



Gift Responsibly Campaign Guidelines

The Gift Responsibly Campaign raises awareness about the risks of youth gambling and educates communities on the dangers of buying lottery tickets for children. Public education campaigns, like the Gift Responsibly Campaign, play an important role in changing social norms and providing basic facts and education. The following guidelines highlight the educational components of the Campaign and explains how to avoid triggering, stigmatizing, and demeaning language or imagery.

Campaign Guidelines:

- Use #GiftResponsibly when posting about the Campaign on social media.
- The Gift Responsibly Campaign is not a pro or anti-gambling initiative, rather it is designed to support responsible gambling practices.
- Campaign features non-judgmental, non-stigmatizing, and non-demeaning language.
- Campaign graphics may not feature any type of gambling related imagery.
- Lottery participants are encouraged to avoid placing explicit sales messages in Campaign materials.
- Children can be featured in campaign graphics so long as they are NOT depicted in conjunction with gambling imagery or participating in gambling activities.
- The Gift Responsibly Campaign can be used both during the holiday season and year-round to promote responsible gifting for all occasions.
- Recognize that many different faiths and communities have events during the winter holiday season.
- Organizations are free to use the provided materials or create their own.