

Get Uni Ready Collaboration Brief

5–12 August 2026

About the campaign

Get Uni Ready is a week-long digital campaign from Money Ready running 5–12 August 2026, timed to coincide with exam results, #NoWrongPath, and National Opportunity Day. It offers soon-to-be undergraduates practical guidance, useful tips, and a bit of reassurance. We aim to cut through money myths at exactly the moment students need it most.

The campaign sits within our broader work on financial education for young people and is informed by our Cost of Not Knowing research. The research found that students have the lowest financial confidence of any group we surveyed (59% net confidence) and a third said they couldn't answer key questions about debt and credit scores. These are young people making some of the most consequential financial decisions of their lives and doing it with the least reliable knowledge of any group we looked at. Separately, 22% of 18–24-year-olds told us they wish they'd learned about student loans earlier.

Get Uni Ready is our response to that gap.

#GetUniReady #MakeMoneyMakeSenseForUni #MoneyReady

What we're doing

During the week we'll be publishing and sharing:

- An introductory post on the Money Ready website
- Money tips for soon-to-be students, including links to our Learning Hub and relevant external resources
- Short video content from Money Ready staff and supporters sharing their most useful money tips or what they wish they'd known before going to university
- A refreshed version of our Get Uni Ready guide for universities to share with freshers



How you can get involved

We'd love your support at whatever level works for you. There are three ways to get involved:

Share and amplify

The simplest way to support the campaign. Share our content across your channels during the week, signpost students or followers to our resources, and help us reach the people who need it most. You can use our toolkit by downloading our graphics here:



[Get Uni Ready Graphic 1](#)



[Get Uni Ready Graphic 2](#)



[Get Uni Ready Graphic 3](#)

Please feel free to use any or all of our suggested social captions:

Caption one

🎓 Heading to uni this year? Don't let money worries hold you back!

We're excited to support @MoneyReadyUK's #GetUniReady campaign from 5-12 Aug with top tips on budgeting, banking, and managing student finances.

Follow along and make money make sense
for uni! #GetUniReady #MakeMoneyMakeSenseForUni #MoneyReady

Caption two

Uni life is exciting but can be expensive. That's why we're backing the #GetUniReady campaign by @MoneyReadyUK that's helping soon-to-be students understand their money before term starts.

Join the conversation from 5-12 August! 🎓

#GetUniReady #MakeMoneyMakeSenseForUni #MoneyReady



Caption three

Are you getting ready for uni? We're backing the #GetUniReady campaign by @MoneyReadyUK to help soon-to-be students learn vital money tips before term starts.

Join the conversation from 5-12 August!

👉 #GetUniReady #MakeMoneyMakeSenseForUni #MoneyReady

Caption four

Are you ready for uni? @MoneyReadyUK has you covered with #GetUniReady. 1 week of useful money advice, myth-busting + budgeting hacks = term after term of uni success 🏆

Let's help students start uni with money confidence!

#GetUniReady #MakeMoneyMakeSenseForUni #MoneyReady

Caption five

Money worries shouldn't stop students succeeding. Join us and @MoneyReadyUK in sharing #GetUniReady #moneytips from 5-12 August. Together, let's make money make sense for uni ✅ #GetUniReady #MakeMoneyMakeSenseForUni #MoneyReady

Contribute content

We'd welcome short video clips or written quotes on:

- Things you wish you'd known about money before university
- Or
- Advice you find yourself giving students again and again / top money tip for students

We'd also love to hear from students willing to share their experience in their own words. Contributors will receive full credit wherever content is shared.

[Download our filming brief.](#)

Formal collaboration

For collaborators with capacity for something more structured, we're open to co-branded articles or guides on topics like:

- The hidden costs of student life
- The cost of freshers' week
- Part-time work
- Credit scores and overdrafts
- Hardship funds and bursaries
- Renting for the first time



Why it matters

Students are the group most likely to be navigating rent, loans, overdrafts, and credit for the first time, often without the knowledge or support to do it confidently. Our research shows the gap between those who feel financially confident and those who don't maps closely onto savings, employment status, and background. Getting financial education to students at this moment is one of the most direct things we can do to address that.

Get in touch

If you'd like to get involved or find out more, please contact:

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We're happy to tailor our approach to what works best for you.

