



PARTNER TOOLKIT

1

1–31 August 2025

sorted
Money Month

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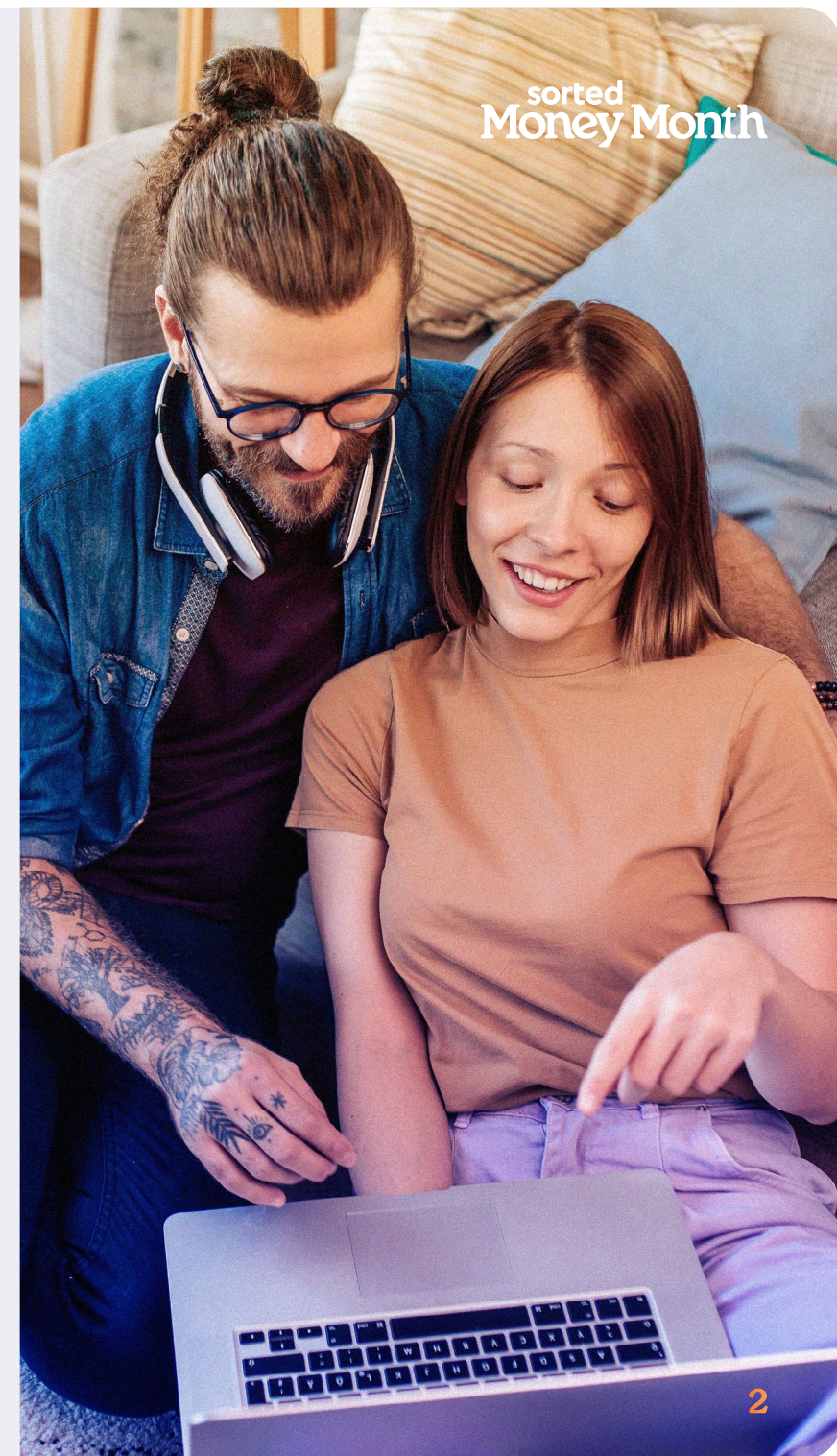
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About Sorted Money Month

Sorted Money Month is an annual public awareness and engagement campaign coordinated by Te Ara Ahunga Ora Retirement Commission, which runs Sorted.

It supports the National Strategy for Financial Capability's role in helping New Zealanders to improve their financial wellbeing and resilience by providing a dedicated month in which to increase engagement with money matters. The reach of the campaign is thanks to many financial capability partners getting behind it and working together to support their communities throughout August. The more organisations that jump on board, the bigger the impact we can have for all New Zealanders.

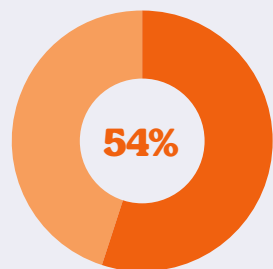
This campaign is for everyone in Aotearoa, but is particularly helpful for those who are less experienced with or feel overwhelmed by money, and are seeking to increase their knowledge and confidence. We welcome your support to share it with your customers, clients, communities, networks and staff.



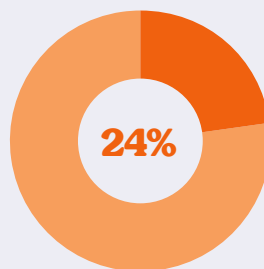
Why does Sorted Money Month matter?

Money plays an important role in our lives, but we often avoid thinking too hard about it, which can leave us feeling powerless. We want to motivate New Zealanders to use Sorted Money Month as a chance to proactively take simple steps to become more financially resilient and grow their money.

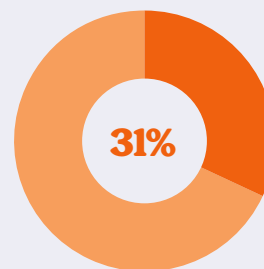
Money Month aims to help New Zealanders feel more in control of their money. It's an important aim, given:



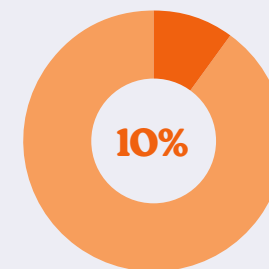
**are feeling
financially
uncomfortable**



**are losing
sleep over
their finances**



**are worried
about the amount
of debt they're in**



**are distracted
by money
worries at work**

How can Sorted Money Month have an impact?

This month-long campaign is included in the [National Strategy for Financial Capability 2024 –2027](#). It provides the opportunity for financial capability partners to leverage their collective impact by getting involved, running events and promoting it to their clients, customers and communities. In 2024:

435,000

people reached on
TV/YouTube

3.3 million

impressions served on social media

16,000

new users of sorted.org.nz

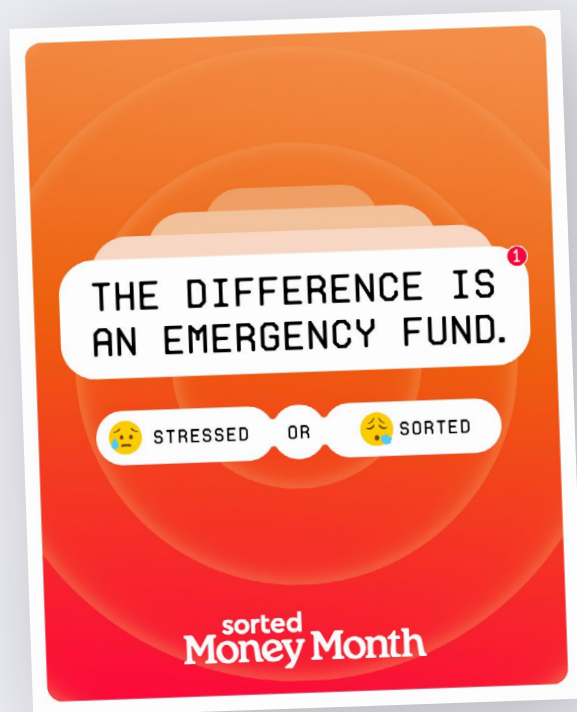
55

events run by
partners

46

mentions across
NZ media

2025 campaign: The difference is an emergency fund



The theme for Sorted Money Month 2025 is emergency savings, an essential way New Zealanders can empower themselves to cope better with unexpected costs.

Money has a way of influencing our emotions. One moment, everything feels fine – the next, a bill arrives or your car breaks down, and that all-too-familiar sinking feeling sets in. But it doesn't have to be this way. Having an emergency fund helps us take back control and neutralise that nasty feeling, shifting us from panicked to prepared.

The creative for this year's campaign asks if an emergency scenario sees you feeling 'Stressed or Sorted' and explains: 'The difference is an emergency fund'.

Many National Strategy partners work with their clients to help them build up their emergency savings to avoid debt and increase their financial resilience. This Money Month, you can engage with the 2025 theme or simply promote general pathways to getting ahead.

New resources are provided in this toolkit; use those focused on emergency savings and/or Money Month generally. Many of these assets are customisable, so you can add your own branding and messages to them. You'll find instructions for how to do so from page 28.

Whether you're promoting the emergency savings theme or more general ways to get ahead this August, Money Month gives everyone in the financial sector the chance to provide an extra boost to New Zealanders' financial wellbeing.

Key messages

Use these messages to help build awareness of Money Month.

- ✓ August is Money Month! Make it your month by doing something to get yourself ahead.
- ✓ August is Money Month! Start your emergency savings fund today to make it easier if things go pear-shaped.
- ✓ Emergency savings keep us resilient, no matter what. Make Money Month meaningful by starting your emergency savings fund, so you're prepared for the unexpected.
- ✓ It's hard to reach your goals in life without an emergency fund. Start yours this Money Month and you won't have to dip into other savings or get into debt when the unexpected hits.
- ✓ Money Month is back for 2025 and big on helpful hacks. Even if you take just one action this August, you'll be better off.
- ✓ Make Money Month your month by making the most of your money. Remember, minor tweaks can bring major results.



Key tips

Our Sorted Money Month resources include tip-related assets that are designed to nudge your audience to take action. You can add your own tips to these assets, if you like.



- ✓ Life happens, so everyone needs emergency savings. The more you can set aside, the more unexpected costs you can cover.
- ✓ Emergency savings keep us resilient, no matter what. Setting aside money together as whānau, friends or a community can be a powerful way to handle unexpected needs.
- ✓ You'll sleep better when you've started your emergency savings fund. If you're relying on your credit card or overdraft to bail you out, it's time to build a buffer to help you avoid debt and cope in a crisis.
- ✓ The more emergency savings you set aside, the easier it is when things go pear-shaped. Give yourself permission to use your cash cushion when life happens – that's what it's there for, after all.
- ✓ The more emergency savings you keep, the less you'll need to borrow in a hurry. Credit cards or overdrafts don't bail you out in an emergency that well – you end up running up costly debt that has a way of sticking around.
- ✓ It's hard to reach your goals in life without an emergency fund to back you all the way. Unexpected costs can upend your long-term plans, like buying a home or saving for retirement, so it's best to be as prepared as possible.
- ✓ Stay on track to smash your goals – keep an emergency fund at the ready. There's not much point working towards your dreams if your progress gets wiped out when something unexpected comes along...
- ✓ When you've got emergency savings for the unexpected, it's easier when things go wrong. Don't sweat the small stuff! Insurance is for bigger risks, but for smaller things, we can 'self-insure' to cover ourselves and those we're closest to.
- ✓ Keep your KiwiSaver on track – stash away an emergency fund for tough times instead. Tapping into your KiwiSaver when you're in hardship needs to be a last resort. Building up a cash cushion helps protect your progress.

How you can get involved

May

Get thinking

- ✓ Consider what's most relevant for your audience. Will it be more useful for you to promote the 2025 Money Month theme of [emergency savings](#) or to communicate general financial information during Money Month?
- ✓ Mull over what kind of initiative might help your clients and their whānau start their emergency savings fund. We've outlined some ideas below.
- ✓ Check out the resources on the following pages, including the Sorted Money Month logo, editable posters and social media templates and more.

June–July

Plan your activity

- ✓ Organise the finer details of your Money Month activity so you're ready to roll.
- ✓ If you're a not-for-profit partner, apply for support through the [Money Month community fund](#).
- ✓ Start gaining momentum and engaging your audience by promoting your activity – think your website, social media, newsletters, email, or your local noticeboards or radio station.

August

Spread the word

- ✓ Engage your audience around your activity with a social media campaign using our dedicated resources or by creating your own. See overleaf for how we can help to amplify your messages.
- ✓ Encourage the use of the trusted information at sorted.org.nz.

Additional ideas

Brainstorm options

- ✓ Run a workshop in your community.
- ✓ Team up by contacting local businesses such as supermarkets or banks to create joint activities or events.
- ✓ Organise a Q&A session with a guest speaker or panel.
- ✓ Set up a 'kai and kōrero' stall in your community, with a free sausage sizzle, soup or baked goods to help start the conversation.
- ✓ Offer a prize draw.
- ✓ Encourage people to share their best emergency savings tip.

Rope us in

- ✓ Let us know in advance if you have an event planned, so we can promote it on the event calendar at sorted.org.nz.
- ✓ When sharing photos of your activity on social media, be sure to use the Money Month logo and official hashtag #SortedMoneyMonth.
- ✓ Tag us so we can also share your content:

 **@live_sorted**

 **@sorted.org.nz**

 **@sorted.org.nz**

 **Te Ara Ahunga Ora
Retirement Commission**

Involve your workplace

- ✓ As well as your clients and community, invite your own team to tune in to Sorted's free webinars during Money Month. Registrations will open in late July.
- ✓ Support your staff further by booking a money workshop to be delivered in person or online. Click [here](#) to learn more about the sessions offered through Sorted at Work.

Social media suggestions

Utilise your social media platforms to encourage engagement with Sorted Money Month activity and promote any events you might have planned.

Facebook:

- ✓ Use the official hashtag #SortedMoneyMonth and tag us @live_sorted
- ✓ Draw on your existing content by aligning it with the Sorted Money Month theme or Money Month generally
- ✓ Share posts from @sorted.org.nz and other National Strategy partners who are participating in Sorted Money Month
- ✓ Use Facebook Events to share any events you'll be hosting during Money Month
- ✓ Host a Facebook Live event that lets you present directly to your audience and leverage video content.

Instagram:

- ✓ Use the official hashtag #SortedMoneyMonth and tag us @live_sorted
- ✓ Champion different money-related topics throughout the month and deliver them as images, reels or stories
- ✓ Make use of Instagram's interactive stickers to create quizzes, polls and Q&As to engage your audience
- ✓ Host an Instagram Live event that lets you present directly to your audience and leverage video content.

TikTok:

- ✓ Use the official hashtag #SortedMoneyMonth and tag us @sorted.org.nz
- ✓ Maximise your video content by sharing it on TikTok as well. This can be especially effective if you want to target a younger audience
- ✓ Create a video or a series of short-form videos featuring emergency savings tips that are relevant to your audience
- ✓ Host a TikTok Live broadcast and present directly to your audience.

Keep us in the loop:

If you tag #SortedMoneyMonth, we can share your content on our channels as well.

 @live_sorted

 @sorted.org.nz

 @sorted.org.nz

 Te Ara Ahunga Ora Retirement Commission

Tip:

There are money tips available in the campaign assets section that you can post on social media. Read on for more information.



1

CAMPAIGN ASSETS

Download the Sorted Money Month assets [here](#).
From [page 28](#), you'll find instructions for how you can customise them.

Campaign logos: Sorted Money Month

There are six versions of the Sorted Money Month logo for you to use. They allow for different formats and for use on a coloured or white background. You're welcome to use them however you choose, although we do ask that they're reproduced in their entirety and without altering the Sorted Money Month logo.



sorted
Money Month



sorted
Money
Month



sorted
Money Month



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Money
Month



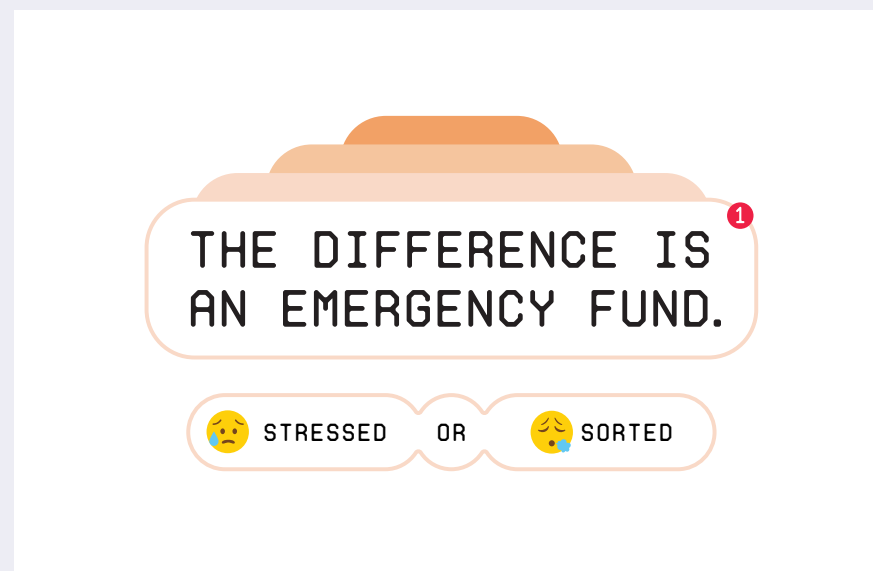
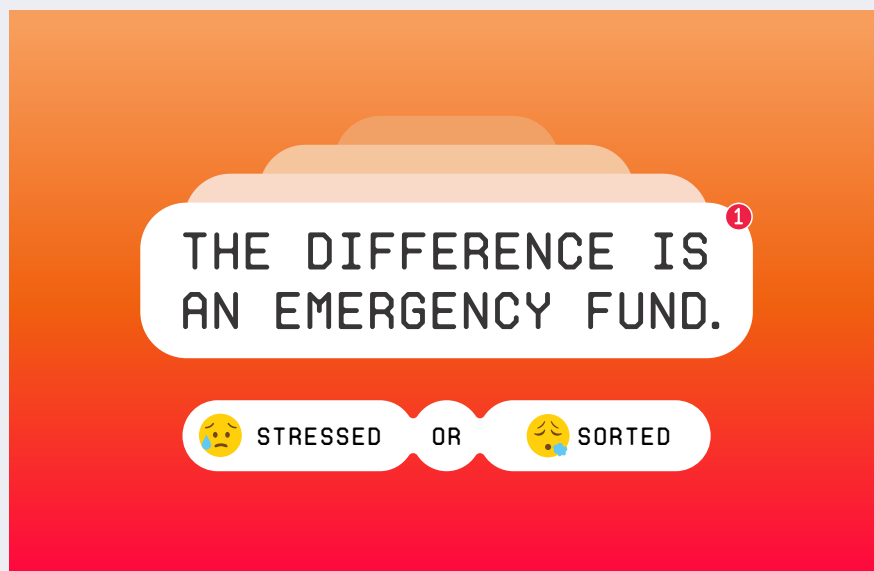
sorted
Money Month



sorted
Money
Month

Campaign logos: The difference is an emergency fund

There are two versions of our 'The difference is an emergency fund' tagline. Again, you're welcome to use them however you choose, although we do ask that they're reproduced in their entirety and without altering the Sorted Money Month logo.



Campaign posters

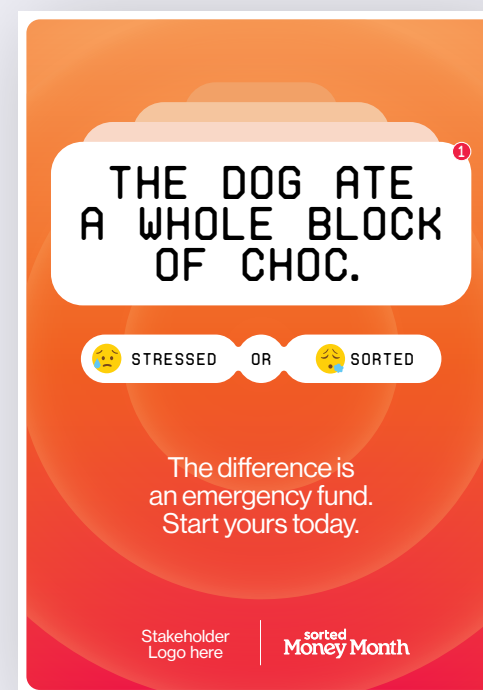
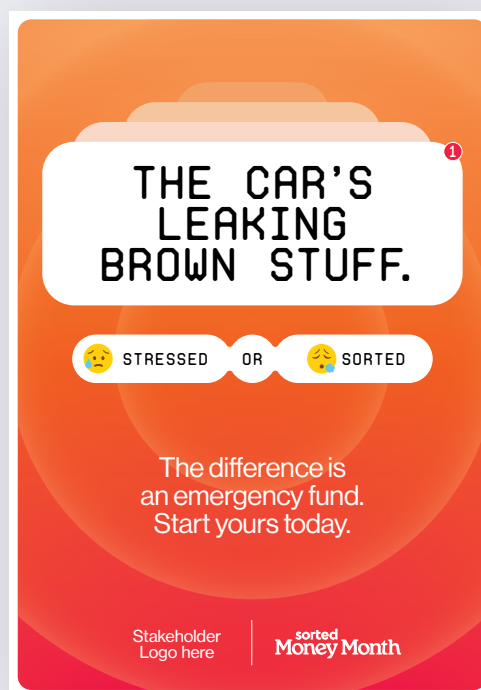
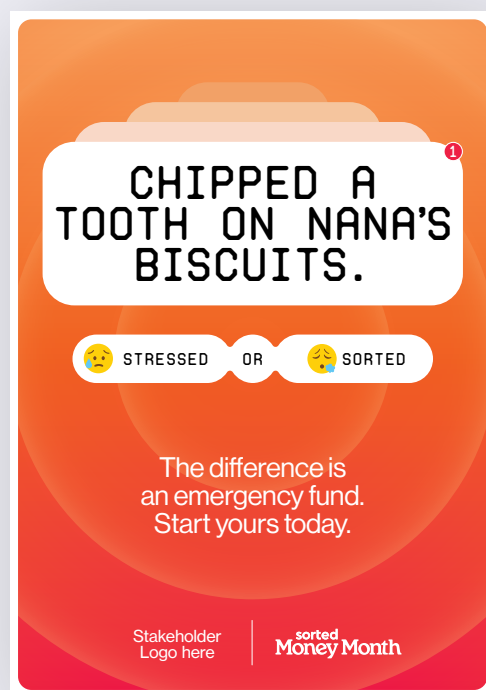
We've designed a range of posters to promote Sorted Money Month and your involvement, including 'The difference is an emergency fund' versions, plus customisable event posters and posters onto which you can insert tips to help people get sorted this August.

These assets can be dual branded and printed in any size you like. Flip to page 28 for instructions.

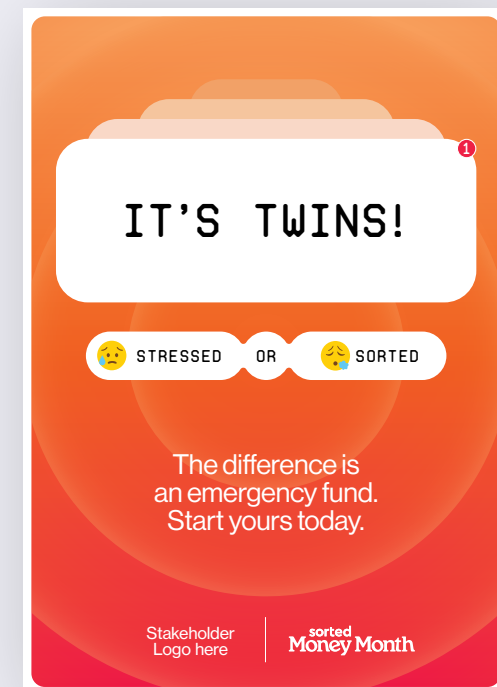
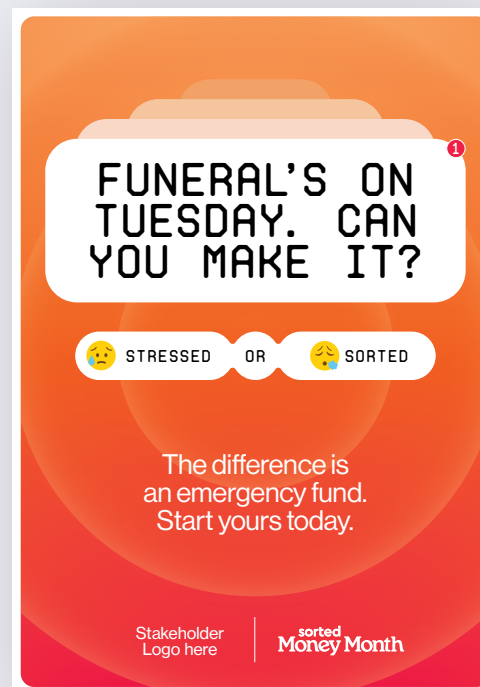
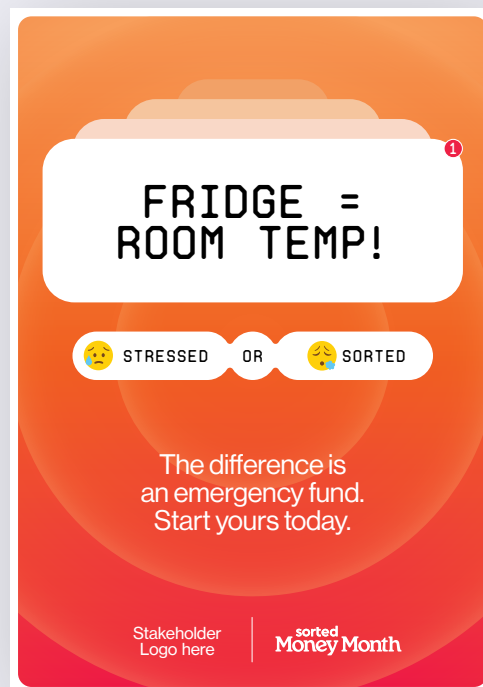


Customisable campaign posters

Help to increase awareness of the campaign throughout the month with the following six versions of the campaign poster, which you can print in colour or black and white, in A4 or A3 sizes. You're welcome to add your own logo to make the posters dual branded; see page 28 for how to do so.

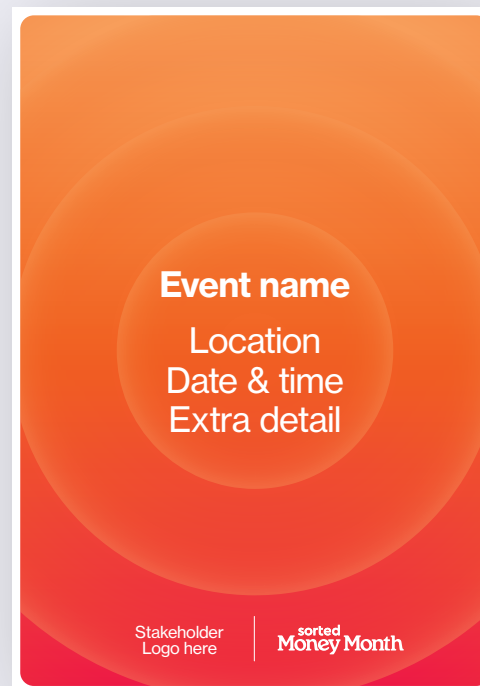


Customisable campaign posters



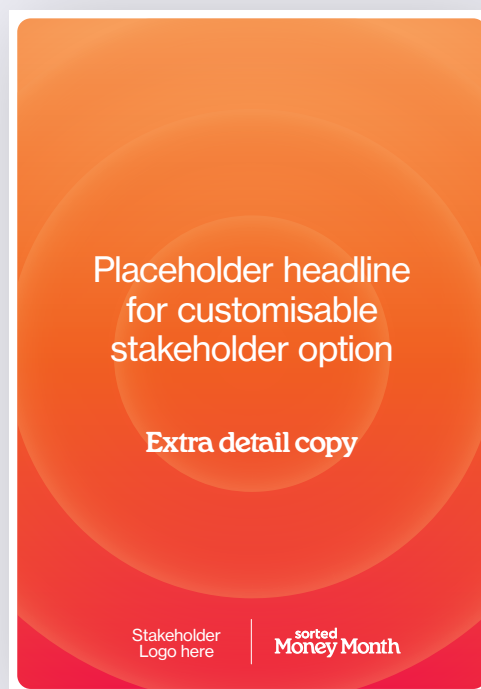
Customisable event posters/flyers

This customisable event poster/flyer can be printed out in colour or black and white, in A4 or A3 size for use as posters, and in A5 size if you'd like to hand out yours as flyers. The instructions from page 28 explain how to add your logo and other information.



Customisable message posters

Use this customisable poster to promote your own Money Month messages. The instructions from page 28 explain how to add your logo and other information.

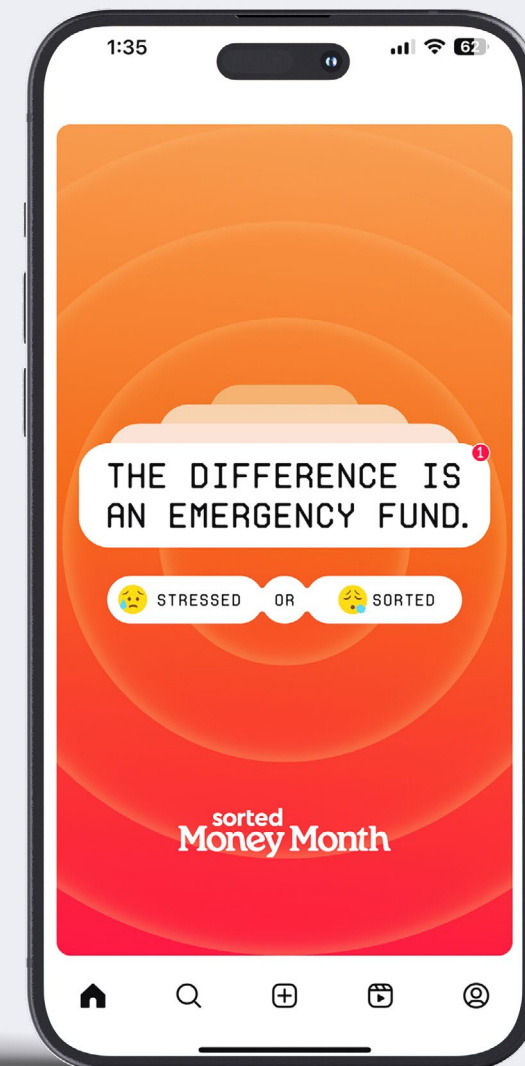


Social media resources

We've created templates and other assets for you to use on social media. Suitable across all platforms and placements, you'll find square (1080 x 1080), portrait (1080 x 1350) and vertical (1080 x 1920) formats.

These assets include:

- ✓ General Money Month assets
- ✓ Emergency savings tips
- ✓ Campaign 'Stressed or Sorted' assets
- ✓ Customisable templates to which can add your own money tips
- ✓ Customisable event templates for you to use to promote your Money Month activity.



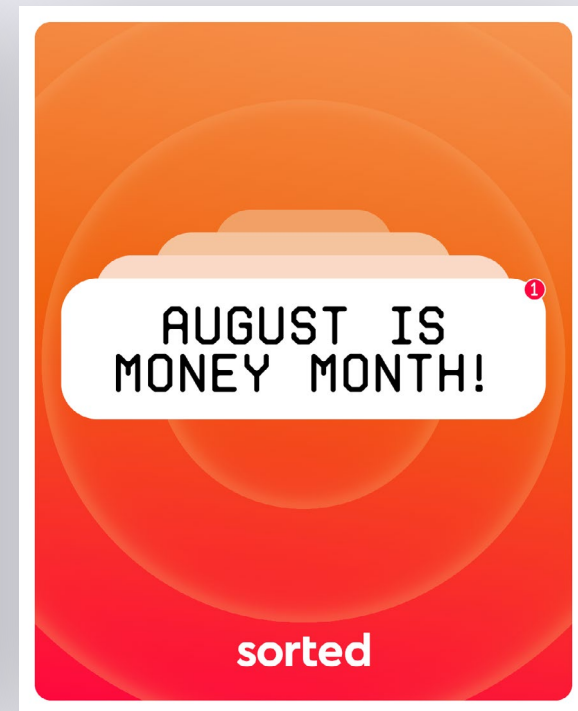
Social media resources

General Money Month assets

Use these assets to increase awareness of Sorted Money Month via your social media network.

Here's some copy you could use in your social posts:

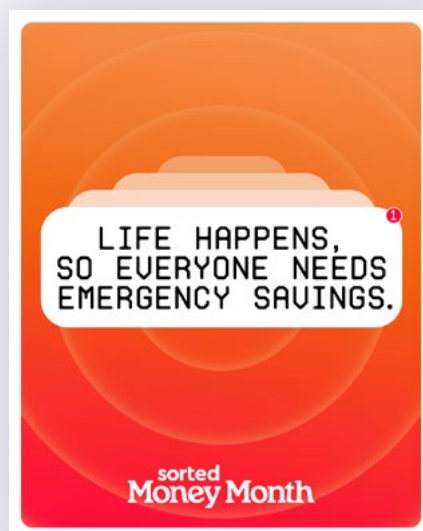
- ✓ August is Money Month! Take advantage and do something that gets you ahead.
- ✓ Money Month is back for 2025 and big on helpful hacks! Even if you action just one this August, you'll be better off.
- ✓ With so many groups and organisations on board this Money Month, there's really good momentum for us all to make some meaningful money moves.
- ✓ Make Money Month your month by making the most of your money. Even minor tweaks can bring major results.



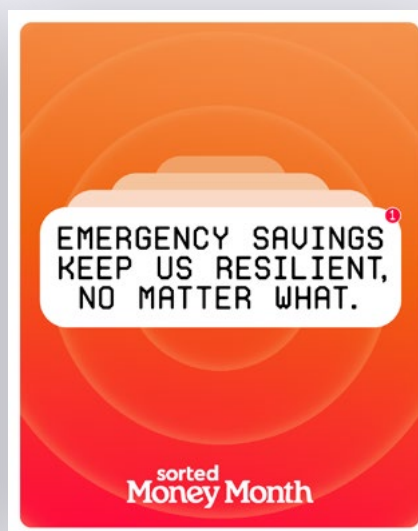
Social media resources

Emergency savings tips

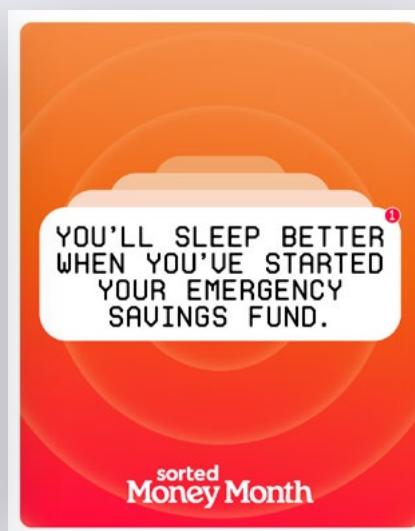
We've supplied emergency savings tips, plus social post copy to go with them, or you can write your own.



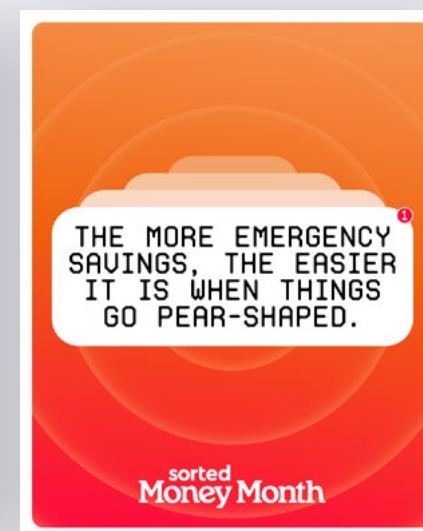
The more you can set aside, the more unexpected costs you can cover.



Setting aside money together as whānau, friends or a community can be a powerful way to handle unexpected needs.



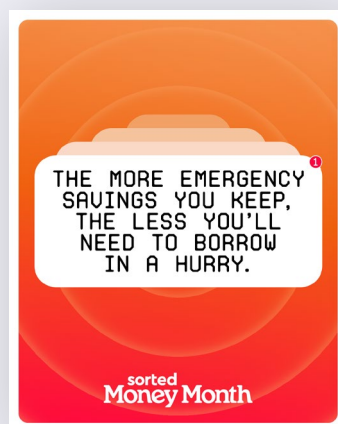
If you're relying on your credit card or overdraft to bail you out, it's time to build a buffer to help you avoid debt and cope in a crisis.



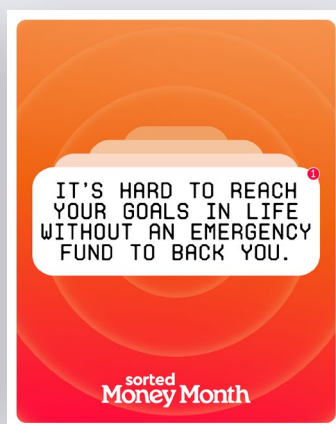
Give yourself permission to use your cash cushion when life happens – that's what it's there for, after all.

Social media resources

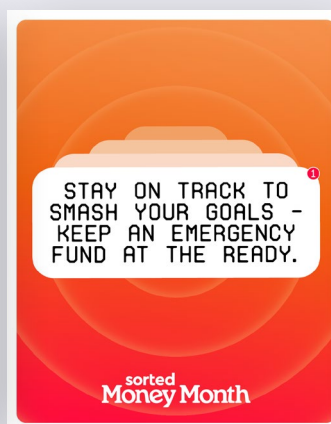
Emergency savings tips



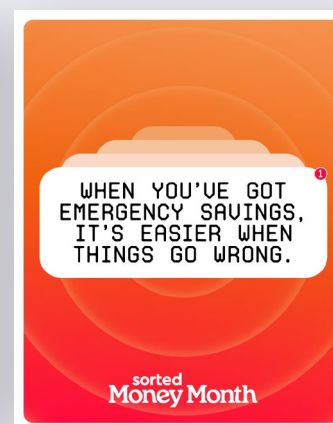
Credit cards or overdrafts don't bail you out in an emergency that well – you end up running up costly debt that has a way of sticking around.



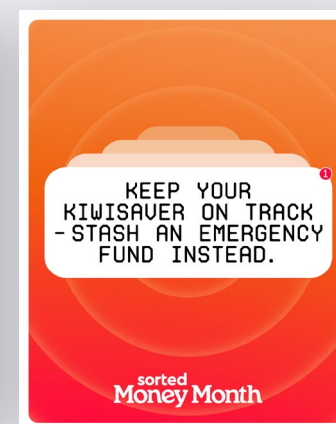
Unexpected costs can upend your long-term plans, like buying a home or saving for retirement, so it's best to be as prepared as possible.



There's not much point working towards your dreams if your progress gets wiped out when something unexpected comes along...



Don't sweat the small stuff! Insurance is for bigger risks, but for smaller things, we can 'self-insure' to cover ourselves and those we're closest to.



Tapping into your KiwiSaver in tough times needs to be your last resort. Building up a cash cushion helps protect your progress.

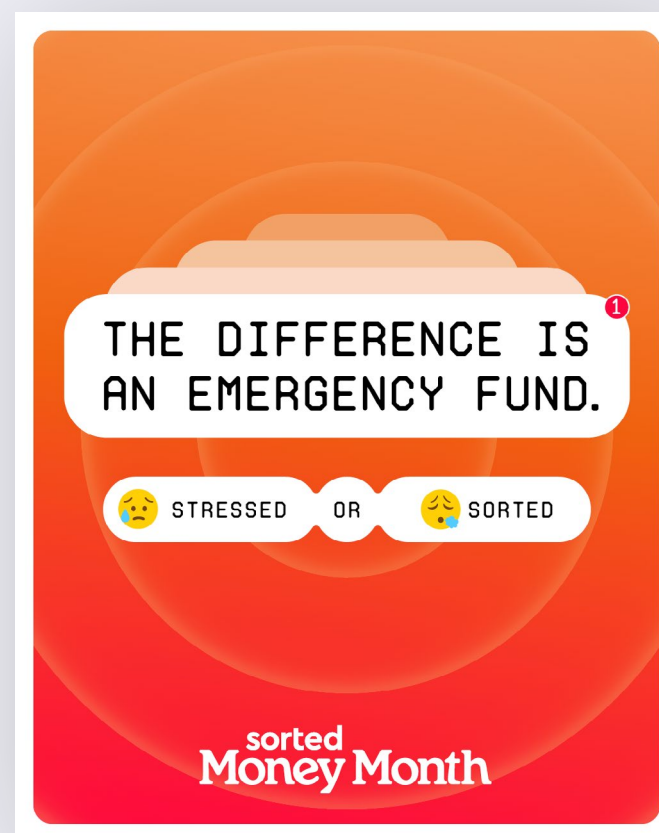
Social media resources

Campaign 'Stressed or Sorted' assets

The creative for this year's Sorted Money Month theme asks people if an emergency sees them 'Stressed or Sorted' and explains: 'The difference is an emergency fund'. Pictured here are some of the relatable scenarios posed.

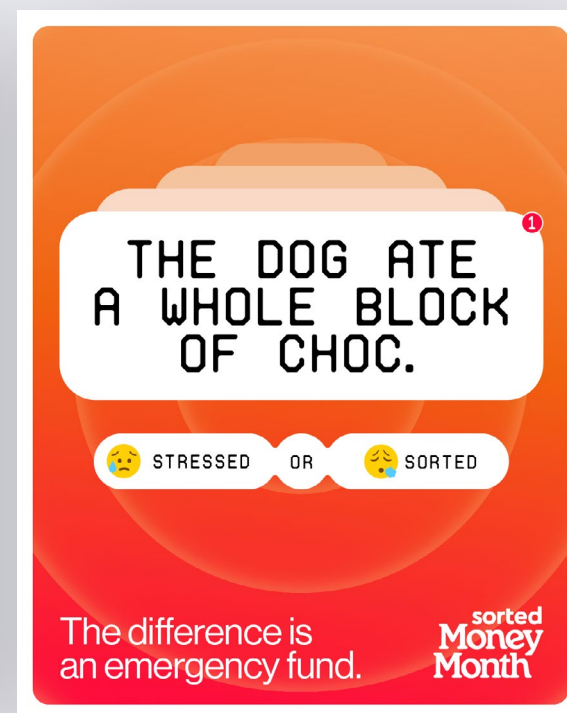
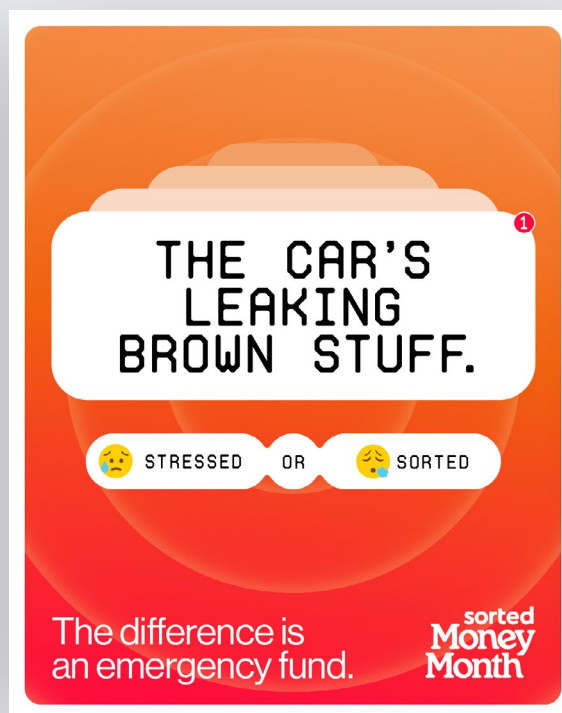
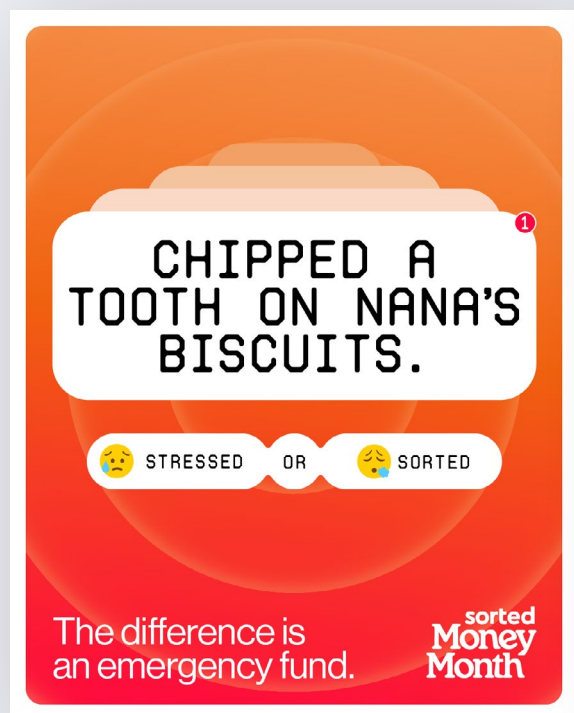
We've supplied two versions of these for use on social media:

- ✓ Sorted Money Month branded assets that can be used as is
- ✓ Money Month branded assets to which you can add your own logo. Page 28 onwards explains how.



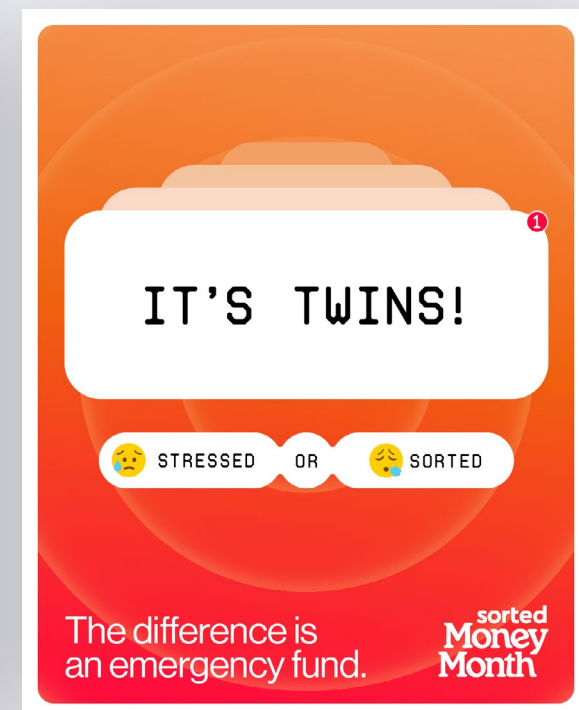
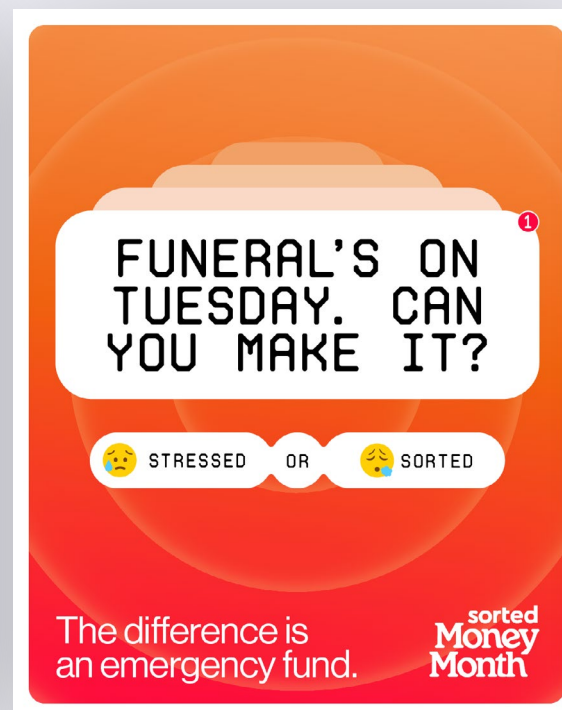
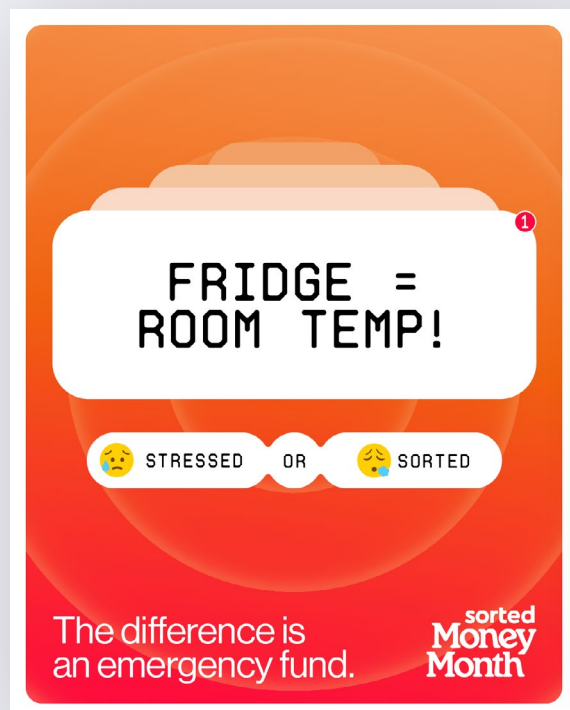
Social media resources

Campaign 'Stressed or Sorted' assets



Social media resources

Campaign 'Stressed or Sorted' assets

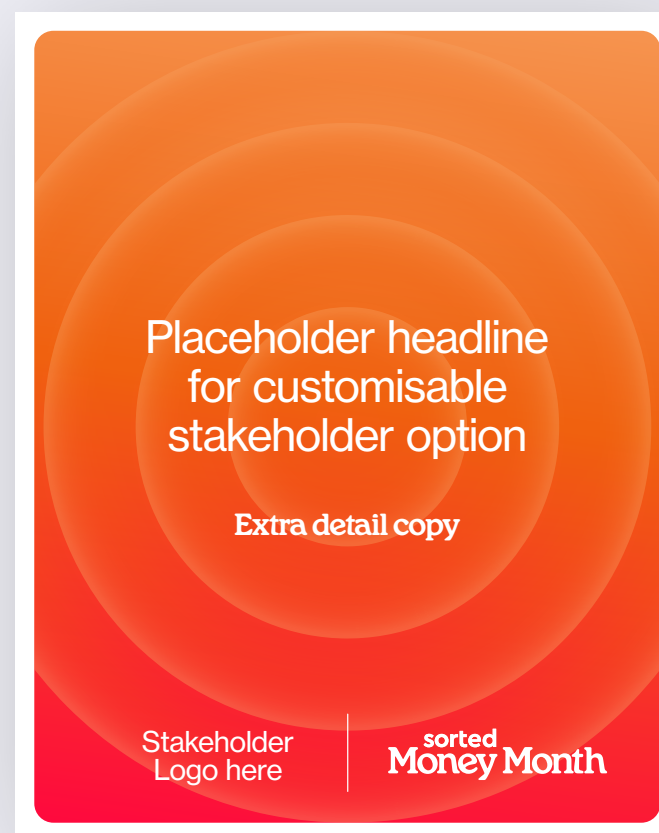


Social media resources

Customisable message assets

Use this tile to promote your own Money Month messages.
Head to page 28 for how to customise it with:

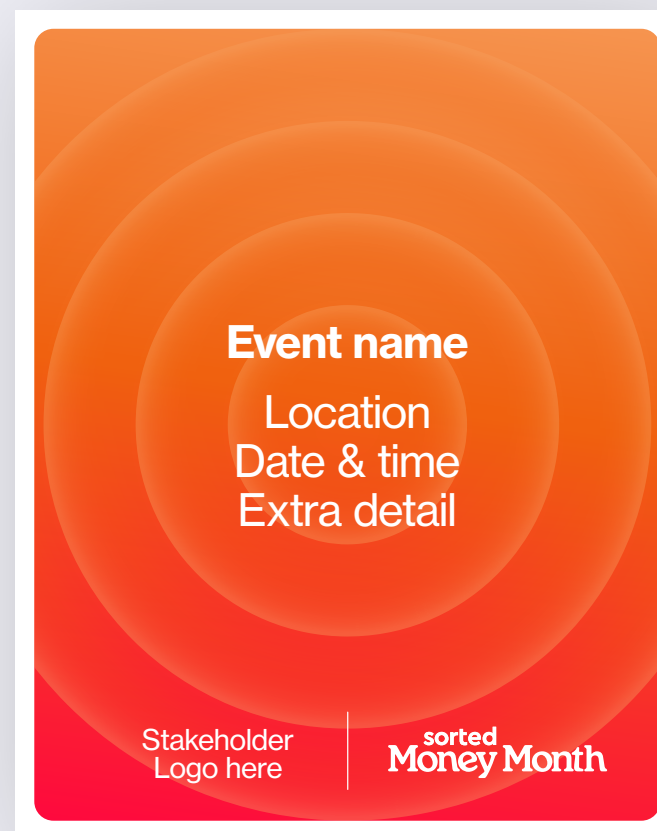
- ✓ Your own heading
- ✓ Your own message, such as a money tip or how your organisation can help people to get sorted
- ✓ Tips and messages you wish to translate into te reo Māori
- ✓ Your logo.



Social media resources

Customisable event assets

Use this tile to promote your Money Month event. Head to page 28 for how to customise it with information about your event and your logo.



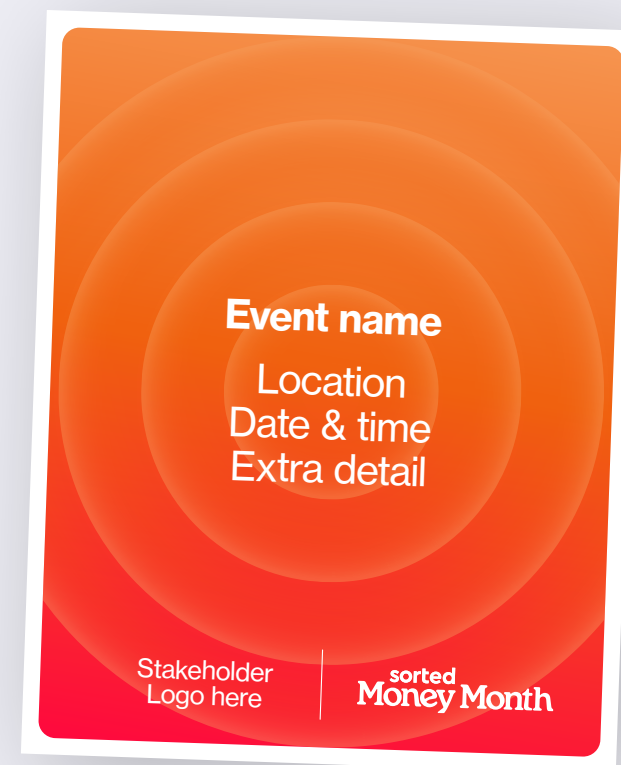
HOW TO CUSTOMISE THESE TOOLKIT ASSETS

1

All assets are provided in a PDF format, so you can update the text, add your logo and change the colours. The following pages explain how to do so:

Changing text in a PDF

1. **Open Adobe Acrobat:** Launch Adobe Acrobat on your computer.
2. **Open the PDF document:** Click File on the menu bar, then Open to browse and select the customisable document you want to edit. Alternatively, you can drag and drop the PDF file into the Acrobat window.
3. **Access the Tools panel:** Click on the Tools panel on the right-hand side of the Acrobat window.
4. **Choose the Edit PDF tool:** In the Tools panel, locate and select the Edit PDF tool represented by a pencil icon.
5. **Select the text to edit:** With the Edit PDF tool active, click on the text you wish to edit in the PDF document. The text will become highlighted or a box will surround it.
6. **Edit the text:** Once the text is selected, you can start editing it.
7. **Format the text:** If you want to change the font, size, colour, etc of the edited text, select the edited text again and look for the options in the Format panel on the right-hand side of the window.
8. **Move or resize the text box:** If you need to move or resize the text box containing the edited text, hover your cursor over the edges or corners of the box until you see a double-headed arrow. Click and drag to reposition the text box or resize it as needed.
9. **Save your changes:** To save the edited PDF document, click File on the menu bar and select Save or Save As.
10. **Any questions:** Please email Te Ara Ahunga Ora Retirement Commission Digital Marketing Specialist Katie Houlihan at katie@retirement.govt.nz.



Adding your logo to a PDF



1. **Open Adobe Acrobat:** Launch Adobe Acrobat on your computer.
2. **Open the PDF document:** Click File on the menu bar, then Open to browse and select the customisable document you want to edit. Alternatively, you can drag and drop the PDF file into the Acrobat window.
3. **Access the Tools panel:** Click on the Tools panel on the right-hand side of the Acrobat window.
4. **Choose the Edit PDF tool:** In the Tools panel, locate and select the Edit PDF tool represented by a pencil icon.
5. **Select the logo area:** Click on the placeholder logo text. Once selected, delete the placeholder. Click and select that area again. If necessary, you can adjust the size of the area by dragging the corners.
6. **Insert your logo:** After selecting the area, right click within it and choose Add Image. A file browser window will appear.
7. **Locate your logo file:** Browse your computer to find the image file of your logo, then select it. Your logo will be inserted into the selected area.
8. **Adjust the logo position and size:** If you wish to resize and reposition the logo, click on it to display the resizing handles, then click and drag the handles to adjust. To move the logo, click and drag it to the desired location within the selected area.
9. **Save your changes:** To save the edited PDF document, click File on the menu bar and select Save or Save As.
10. **Any questions:** Please email Te Ara Ahunga Ora Retirement Commission Digital Marketing Specialist Katie Houlihan at katie@retirement.govt.nz.

Content checklist

Remember, to help your activity reach as many people as possible, make it sharable by:

- ✓ Including the Sorted Money Month logo and official hashtag **#SortedMoneyMonth**
- ✓ Tagging Sorted on social media:
 - 📷 @live_sorted
 - 🎵 @sorted.org.nz
 - 📘 @sorted.org.nz
 - 📌 Te Ara Ahunga Ora Retirement Commission
- ✓ Referencing the campaign theme 'The difference is an emergency fund.'
- ✓ Referencing the dates, 1 –31 August 2025
- ✓ Linking to the campaign web page on **sorted.org.nz**
- ✓ **Sending us details about your event** so we can promote it on the Sorted event calendar.



Contact us

If you have any questions about getting involved with Sorted Money Month, we'll be happy to help.
Please email Te Ara Ahunga Ora Retirement Commission Stakeholder Lead Kate Hannah at
kate.hannah@retirement.govt.nz.