

**Choose free
debt advice!**

**No strings.
No hidden charges.**

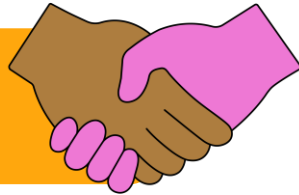
Support our autumn 2024
campaign to raise awareness of
free debt advice and solutions.

StepChange
Debt Charity



Choose free debt advice! Support the campaign

How you can support
the campaign:



- ➔ Like, share and comment on our social media content
- ➔ Download our partner assets and post on your own channels
- ➔ Use our digital referral tools, ERR and StepChange Direct to help your customers find free, impartial advice rather than fee charging solutions

Choose **free**
debt advice!

Available now:



Download high resolution versions of all our partner toolkit assets [here](#)

Don't pay for a DMP.
Get free, expert debt advice.

Choose free debt advice!

StepChange
Debt Charity

Authorised and regulated by the Financial Conduct Authority.

The graphic features a purple background with a yellow speech bubble containing '£?!' and a pink speech bubble containing three gold coins.

No strings, no hidden charges
Some debt advice providers charge, **not us**
We just do **free** and impartial debt advice.

Choose free debt advice!

StepChange
Debt Charity

Authorised and regulated by the Financial Conduct Authority.

The graphic features a purple background with a gold coin on a string being cut by scissors.

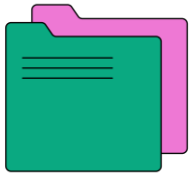
No traps, no catches.
Just the right debt help for you.

Choose free debt advice!

StepChange
Debt Charity

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The graphic features a purple background with a green box and a gold coin.



Our social media assets (16:9)

You can download our full suite of assets [here](#)

Paying for a debt solution v1

Paying for a debt solution?
Find out if there's a better option.

Choose free debt advice!

StepChange
Debt Charity

Authorised and regulated by the Financial Conduct Authority.

The graphic features a purple background with the text 'Paying for a debt solution?' in white. Below it, it says 'Find out if there's a better option.' A yellow callout box contains the text 'Choose free debt advice!'. The StepChange Debt Charity logo is at the bottom left. On the right, there are three green puzzle pieces, one of which is missing, symbolizing a missing piece of information or a solution.

Paying for a debt solution v2

Paying for a debt solution?
Some providers charge thousands in fees you don't need to pay.

Choose free debt advice!

StepChange
Debt Charity

Authorised and regulated by the Financial Conduct Authority.

The graphic features a purple background with the text 'Paying for a debt solution?' in white. Below it, it says 'Some providers charge thousands in fees you don't need to pay.' A yellow callout box contains the text 'Choose free debt advice!'. The StepChange Debt Charity logo is at the bottom left. On the right, there are three stacks of gold coins of increasing height, with a single coin floating above the tallest stack.

Don't pay for a DMP

Don't pay for a DMP.
Get free, expert debt advice.

Choose free debt advice!

StepChange
Debt Charity

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The graphic features a purple background with the text 'Don't pay for a DMP.' in white. Below it, it says 'Get free, expert debt advice.' A yellow callout box contains the text 'Choose free debt advice!'. The StepChange Debt Charity logo is at the bottom left. On the right, there is a yellow speech bubble with '£?!' inside, and a pink speech bubble below it containing three gold coins.

No hard sell, no pressure

No hard sell, no pressure.
Just the right debt solution for you.

Choose free debt advice!

StepChange
Debt Charity

Authorised and regulated by the Financial Conduct Authority.

The graphic features a purple background with the text 'No hard sell, no pressure.' in white. Below it, it says 'Just the right debt solution for you.' A yellow callout box contains the text 'Choose free debt advice!'. The StepChange Debt Charity logo is at the bottom left. On the right, a hand is holding a smartphone displaying a '£?!' icon, with other icons like '???' and '!!!' floating around it.

No strings, no surprises

No strings, no surprises.
Just the right debt solution for you.

Choose free debt advice!

StepChange
Debt Charity

Authorised and regulated by the Financial Conduct Authority.

The graphic features a purple background with the text 'No strings, no surprises.' in white. Below it, it says 'Just the right debt solution for you.' A yellow callout box contains the text 'Choose free debt advice!'. The StepChange Debt Charity logo is at the bottom left. On the right, a gold coin is attached to a string that is being cut by a pair of scissors.

No traps, no catches

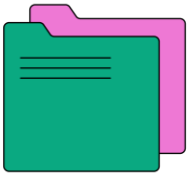
No traps, no catches.
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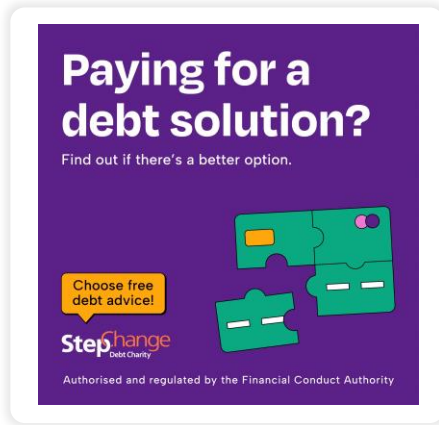
The graphic features a purple background with the text 'No traps, no catches.' in white. Below it, it says 'Just free, expert debt advice.' A yellow callout box contains the text 'Choose free debt advice!'. The StepChange Debt Charity logo is at the bottom left. On the right, a green box is being pulled open by a red string, with a gold coin inside.



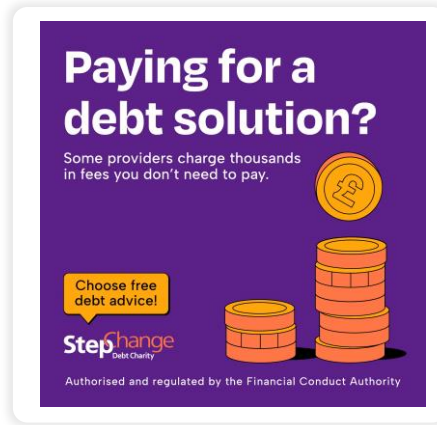
Our social media assets (1:1)

You can download our full suite of assets [here](#)

Paying for a debt solution v1



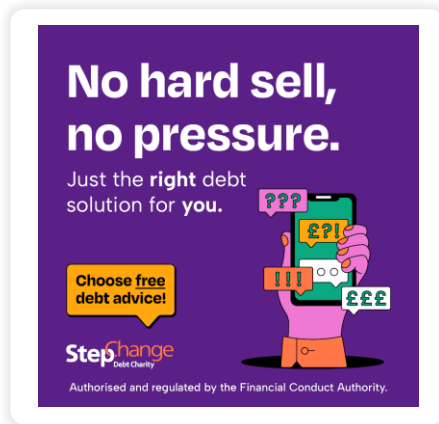
Paying for a debt solution v2



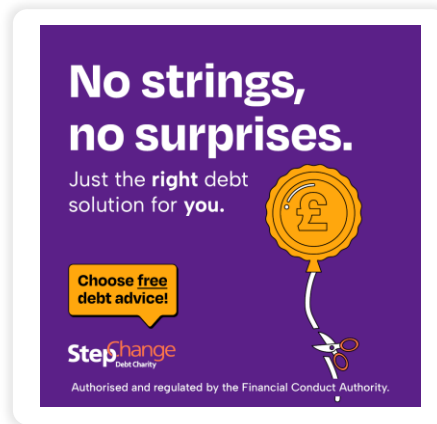
Don't pay for a DMP



No hard sell, no pressure



No strings, no surprises



No traps, no catches





Suggested copy to use on social media

1) Are you on a Debt management plan or a Debt relief order?

Some companies will charge you fees to manage your plan for you, which means you'll pay back more and take longer to clear your debts.

But there are many organisations who do not charge for debt solutions. If you're struggling with debt, always seek free and impartial advice from organisations like StepChange.

2) You may have heard about some debt solutions online, but sometimes ads aren't what they seem. [red flag emoji]

For example, you shouldn't have to pay for a debt management plan or a Debt Relief Order, but you should expect to pay a fee for an IVA.

Above all, be careful of any ads that try to push you towards a particular debt solution. Instead, get free, impartial, advice to establish your needs properly first.

3) Research from StepChange shows that a growing number of people in debt are taking debt solutions which mean they'll be in debt for longer and pay thousands in fees that they don't need to.

If you're on a DMP or need help with your debts, then get free and impartial advice today.

4) On a Debt Management Plan? Free DMPs are readily available but some people still pay thousands in fees that they don't need to.

To make sure you're on the right solution and to find out more about free, impartial debt advice, contact StepChange today

5) Which debt solutions are fee-free? Some, like DMPs or DROs should never come with a charge. Others, like IVAs, will.

Always get FREE debt advice first, so you can be sure you're only paying if you need to.