



**RESPONSIBLE GAMING**  
EDUCATION MONTH **2023**

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# Industry Toolkit





# RESPONSIBLE GAMING

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

This September, join the American Gaming Association and our members as we celebrate 25 years of highlighting the industry's responsible gaming education efforts during **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.



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 **#RGEM2023** plans.

**#RGEM2023**



# RESPONSIBLE GAMING

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## 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 #RGEM2023 Conversation
- Highlight for Customers
- Engage Employees
- Share the News
- Connect with Regulators and Policymakers
- Follow @AmericanGaming & @HaveAGamePlan

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

**#RGEM2023**



## RGEM 2023 WEEKLY THEMES

### *Empowering Customers to Play Responsibly*

**SEPTEMBER 1—10, 2023**

As gaming expands into new markets and verticals, it's more important than ever to keep customers at the heart of responsible gaming. Focus this week's efforts on engaging your customers in ways that highlight the tools and resources that keep gaming fun for everyone including the data-driven insights that empower customers to make informed decisions about their gameplay.

### *Building a Responsible Gaming Culture Within*

**SEPTEMBER 18—24, 2023**

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. This is a great opportunity to highlight data and artificial intelligence resources available to employees to support customers in playing responsibly in addition to refreshing employee training and international communications.

### *Legal, Regulated Gaming Protects Players*

**SEPTEMBER 11—17, 2023**

The legal gaming industry is among the most highly regulated industries in America to ensure consumer protections and confidence in the gaming market. This week focus on educating your customers on the differences between legal and illegal gambling operations and share the pitfalls of playing illegally.

### *Advancing Responsible Gaming with Research*

**SEPTEMBER 25—30, 2023**

The gaming industry continues to make significant contributions towards RG research to develop effective policies and programs. Organizations like the AGA also continue to release research with RG implications including consumer polling and illegal market numbers. Use this week to highlight contributions and partnerships with research organizations on RG initiatives and highlight data from publicly released research.



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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](#)

**#RGEM2023**

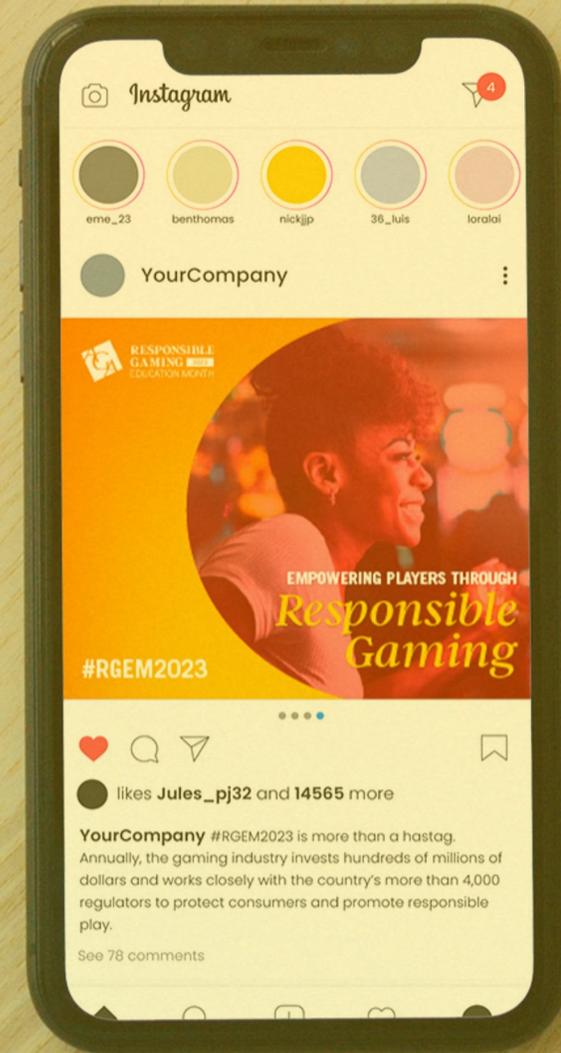


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# Social Media Guide

Use these sample posts and graphics to join the #RGEM2023 conversation.

[Download the Social Media Guide & Graphics](#)





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# Website Resources

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

[Download Website Resources](#)

**#RGEM2023**



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# Employee and Customer Resources

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 (coming soon)

**#RGEM2023**