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THE DIFFERENCE IS  
AN EMERGENCY FUND.



STRESSED

OR



SORTED

# Partner Guide 2025

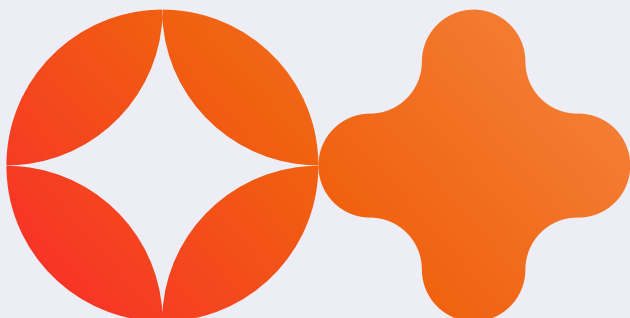
## August is Money Month

Money Month 2025 is all about encouraging New Zealanders to think about their emergency savings.

We're focusing on helping to build resilience with a single call to action around the necessity and benefits of having an emergency savings fund – even if it starts with \$1 a week.

Starting an emergency savings fund is a key step in improving people's financial situation; having money at the ready just in case is what makes us financially resilient. The more we have set aside as a buffer, the easier it is when things go pear-shaped.

Any amount of rainy-day money is better than nothing, so no matter where your clients or community are on their money journey, it's always worth supporting them to make emergency savings a priority. Together, we can do more to help New Zealanders with this throughout Money Month.



## What's happening at Sorted?

We'll be sharing all kinds of content throughout the month to get New Zealanders thinking about emergency savings and how they can make a difference to their financial resilience. Our info will include how to start an emergency savings fund and how this one action can significantly improve your financial wellbeing by helping you to be prepared and develop a savings habit.

The important thing about emergency savings is that it helps people avoid debt by instead ensuring money is ready for the unexpected. It's the first step towards being 'self-insured'.

To support people to grow their emergency savings, we want to promote:

- ✓ Starting an emergency savings fund and contributing small amounts regularly
- ✓ Arranging an automatic payment that will pay the emergency savings fund first
- ✓ Having clear criteria for when to dip into an emergency savings fund
- ✓ Ring fencing emergency savings by putting it into a different account or term deposit
- ✓ Keeping separate accounts for other planned expenses and goals.

# 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 in the stakeholder toolkit available from late May. They will include the Money Month logo, editable posters and social media templates, as well as other assets.

## 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 building momentum and engage 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 below 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](#)

 **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.