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 explain how to avoid triggering, stigmatizing, and demeaning language or imagery.

Campaign Guidelines:

- Use #GiftResponsibly or #GiftResponsibly2026 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 materials may not include judgmental, stigmatizing, or demeaning language.
- Campaign graphics may not feature any type of gambling related imagery.
- Participants may not combine sales messaging with Campaign materials; the focus of all materials should be on education and awareness, not products.
- Children may be depicted in Campaign graphics or imagery but must not be shown in conjunction with any gambling products or activities.
- The Gift Responsibly Campaign can be used both during the holiday season and year-round to promote responsible gifting for all occasions.
- Participants should recognize that many different faiths, communities, and countries have events during the winter holiday season.
- Organizations are free to use the provided materials, including those from the Too Young to Bet toolkit, create their own, or a combination of both.

Questions? Contact NCPG Communications Manager Julia Brunson at JuliaB@NCPGambling.org