

The logo is a dark blue tag with a white hole at the top left. It contains the text "GIFT RESPONSIBLY CAMPAIGN" in white, bold, uppercase letters, and "Lottery Tickets Aren't Child's Play." in white, lowercase letters below it.

GIFT RESPONSIBLY CAMPAIGN

Lottery Tickets
Aren't Child's Play.

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:

- 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 should not be used as part of the Campaign graphics or imagery.
- The Gift Responsibly Campaign can be used both during the holiday season and year-round to promote responsible gifting for all occasions. Other gift-giving occasions include, but are not limited to - graduation season, birthdays, Quinceañeras, Bat Mitzvah or Bar Mitzvahs, Diwali, or Eid.
- 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. When using NCPG provided materials and assets, it is requested that for consistency you follow the style guidelines found in the toolkit. [Click here](#) for direct access to that document.
- Use **#GiftResponsibly** when posting about the Campaign on social media.

- When sensible, provide alternative gift ideas for last-minute shoppers such as...
 - Puzzles/board games
 - Card games
 - Art supplies
 - Nail polish, lotion, or bubble bath
 - Candy or snacks
 - Stuffed animals
 - Toy cars
 - Picture or chapter books
 - Journals
 - Gift cards or money
 - Mugs or reusable water bottles
 - Video Games/DVDs
 - Candles
 - Phone case

Questions? Please Contact:

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