

Unlock Your Numbers Partner Toolkit

Xero is excited to introduce [Unlock Your Numbers](#), a free programme designed to empower underrepresented UK-based small businesses and entrepreneurs with the financial knowledge they need to succeed. The programme is made up of the following components:

- 1. Free learning resources:** The Unlock Your Numbers microsite is home to interactive quizzes, games and downloadable resources delivered in easy-to-absorb formats like videos and toolkits. These learning resources are designed to break down the basics of business finance for any and all small business owners to understand. You can find them [here](#).
- 2. The Xero For Good Ambassador programme:** This free mentoring programme aims to connect small businesses and entrepreneurs in the UK with volunteer Accountants and Bookkeepers from the Xero partner network and help them in applying the insights they've learnt from the Unlock Your Numbers resources to their own business. The mentoring relationship is managed in [Mentorloop](#).

A key part of our programme is ensuring that we reach the small business owners and organisational leaders who would benefit most from the programme. And that's where you come in!

In this document, you'll find links to materials, resources and assets you can use to spread the word about the programme with your network. If you have any questions or concerns don't hesitate to reach out to betsy@thesocialchangeagency.org or xeroforgood@xero.com

Contents

[Key Points to Share](#)

[Template Marketing Materials for use](#)

[Sample email or newsletter copy](#)

[Social media assets & copy](#)

[Website traffic tracking tag and how to use it](#)

[FAQs](#)

Key Points to Share

For convenience we have provided template marketing materials. However, you know best what will resonate with your network, so feel free to share the opportunities for support in your own

words or brand guidelines. If you choose to do this we request that you make sure people know it is a Xero programme by referring to it as either **Xero's Unlock Your Numbers** or **Unlock Your Numbers brought to you by Xero For Good**.

We don't need to sign off on any of your materials, but feel free to ask if you want help developing it.

Template Marketing Materials for use

Unlock Your Numbers brought to you by Xero For Good has a number of assets, marketing materials and logos that you are free to use when promoting the programme to your audience. Please refer to the following links to access them:

- [Flyer](#)
- [Unlock Your Numbers Logo](#)
- Xero For Good Ambassador programme: [Mentor/Mentee guides and Ambassador toolkit](#)
- [Xero For Good Ambassador logos](#)

Sample email or newsletter copy

You can use the following email template to tell your network about Unlock Your Numbers and inform them about the Xero For Good Ambassador Programme. You can edit the email copy to suit the information you want to include and your tone of voice.

Subject line: Introducing Unlock Your Numbers - a free financial literacy programme for underrepresented small businesses.

Body copy: *Hi [Name],*

We're excited to share a fantastic new resource from Xero that can help you gain greater control and understanding of your business finances: Unlock Your Numbers. It's a free financial literacy programme designed for UK-based small business owners. The programme is all about equipping you with the essential financial knowledge to thrive.

Key components of Unlock Your Numbers includes:

- **Free Educational Platform:** *Access digestible and actionable educational resources in a variety of formats. There are short engaging videos and straightforward guides — all designed to fit seamlessly into your busy week with bite-sized lessons you can absorb in just five minutes! Find out more [here](#).*
- **Xero For Good Ambassador Programme:** *Connect with experienced Xero accountants and bookkeepers who are volunteering their time to provide valuable mentoring support —*

completely free of charge. We encourage you to check out Unlock Your Numbers today to start building your financial confidence and skills. You can learn more and get started [here](#).

To learn more, visit unlockyournumbers.xero.com

Thanks,
X

Social media assets & copy

A selection of social media visuals can be [found here](#) which you are welcome to use. Below is a list of suggested messaging that can be used on your social media channels. However we do encourage you to develop copy that you know works best for your audience!

1. *With Xero's free Unlock Your Numbers programme, you can build your foundational financial knowledge through easy-to-digest learning resources. You can even apply to connect with a volunteer accountant or bookkeeper for support in understanding how to apply learnings from UnlockYour Numbers to your organisation. Visit <https://unlockyournumbers.xero.com/?ref=/Business+111> to learn more.*
2. *Build your financial confidence in less than five minutes a week with Unlock Your Numbers. With Xero's free programme, you can take control of your finances with easy-to-digest videos and toolkits designed to give you the confidence you need to succeed. You can also apply to connect with a volunteer accountant or bookkeeper for support in applying learnings from the Know Your Numbers resources to your small business or organisation. Visit <https://unlockyournumbers.xero.com/?ref=/Business+111> to get started.*

Website traffic tracking tag and how to use it

As I'm sure you can relate, we love to know the impact our work is having and learn how to make it better. To help us do this, we ask that you use the following unique link when promoting the website.

Please use the following tracking tag when sending traffic to our website:

<https://unlockyournumbers.xero.com/?ref=/Business+111>

FAQs

What's the difference between Unlock Your Numbers and Xero For Good?

Xero For Good is Xero's overall community support programme that aims to foster positive change in communities around the world by supporting small businesses through strategic community contributions and initiatives.

As a part of our community support, we developed the Unlock Your Numbers programme, which directly references our free financial literacy programme built to empower small businesses across the United Kingdom through learning resources and mentoring.

You can learn more about Xero For Good [here](#) and Unlock Your Numbers [here](#).

Who are the mentors on the Xero For Good Ambassador programme?

Accountants and Bookkeepers from the Xero Partner network. We verify these partners as Xero customers prior to inviting them to the Xero For Good Ambassador programme.

Who can apply to be a mentee for the Xero For Good Ambassador programme?

Any organisation in the UK can apply, however we prioritise those who are from underrepresented backgrounds and don't have the resources required to access an Accountant or Bookkeeper.

How can mentors/mentees apply for the Xero For Good Ambassador programme?

Visit unlockyournumbers.xero.com and then either click the Become an Ambassador tab (for mentors) or Mentorship tab (for mentees). Applicants will then be asked to fill in a form gathering the relevant information to determine if the programme is right for them.

Once our team has reviewed submissions and ensured that they adhere to our programme terms, participants will then receive an invitation from Mentorloop, the platform that the mentoring relationship will be facilitated within.

How are mentors and mentees matched?

Once the participant has created their account and filled out their profile, Mentorloop will run an automated matching recommendation based on their needs and expertise, respectively. This will be reviewed by the Xero team to ensure quality matches and connect in Mentorloop.

We aim to have participants matched within 2 weeks of completing their sign up, however this is based on mentor availability. If you haven't been matched within a month of signing up to Mentorloop, feel free to contact us at xeroforgood@xero.com for assistance.