family & care concerns**

If you're starting a family, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you have caring responsibilities, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you're dealing with a bereavement, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.

If you're having difficult money conversations, MoneyHelper is here.  
Here to listen and give free, impartial, trusted guidance.  
Based around you and backed by government.



Don't forget to:

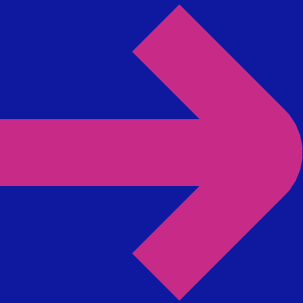
- tag MoneyHelper for post launch comms
- use the social assets provided (see toolkit)
- test the link before you post, included below:  
**[moneyhelper.org.uk](https://moneyhelper.org.uk)**

And share our content with your networks through:

- MoneyHelper Twitter: **@MoneyHelperUK**
- MoneyHelper Facebook: **[facebook.com/MoneyHelperUK](https://facebook.com/MoneyHelperUK)**
- MoneyHelper Twitter - Welsh: **@HelpwrArian**
- MoneyHelper Facebook - Welsh: **[facebook.com/ HelpwrArian](https://facebook.com/HelpwrArian)**

# Do you need anything else?

## We're here to support you



We value your role hugely, so it's essential that you have what you need to introduce MoneyHelper to your stakeholders/ audiences. And to update your collateral, communications and touchpoints, including signposting your audiences to MoneyHelper, so they don't miss out on greater support.

If you need anything else that's not here, just let us know by emailing: [brandandmarketing@maps.org.uk](mailto:brandandmarketing@maps.org.uk)

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