SCAM BINGO

W/C 27 FEBRUARY

TAKE FIVE TO STOP FRAUD™

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STOP. CHALLENGE. PROTECT.

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INTRODUCTION TO SCAM BINGO

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SCAM BINGO

The Scam Bingo campaign aims to support older people age 65+ to protect themselves against fraud and scams. With bingo a popular way to connect for older people, we are developing a free-to-play Scam Bingo game to help people learn the most common frauds and scams. The game and this campaign peak will focus on uncovering the most common criminal tactics the audience are approached with and the most common frauds and scams that impact this audience.

The Take Five to Stop Fraud campaign is collaborating with Age UK on this activity and will be running an in-person event with a famous face (exact person to be confirmed) to encourage people to play Scam Bingo and learn how to protect themselves against fraud and scams. As part of the campaign we are sponsoring several Age UK regional hubs to deliver scam bingo events and encouraging support from Age UK regional hubs across the UK (125+). A downloadable pack with the Scam Bingo instructions and cards is available in this toolkit, so you and wider stakeholders can play the game yourselves or organise events for the public to attend.

Leading up to the campaign will be the media launch with the famous face who will host the live Scam Bingo event – we would love to see your support and organisation of Scam Bingo events during the launch week (w/c 27 February) to raise awareness of the campaign.

Within this toolkit there is also a suggested social copy, newsletter copy, and creative assets for you to share on your own channels during the week to support the campaign and empower people in your network to Stop, Challenge, Protect.

Please don't distribute any content externally before w/c Monday 27 February.

Your support is crucial to this campaign to help protect people from criminals and the impact of fraud and scams.

HOW CAN YOU GET INVOLVED?

We'd love to see support above and beyond the content (social copy, newsletter copy, and creative assets) in this toolkit via your channels and on the ground. We saw great support for the campaign during The Business Cost of Fraud peak (January 2022), The Art of Impersonation (April 2022) and most recently The Cost of Living peak (October 2022) and would appreciate the same level of support again – as we are targeting an older audience we're keen to see support using offline methods, other activities could include:

- Run your own Scam Bingo event and signpost customers/networks to the materials
- Using branding on the ground
- Posters/Leaflets/Banners
- Using branding in-branch and events
- Website takeovers (specifically dedicated customer areas)
- Social media/app content/support
- Customer emails
- Staff and internal engagement (intranets, newsletters, webinars etc.)
- Website blogs/articles
- Regional press activity

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TEMPLATE SOCIAL POSTS

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SOCIAL COPY

Suggested dates	Platform	Copy	Creative asset
Monday 27 February 2022 9am	Facebook, LinkedIn and Instagram	Criminals don't need a full house to steal your money. If you receive an unexpected request to share personal or financial details, even if it appears to be from a person or organisation you know, remember to always #StopChallengeProtect . Download the @TakeFivetoStopFraud #ScamBingo game to play with your friends and test who is scam savvy.	Link for card: https://www.takefive-stopfraud.org.uk/toolkit/
	Twitter	Criminals don't need a full house to steal your money. If you receive an unexpected request to share personal or financial details, remember to always #StopChallengeProtect . Download @TakeFive's #ScamBingo game to play with your friends and test who is scam savvy.	
Monday 27 February 2022 3pm	Facebook, LinkedIn and Instagram	Keep your numbers to yourself. Only criminals try to rush you into giving your personal info. @TakeFiveToStopFraud has teamed up with @age_uk to host a bingo event like never before! #ScamBingo tests your fraud and scam knowledge to help protect you from criminals. Think you know your stuff? Download the pack and play with your friends, family and colleagues. #StopChallengeProtect.	Link for card: https://www.takefive-stopfraud.org.uk/toolkit/
	Twitter	@TakeFive has teamed up with @age_uk to host a bingo event like never before! #ScamBingo tests your scam knowledge to help protect you from criminals. Download the pack and play with your friends, family and colleagues. #StopChallengeProtect.	

SOCIAL COPY

Suggested dates	Platform	Copy	Creative asset
Tuesday 28 February 2022 10am	Facebook, LinkedIn and Instagram	⚠Don't let the criminals hit the jackpot with your finances!⚠ Taking a moment to stop and think before parting with your money or information could keep you safe. Remember only a criminal will try to rush or pressure you. Try @TakeFivetoStopFraud and @age_uk's #ScamBingo game to help you remember to #StopChallengeProtect. ✋ 👍 👊	Link for card: https://www.takefive-stopfraud.org.uk/toolkit/
	Twitter	⚠Don't let the criminals hit the jackpot with your finances!⚠ Stop and think before parting with money or info to keep you safe. Only a criminal will try to rush or pressure you. Try @TakeFive & @age_uk's #ScamBingo game to help you remember to #StopChallengeProtect. ✋ 👍 👊	
Wednesday 1 March 2022 9am	Facebook, LinkedIn and Instagram	Re-investing your pension? Be sure to check who you are dealing with 💷 Put your fraud protection skills to the test by playing @TakeFivetoStopFraud & @age_uk's #ScamBingo game. Contact your bank immediately if you think you've fallen for a scam and report it to Action Fraud. If you're in Scotland report to Police Scotland directly by calling 101. #StopChallengeProtect ✋ 👍 👊	Link for card: https://www.takefive-stopfraud.org.uk/toolkit/
	Twitter	Re-investing your pension? Be sure to check who you are dealing with 💷 Put your fraud protection skills to the test by playing @TakeFive & @age_uk's #ScamBingo game. #StopChallengeProtect ✋ 👍 👊	

SOCIAL COPY

Suggested dates	Platform	Copy	Creative asset
Thursday 2 March 2022 9am	Facebook, LinkedIn and Instagram	Line by line criminals build a profile until they hit the jackpot. Stop and think, don't give your money and information to a criminal. 🔒🔑 Now more than ever, it's important we stay one step ahead of criminals who are trying to trick people into falling for fraud or scams. 👀 Check out the @TakeFiveToStopFraud #ScamBingo to see if you can keep your house safe. #StopChallengeProtect. ✋☝🏻✊	Link for card: https://www.takefive-stopfraud.org.uk/toolkit/
	Twitter	Line by line criminals build a profile until they hit the jackpot. Stop and think, don't give your money and information to a criminal. 🔒🔑 Check out the @TakeFiveToStopFraud #ScamBingo to see if you can keep your house safe. #StopChallengeProtect. ✋☝✊	
Friday 3 March 2022 10am	Facebook, LinkedIn and Instagram	Eyes down for a full house! 👀 Hold your cards close to your chest when it comes to sharing personal or financial info to protect your finances from criminals. Test your fraud protection knowledge with @TakeFiveToStopFraud & @Age_UK's #ScamBingo game. Remember it's ok to reject, refuse or ignore any requests. Only criminals will try to rush or panic you.😾 Always remember to #StopChallengeProtect.✋☝✊	Link for card: https://www.takefive-stopfraud.org.uk/toolkit/
	Twitter	Eyes down for a full house!👀 Hold your cards close to your chest when it comes to sharing personal or financial info to protect your finances from criminals. Test your fraud protection knowledge with @TakeFive & @Age_UK's #ScamBingo game. #StopChallengeProtect.✋☝✊	

NEWSLETTER/WEB COPY

TAKE FIVE TO STOP FRAUD™

NEWSLETTER/WEB COPY

Take Five to Stop Fraud – Scam Bingo

We are proud to be supporting the Take Five to Stop Fraud Scam Bingo campaign. With bingo a popular way to connect for older people, the free-to-play Scam Bingo game helps people protect themselves against the most common frauds and scams through a fun and friendly game. The campaign will focus on uncovering the most common criminal tactics that older people are approached with and the most common frauds and scams.

The Take Five to Stop Fraud campaign has joined forces with Age UK and will be running an in-person event with a famous face during w/c 27 February to get people testing their fraud prevention knowledge by playing Scam Bingo. We encourage you to play along from home or your workplace and see who amongst your friends, family and colleagues knows their stuff. Download the instructions and bingo cards here: https://www.takefive-stopfraud.org.uk/toolkit/

If you think you may have fallen for a scam, contact your bank immediately and report it to Action Fraud on 0300 123 2040 or via actionfraud.police.uk. If you are in Scotland, please report to Police Scotland directly by calling 101 or Advice Direct Scotland on 0808 164 6000.

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NEW CREATIVE ASSETS

TAKE FIVE TO STOP FRAUD™

NEW CREATIVE ASSETS

Available here are x3 digital GIF assets so you can support the Scam Bingo campaign thorugh your digital and social channels during launch week - w/c 27 February. Assets are also available in Welsh.

Please find available assets here: https://www.takefive-stopfraud.org.uk/campaign-materials/

PLAY SCAM BINGO

Available here is the Scam Bingo pack for you to run your own in-person bingo events. Within are the full instructions and bingo cards.

Instructions asset

Bingo cards

Please find available assets here: https://www.takefive-stopfraud.org.uk/toolkit/

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THANK YOU

TELL US ABOUT YOUR PLANS FOR SCAM BINGO AT

TAKEFIVE@UKFINANCE.ORG.UK AND TAKEFIVE@FOURCOMMUNICATIONS.COM

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