



Red Nose Day

2022 Messaging & Language Guide

Welcome!

This is the new **2022 Red Nose Day Messaging and Language Guide**, your one-stop shop for guidance on Red Nose Day's content and copy. Please use it as a reference when creating content for Red Nose Day as it ensures our communications are clear and consistent across all channels.

This guide offers an introduction to the **Red Nose Day** brand, our history, partners and goals for the 2022 campaign, along with a toolkit of key messaging and language around our four pillars, to ensure a consistent voice throughout all communications.

This guide should be used in conjunction with the **Red Nose Day Logo & Style Guide**.

For additional information please visit RedNoseDay.org or contact Brand@ComicRelief.org if you have any questions.

Have fun!

The Red Nose Day Team

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What is Comic Relief US & Red Nose Day?



Comic Relief started in the U.K. in 1988 by Oscar-nominated and Emmy Award-winning writer-director **Richard Curtis** (“Yesterday,” “Love Actually,” “Bridget Jones’ Diary,” “Notting Hill”).

Since its launch in the US in 2015, **Comic Relief US** has fundraised over **\$330 million** in total, with **\$275 million** raised through its signature **Red Nose Day** campaign.

Comic Relief US invests in nonprofit and community-led organizations with programs focused on tackling the root causes and consequences of poverty and social injustice.

Comic Relief US is committed to breaking the cycle of intergenerational poverty. Through the power of entertainment we drive awareness and amplify the voices of the most under-resourced communities.



VISION

A just world, free from poverty

MISSION

Drive positive change through the power of entertainment

GOAL

End child poverty

DESIRED IMPACT

Healthy future for all children

What is Red Nose Day?



Red Nose Day is an annual fundraising campaign to end the cycle of child poverty and ensure a healthy future for all children.

Through the power of entertainment, we raise life-changing funds to build a more equitable, healthier life for children.

Together, we are making that future a reality by ensuring every child is safe, healthy, educated, and empowered.

Campaign Manifesto & Theme

All children have the right to a healthy future.

What does a healthy future look like?

It is providing a **holistic balance** of our four **Red Nose Day** pillars **safety, health, education** and **empowerment**.

A **healthy body and mind** that gives children the opportunity to **achieve their hopes and dreams**.

Access to **quality healthcare** and **nutritious food** to ensure children can **grow strong** without worry.

It is a space to nurture **wellness**, a **safe place** to call home, the right tools to **learn**, and it is **empowering** young people to lead us into this bright future.

We can make this **a reality**.

Together, let's build a healthy future for children.

2022 Campaign Theme:

**Let's build a healthy
future for all children.**

Where Does Red Nose Day Money Go?



Money raised goes to the **Red Nose Day Fund**, which supports programs that help break the cycle of child poverty and ensure children are healthy, safe, educated, and empowered.

Out of the funds raised, half of the money supports programs in the **United States** and **Puerto Rico**, and the other half supports **international programs in Latin America, Africa, and Asia**.

Why The Red Nose



The iconic **Red Nose** is back in 2022 – in its physical form, sold exclusively at Walgreens’ stores and its digital counterpart available online for a donation.

The **Red Nose** is the symbol for **Red Nose Day** around the world. It’s simple and universal. The Red Nose is fun and playful and helps break through barriers to create special connections for people to engage and take action.

Through inspiration and joy, we come together united in our efforts to make a real difference and build a healthy future for children.

Fast Red Nose Day Facts

Thanks to our incredible partners and the generous public, **Red Nose Day** has raised a total of **\$275 million.**

Since 2015, money raised through **Red Nose Day** has positively impacted nearly **30 million children.**

Red Nose Day has been able to provide:

41M+

meals to hungry
American children

1.4M+

children with
educational support

11M+

Life-saving vaccines
to children

100K+

Homeless children
cared for.

Red Nose Day Brand Values

Fun

We engage people to act together through humor and playfulness.

Creative

We use authentic storytelling to ensure our narrative is felt by the widest possible audience.

Inclusive

We make it easy for anyone to get involved and make a difference.

Dignified

We treat all people equally with respect and dignity.

Collaborative

We bring together corporate partners, foundations, the general public, and the entertainment industry to further our mission.

Committed

We are dedicated to creating positive change in local communities and around the world for children in real and lasting ways.

Hopeful

We know when we come together, anything is possible.

Tone of Voice

The language of **Red Nose Day** - across all mediums - should be uplifting and inspiring while having a bit of humor.

Our language isn't heavy-handed. **Red Nose Day** is the spark that encourages people to have fun while taking action at every touchpoint.



Red Nose Day *IS*

Hopeful, Inspiring, Relatable, Dignified, Human, Passionate, Enthusiastic, Conversational, Feel Good, Witty, Engaging, Relevant, Fun & Funny

Red Nose Day *IS NOT*

Preachy, Whacky, Formal, Trendy, Smug, Pushy, Sappy, Slapstick, Crass, Irreverent, Profane, Provocative, Guilt Driven

How To Talk About Red Nose Day

Marketing Long Copy:

Note: This is copy that can be used directly for marketing efforts.



Red Nose Day is an annual fundraising campaign to end the cycle of child poverty and ensure a healthy future for all children.

Through the power of entertainment, Red Nose Day raises money and awareness to ensure all children are safe, healthy, educated, and empowered in the U.S. and around the world.

By donating to Red Nose Day, you are investing in programs that ensure children have access to healthcare, nutritious food, quality education, are safe from harm and have the opportunity to thrive without limits.

In its first seven years, Red Nose Day has raised over \$275 million and positively impacted the lives of nearly 30 million children.

Let's come together to build a healthy future for children, one nose at a time.

How To Talk About Red Nose Day

Marketing Short Copy:

Note: This is copy that can be used directly for marketing efforts.



Red Nose Day is an annual fundraising campaign to end the cycle of child poverty and ensure a healthy future for all children.

Red Nose Day raises money and awareness to ensure children are healthy, safe, educated, and empowered in the U.S. and around the world.

Let's come together to build a healthy future for children, one nose at a time.

How To Write About Red Nose Day

Universal Campaign Calls To Action:

Note: This is copy that can be used directly for marketing efforts.



Full:

***Together, let's build a healthy future
for children, one nose at a time.
Donate Now.***

Alternates:

"Together, let's build a healthy future for children."

"Join us in building a healthy future for children."

"Donate Today to build a healthy future for children."

How To Write About Red Nose Day

RND Rules:



Red Nose Day - The R, N, and D are always capitalized in **Red Nose Day**

The **R** and **N** are always capitalized when talking about the **Red Nose**

Red Nose - Capitalize First Letter of the each word

One nose at a time - Without "Red," nose is **not capitalized**.

How To Write About Red Nose Day

Respect the readers/audience as
well as the subject matter.

Keep your sentences **below 20 words**.
Longer statements are harder to process.

Replace long words with shorter ones.
Your writing will sound more conversational.

Use subheadings that summarise each section. Make sure
even the laziest skimmer takes away the **essential
information you want to deliver**.

Ask readers to do one thing — and one thing only. **Don't
make them choose** between many
possible actions.

How To Talk About Red Nose Day

Red Nose Day's Four Impact Pillars

Safe



Healthy



Educated



Empowered



How to Write for Red Nose Day

Campaign Keywords

These are campaign keywords that drive the why and how of what making a healthy future takes.

These words are aspirational; emotions that we want our audience to feel; things that can be provided and gifted, and finally actions we need to take to make a healthy future.

Aspirational

wellness
peace
safety
hope
strength
optimism
potential
limitless
holistic
aspirations
warmth

Provided

opportunity
possibilities
dreams
access
confidence
trust
joy
community
justice
equity

Actionable

nourish
foster
grow
encourage
nurture
invest
flourish
assurance
comfort

Campaign Creative Language

What does a healthy future for children look like?

*A future where every child has **access to quality healthcare** and life saving medicine.*

*A future where **no child goes to sleep hungry**.*

*A future where every child can **focus on their education** without worrying about their basic needs.*

*Where they can **grow their bodies and minds** in peace and safety.*

*A future where the **doors of opportunity are open** and no dream is too big.*

*Where we **empower** children to **lead** the way*

*A future where there are **no underserved communities**.*

*Where we can finally **break the cycle of poverty**.*

*A future where children can focus on the **joy of being a child**.*

*Join **Red Nose Day** to make this future a reality.*

***Together let's build a healthy future
for all children, one nose at a time.***

Communicating Our Impact

Things We Should Say	Things We Should NOT Say	Context
"Money raised through Red Nose Day helps support programs that are building a healthy future for all children."	"Money raised goes to make sure children in need have a healthy future. "	Our goal to end intergenerational poverty is to have all children on a level playing field with the same opportunities and access to the same services.
"Money raised will support programs that work to end the cycle of child poverty and ensure a healthy future for all children. "	"All/every dollar of the money raised through Red Nose Day will be spent in grant-making and used in projects/to keep children in poverty safe, healthy, and educated."	Some funds will go towards general operating expenses. Red Nose Day aims to break the cycle of poverty and build a healthy future for all children by funding programs that provide sustainable, life-changing resources, tools, and services.
"Money raised through Red Nose Day... support programs that work to end the cycle of child poverty and ensure a healthy future for all children... "	"Money raised goes directly to children in need. "	Red Nose Day does not give money directly to children, and we grant it to programs run by our Grantee Partners.
"(Grantee Partner X) uses money raised through Red Nose Day to support X program to do Y..."	"Red Nose Day funded X program..."	Red Nose Day may not be the only funder of programs.
"Your donation can/could help [deliver XX service/fund XX help program]..."	"Your donation will [deliver XX service/fund XX program]..."	We cannot guarantee exactly what an individual donation will help fund/where it will go.

Communicating Our Impact

Things We Should Say	Things We Should NOT Say	Context
"Money raised through Red Nose Day support programs that work to end the cycle of child poverty and ensure a healthy future for all children... "	"Money raised goes to "children's charities" or "kids charities."	Though Red Nose Day funds are directed to helping children, we don't use this term. Our Grantee Partners focus on specific issues relating to children's wellbeing.
One of these three alternatives: "Monies being spent/children being helped 'around the world,' 'in the US and internationally,' 'at home and abroad.'"	Monies being spent "worldwide" or "globally" (<i>Unless you're applying modifiers or specifications, e.g., "in 30 countries worldwide"</i>)	The funds are distributed to specific countries.
Lift children out of poverty, end child poverty, address child poverty, end the cycle of intergenerational poverty	End childhood poverty, fight/combat/battle child poverty.	While our goal is to "end child poverty," we can also use other words in copy to describe our work. Avoid using childhood poverty, and avoid negative, combative words like "fight," "battle," etc.
Program	Project	When talking about the activities Red Nose Day funds to support. E.g., "Red Nose Day funds support programs in all 50 states and around the world."
Participant/ program participant or children impacted/positively impacted	Beneficiary	When talking about those children who have participated in Red Nose Day-supported programs.

Communicating Our Impact

Things We Should Say	Things We Should NOT Say	Context
Grantee Partners	Charity Partners	When referencing organizations, we support with money raised.
Nonprofit, Organization	Charity, Charities	When discussing Red Nose Day, Comic Relief US, or Grantee Partner organizations.
“Red Nose Day supports programs to end the cycle of child poverty and ensure a healthy future for all children. ”	“Red Nose Day helps children in poverty remain safe, healthy, educated, and empowered”	We are trying to take the children out of poverty, not provide services and keep them in poverty. We are also working to establish a healthier, equitable future for all children.
Children who are living in poverty / facing poverty; underserved /underdeveloped/underinvested/disenfranchised / in limited-income communities.	Impoverished children, marginalized, Children in need, the most vulnerable children, children who need it/need us most, children most in need	When talking about those we seek to help. Poverty is a state, not an identity. We want to ensure we are not disempowering youth with our word choice.
Grantee Partners	Charity Partners	When referencing organizations, we support with money raised.

Principles of Inclusive Language

*Adapted from: Buffer & British
Columbia Public Service Agency*

Put People First.

Address the individual first and put them ahead of their characteristics. A “people-first” language keeps the individual as the most essential element; there is more to each of us than our descriptors.

Example: Instead of “Disabled children,” please use “Children with disabilities” instead.

Avoid Idioms, Jargon, And Acronyms.

Jargon and acronyms can exclude people who may not have specialized knowledge of a particular subject and this can limit effective communication. Only use acronyms after the full term has been expressed or clearly explained.

Principles of Inclusive Language

Adapted from: Buffer & British
Columbia Public Service Agency

Avoid Phrases That Suggest Victimhood Or Deficit.

For example, “afflicted by,” “confined to a wheelchair,” “at-risk or needy,” “minorities”. Instead use language that empowers, e.g. “People with disabilities” vs “the disabled”, “historically resilient” or “historically underrepresented” or “racially minoritized” (as termed by Dr. Tamara Stevenson of Westminster College) vs “minorities”.

Use Inclusive Terms.

Try to make your language and your message as inclusive as possible. For example, when speaking to an audience, make sure your speech relates to all your listeners, honors identities, and uses gender-inclusive language.

Example:

Respect an individual’s pronouns:

they/them, she/her, he/him, and etc.

If Unsure, Ask.

Strive to include language that reflects people’s authentic selves.

Context on the Red Nose Day Pillars

Healthy

Safe

Educated

Empowered

Context on the
Red Nose Day Pillars

Healthy



Access to quality healthcare services is at the heart of nurturing young children to get a good start at life. Quality healthcare and nutritious food allow children to grow strong without worrying about their well-being.

Life-saving vaccines should not be a luxury reserved for the few but accessible and affordable to all children.

A healthy body and mind remove obstacles and gives children the opportunity to focus on their hopes and dreams.

We help prepare children for bright, healthy futures.

Context on the
Red Nose Day Pillars

Healthy

Useful Context and Talking Points



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- The healthy pillar encompasses and addresses access to health care, food insecurity and nutrition, mental, physical, and emotional wellbeing, and dental and oral hygiene.

“Red Nose Day supports programs — in the U.S. and around the world — that provide children and their families with access to quality medical, dental and mental health services.”

- Health care is often denied or inaccessible to many children and families due to a lack of insurance, transportation, and complicated cases that require providers to advocate for patients and secure specialty care. We fund programs that expand access to quality medical, dental, and behavioral health care.
-

Context on the
Red Nose Day Pillars

Healthy

Useful Context and Talking Points

"In the United States, there are nearly 18 million children who are missing important meals and going to bed hungry every day." (Source: [Feeding America](#))

- Poverty in itself can be a driver of poor health: children living in poverty are more likely to suffer from frequent and severe chronic health problems – from infections and flu to asthma and diabetes.

Context on the
Red Nose Day Pillars

Healthy

Useful Context and Talking Points

- Words like *“life-threatening”* or *“life-saving”* can be useful to convey the impact of an illness or intervention.
- When writing about children facing hunger or food insecurity, phrases like *“may not know where their next meal will come from,” “missing meals,”* or *“could go to bed hungry”* can add some context and humanity to the story.
- Support helps fund and provide high-quality healthcare directly to children and families where they live, learn, and play – whether that’s at clinics, schools, community centers, and homeless and domestic violence shelters.

Context on the
Red Nose Day Pillars

Healthy

Useful Context and Talking Points



- From grantee partners like UnidosUS and the Children's Health Fund, we partner with community health programs and schools in the U.S. and around the world to address barriers to accessing quality medical care, vaccinations, and mental and behavioral health for children.
- In addition to powering programs that support health and wellbeing, Red Nose Day also provides rapid response funds to organizations that respond to public health crises brought on by climate catastrophes, violence and political unrest.

Context on the
Red Nose Day Pillars

Healthy

Statistics



Every year, **3.1 million** children under the age of 5 die (**8,500 children per day**) due to poor nutrition.

Since 1990 until now, every day, more than 15,000 children die before reaching their fifth birthday — mostly from preventable or treatable causes.

Among children living below 100% of the federal poverty level, **more than 1 in 5 (22%)** had a mental, behavioral, or developmental disorder. (Source: [CDC](#))

As of December 2020, nearly **14 million households** with children report they sometimes or often do not have enough to eat.

(Source: [Household Pulse Survey](#) - US Census Bureau)

According to the USDA, among U.S. households with children under age 18, **85.2%** of households with children were food secure in 2020.

(Source: [USDA](#))

Context on the
Red Nose Day Pillars

Safe

Every child should have a safe space or sanctuary where they feel protected and are able to grow and thrive.

Having a stable environment is an essential human right that must be addressed for a child to have a chance at a just life and prosperous future.

Context on the
Red Nose Day Pillars

Safe

Useful Context and Talking Points

- **Street-connected youth** - children, adolescents or young adults who are living and working on the streets.
- Some leaders in the sector prefer to refer to youth who do not have a stable home as *“youth/young people facing homelessness”* rather than *“homeless youth”*, to reflect that it is a temporary state not an identity. Recommend using these phrases in concert.
- When talking about child refugee populations, *“children on the move”* or *“displaced children”* are alternate terms.

Context on the
Red Nose Day Pillars

Safe

Useful Context and Talking Points

“All over the world millions of children do not have a safe place to sleep tonight”

“When you give generously, you also give a gift of hope to young people facing homelessness — a safe place to sleep and shelter.”

Context on the
Red Nose Day Pillars

Safe

Statistics

Children living in poverty face many obstacles, including a higher risk of death **before age five**, malnutrition that can stunt their growth, being out of school, being forced into child labor or early marriage, and giving birth while still children themselves. (Source: [Save the Children](#))

Nearly **31 million children** are considered “forcibly displaced.”

Some of the reasons children are forced to flee their home countries are due to: **War, Persecution, Natural Disasters**

Many children around the world are forced to leave their homes, moving within or between countries, with or without their parents or relatives.

More than a quarter of children living in poverty experience an eviction before the age of 15.

In 2020, about **4.68 children** died each day of abuse and neglect in the United States. ([Source](#))

In 2020, about **1713 children** died due to abuse or maltreatment in the United States. ([Source](#))

Context on the
Red Nose Day Pillars

Educated

Education opens the doors of opportunity and makes achieving any goal possible.

Access to quality educational resources and supplies allows children to dream big and have a pathway to success.

Every child should have a level playing field and education is the key to creating an equitable future.

Context on the
Red Nose Day Pillars

Educated

Useful Context and Talking Points

- Education is not equal everywhere — poverty itself can prevent children from getting access to quality education or even attending school at all.
- Lack of access to a quality education frequently means fewer opportunities for economic opportunity, mobility, and advancement, i.e., fewer opportunities to break out of systemic poverty.
- Learning gap/education gap/achievement gap: In the context of poverty, these terms relate to the trend that, on average, children living in poverty do not perform as well in school as their more well-off, well-resourced peers.

Context on the
Red Nose Day Pillars

Educated

Useful Context and Talking Points

"Imagine a world where every child could get a quality education and achieve their big dreams big in the future."

"There is one thing we know for certain: a quality education is the surest pathway to opportunity for children facing poverty."

"For some children, access to educational resources and support could lead to life-changing circumstance—instead of progressing or falling even further behind this year."

Context on the
Red Nose Day Pillars

Educated

Statistics



Globally, **258 million** children and adolescents of school age are not currently enrolled in school.

Of the **7.1 million** refugee children of school age, **3.7 million** - more than half - do not go to school.

School-to-Prison Pipeline:

School disciplinary policies disproportionately affect Black students often with harsher punishment.

Black students are suspended and expelled **three times more** than white students.

Black students represent **31% of school-related arrests**.

While Black students only make up **16%** of public school enrollment, they account for **42%** of all students who have been suspended multiple times.

White students — who represent **51%** of public school enrollment — only constitute **31%** of all students who serve multiple suspensions.

Context on the
Red Nose Day Pillars

Empowered



Building community led economic opportunities is at the center of empowering young people to affect real social change.

The majority of our grants within the empowered pillar support organizations led by people of color, with a deepened focus on racial equity and centering the voices of communities most impacted by systemic poverty.

Context on the
Red Nose Day Pillars

Empowered

Useful Context and Talking Points

- When you empower a child, they not only transform their own lives but their families and communities too.
- Children and youth are born with talents, strength, resilience — and with the right access, tools and support, they can fulfill their true potential and help transform their communities.
- Empowerment programs are not only about individual youth but also about building local capacity and economic opportunity to help create long-term sustainable change within communities.

Context on the
Red Nose Day Pillars

Empowered

Useful Context and Talking Points

- Position children and young people as heroes of the story.
- **Our targeted programs → Empowerment → Opportunity → Long-term change and self-sufficiency**
- Economic opportunity: the opportunity to successfully achieve economic security, self-sufficiency, and independence through workforce preparedness, job training, job placement, and youth entrepreneurship.

Context on the
Red Nose Day Pillars

Empowered

Statistics



Based on worker productivity losses, costs to the healthcare system, and the costs of incarceration and the judicial system, a recent report from the National Academies of Science estimated that **child poverty costs** the United States economy between **\$800 billion and \$1.1 trillion annually**.

(Source: [Econofact](#))

Growing up in poverty has long-term consequences for children and is very much entwined with issues of inequality and social mobility.

(Source: [Econofact](#))

Children who grow up in poverty have [poorer physical and mental health](#), [worse performance in school](#).

Given neighborhood segregation by income, they are also more likely to attend lower-quality schools and live in neighborhoods with [fewer employed adults](#).

Context on the
Red Nose Day Pillars

Empowered

Statistics



About **71%** of children living in poverty are children of color
(Source: [Children's Defense](#))

Nearly **1 in 5** children of color in America (20.5 percent) were poor. Children of color were **2.5 times more likely** to be poor than their white, non-Hispanic peers.
(Source: [Children's Defense](#))

In 2019, **more than 4 million** children were lifted out of poverty with the help of the Child Tax Credit (CTC) and Earned Income Tax Credit (EITC).
(Source: [Children's Defense](#))

Black and Hispanic children have the highest poverty rates in the U.S.: **26% and 21%**, compared to 8.3% among white children and 7.3% among Asian children.
(Source: [2020 Census](#))

Thank you.

**RED
NOSE
DAY**