



RESPONSIBLE GAMING
EDUCATION MONTH **2022**

Industry Toolkit



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Empowering customers to play responsibly is integral to building a sustainable gaming industry.

Gaming continues its rapid growth, grounded in an industry-wide commitment to responsible gaming (RG). This September, join the American Gaming Association and our members as we extend our week-long RG celebration into **Responsible Gaming Education Month (RGEM)**.

Together, we can promote gaming literacy and consumer education, elevate employee training, and work with partners to advance our understanding of responsible gambling.

Join us!



We want to help amplify your responsible gaming efforts. Please reach out to [Cait DeBaun](#) if you're interested in getting involved with Have A Game Plan or would like to share your **#RGEM2022** plans.



Branding

The Responsible Gaming Education Month brand guide provides an overview of the brand palette, system and fonts. The logo should only be used as specified in the guide.



[Download the Logo & Guide](#)



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How to Get Involved

Everyone has a responsibility for responsibility—operators, manufacturers, suppliers, media, leagues, advocates and more. It's easy to get involved:

- Join the #RGEM2022 Conversation
- Highlight for Customers
- Engage Employees
- Share the News
- Connect with Regulators and Policymakers
- Follow @AmericanGaming & @HaveAGamePlan

Download the [Ways to Get Involved Factsheet](#)



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Weekly Themes

SEPTEMBER 1-10

Empowering Customers to Play Responsibly

Customers are at the heart of responsible gaming. This is especially true as gaming expands into new markets and verticals like sports betting. Join us in educating players to *Have A Game Plan*® and focus on activities this week on how to keep gaming fun.

SEPTEMBER 11-17

Legal, Regulated Gaming Protects Players

Casino gaming is one of the most regulated industries in the United States. And these regulations exist for one primary reason: to protect players so that gaming can be safe, fun and responsible. This includes RG protections and so much more. Use this week to highlight the differences between the illegal and legal market on consumer protections and responsibility investments.

SEPTEMBER 18-24

Employees: The RG Front Line

Our employees are on the frontlines, actively living out our commitment to RG and helping customers play responsibly. Every year, the industry invests time and money to equip our employees with the skills and resources essential to support our customers. Prioritize refreshing employee training and internal communications this week.

SEPTEMBER 25-30

Advancing Responsible Gaming with Technology

Technology—like digital payments, website blockers, self-limit tools and more—have changed the face of RG. Use this week to highlight how technology is shifting your efforts.

STAY TUNED FOR THE #RGEM2022 WEBINAR SERIES



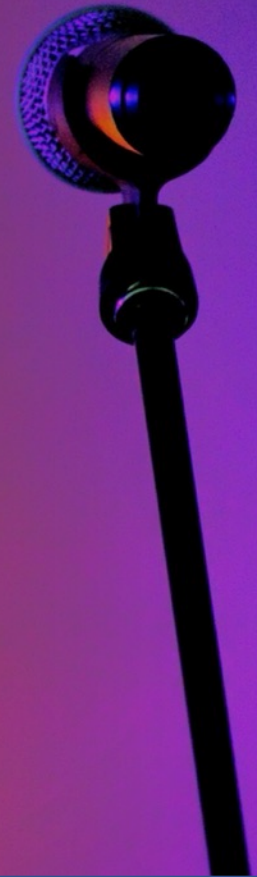
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RGEM Talking Points

Responsible Gaming Education Month *amplifies* our voices to promote responsible gaming education as a *united* industry.

Use these talking points to inform your efforts throughout the month.

[Download the Talking Points](#)





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Social Media Guide

Use these sample posts and graphics to join the #RGEM2022 conversation.

Social Media Guide

Social Media Graphics

Social Media Headers





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Website Resources

Bring Responsible Gaming Education Month to your website banners and homepage.

Website Banners

Homepage Graphic





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Employee and Customer Materials

Use these template materials to engage employees and customers during Responsible Gaming Education Month.

Back of House Slides

Back of House Posters

Sample Newsletter

Sample Loyalty Email



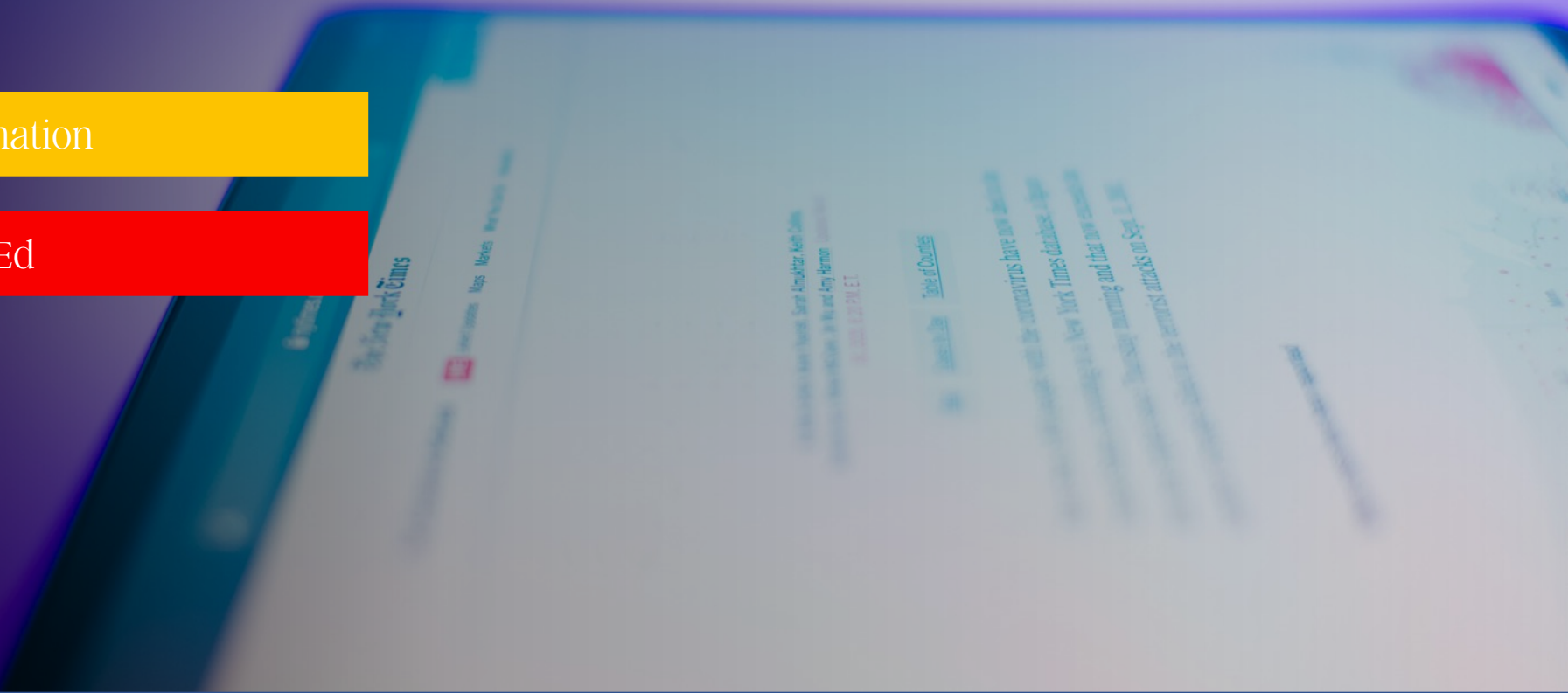
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Media & Policymaker Materials

Use these template materials to get the word out to media and policymakers during Responsible Gaming Education Month.

Sample Proclamation

Sample Op-Ed





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Highlight Have A Game Plan[®]

With more than 30 partners, *Have A Game Plan[®] Bet Responsibly[™]* brings together the sports betting ecosystem to educate customers on responsible sports wagering. Use these resources to amplify the campaign messages.

HaveAGamePlan.org

Have A Game Plan PSA

[@HaveAGamePlan](https://twitter.com/HaveAGamePlan)

KNOW WHEN TO HUDDLE UP
Bet responsibly.™

AMERICAN GAMING ASSOCIATION
HaveAGamePlan.org



Need Help? Text "MLS" to 78247 or call 201.597.1515

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