

August is

sorted money month



Money Month in 2024 is all about encouraging New Zealanders to **Pause. Get sorted.**



Money plays an important role in our lives, but we often avoid thinking too hard about it, which just leaves us feeling

powerless. Having a chance to pause during a themed month helps. We want people to take simple steps to grow their money and become more resilient, whether that's saving and investing, paying off debt, or making sure they have the right insurance and protection in place.

With the support of community organisations and the financial services sector, we can do more together to help New Zealanders grow their financial wellbeing throughout Money Month.

What's happening on Sorted?

We will be sharing tips, resources and content throughout the month to help New Zealanders to get their money sorted.

We will be focusing on actions that can help people **grow their money** and **build resilience** – two pillars that are key to improving peoples' financial wellbeing. Think of it as helping people to have **more money for tomorrow** (to meet their future needs) and **more money for today** (at the ready if urgently needed).

To help people grow their money, we want to support them as they:

- ✓ Increase savings (even small, regular amounts)
- ✓ Increase repayments on interest-incurring debt
- ✓ Reduce everyday borrowing
- ✓ Invest more, such as in KiwiSaver
- ✓ Reduce the fees and penalties they're paying

To build resilience, we want to support them as they:

- ✓ Build emergency savings
- ✓ Have the relevant insurance and protections in place

How you can get involved

March-April

Step 1: Get thinking

- ✓ Think about what initiatives could help your clients and whānau to pause and get sorted.
- ✓ What is the best way to reach your audience? In person through events? Or emails, newsletters or social media?
- ✓ Think about what topics could be most relevant for your audience. It may be more useful using broad messaging to 'Pause. Get sorted.' or focusing on smaller 'bite size' subjects like KiwiSaver, budgeting, debt management etc.
- ✓ Join our webinar on 27 March to [hear more](#).

May-July

Step 2: Plan your activity

- ✓ Organise the details of your activity, whether it involves an event, stalls, speakers, webinars, quizzes, or blogs so they are ready to go.
- ✓ If you're a not-for-profit partner, apply for support through the [Money Month community fund](#).
- ✓ Start building momentum by promoting your event – think social media, notice boards, newsletters, email, or your local radio station.
- ✓ Check out the resources in the stakeholder toolkit (available here from April). This will include the Money Month logo as well as other assets.


August

Step 3: Make it happen

- ✓ Take photos.
- ✓ Let us know so we can promote it to New Zealanders on the Sorted website.
- ✓ Make sure to use the Money Month logo.
- ✓ Use the official hashtag #SortedMoneyMonth.
- ✓ Tag us on social media so we can share it.

 @live_sorted

 sorted.org.nz

 Te Ara Ahunga Ora Retirement Commission

sorted money month






Initiative ideas

Plan your activity

- ✓ Run a workshop in your community.
- ✓ Run a Facebook or Instagram Live event with your customers.
- ✓ Team up by reaching out to local businesses such as supermarkets or banks to create joint activities or events.
- ✓ Run a Q&A session with a guest speaker or panel.
- ✓ Set up a kai and kōrero stall in your community – offering a free sausage sizzle, soup, or baked goods really helps to start the conversation.
- ✓ Run a prize draw.
- ✓ Create a money quiz or get your community together to try Sorted's [Money Personality Quiz](#).
- ✓ Encourage people to share their best budgeting tip.

Get the word out

- ✓ **Create a social media campaign**
Engage your audience in a social media campaign using our dedicated resources or by creating your own. Use the hashtags #SortedMoneyMonth and tag us on social media.
 -  @live_sorted
 -  sorted.org.nz
 -  Te Ara Ahunga Ora Retirement Commission
- ✓ **Promote your activity**
Let us know about your event so we can add it to our event page on the Sorted website.

Involve your workplace

- ✓ **Book a money workshop**
Engage your own people by booking a money workshop for your workplace. [Learn more](#) about the courses offered through Sorted at Work.
- ✓ **Get your team together for a free money webinar**
Registrations will open later this year, keep an eye on our website for more details. Invite your staff, clients or community to tune in.
- ✓ **Use sorted.org.nz**
For trusted information on how to maximise your money during Money Month, visit [sorted.org.nz](#).

Partners in action



Banqer

In 2023, Banqer celebrated Money Month by opening up a free virtual economy experience, where people could explore banking basics, budgeting, earning income, investing, risk management and more.



Birthright Hawkes Bay

Birthright Hawkes Bay hosted a gardening presentation for the community at a local garden centre. They shared how people could grow their own vegetables to maximise their money. Attendees were given a punnet of seedlings to take home and start growing.



Kiwibank

Kiwibank ran financial lunch and learn sessions for their staff throughout the month, as well as hosting a game "Getting in control of your everyday spending – budgeting skills" where they could win cash prizes to help kick start their financial wellbeing journey. They also ran an "are you a saver or a spender" campaign – aiming to get staff to stop and think about their spending habits.