

1

# PARTNER GUIDE

1–31 August 2026

**sorted**  
Money Month

# Contents

About Sorted Money Month	<b>3</b>
2026 campaign: The difference is an emergency fund	<b>4</b>
2026 campaign: Building a financial safety net	<b>5</b>
How to get involved	<b>6</b>
Campaign asset overview	<b>8</b>
Key dates	<b>10</b>
Contact information	<b>11</b>

# About Sorted Money Month

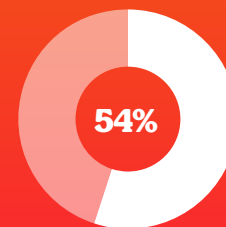
**Sorted Money Month** is an annual public awareness and engagement campaign coordinated by Te Ara Ahunga Ora Retirement Commission, which runs Sorted.

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.

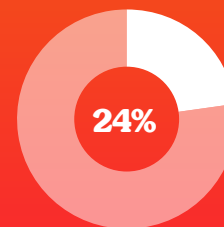
# Why does Sorted Money Month matter?

Money plays an important role in our lives, but we often avoid thinking too hard about it, which can leave us feeling powerless.

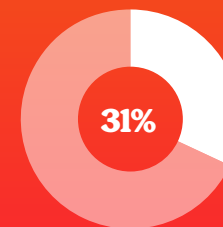
We want to support New Zealanders to use Sorted Money Month as a chance to proactively take simple steps to become more financially resilient and grow their money. Money Month aims to help New Zealanders feel more in control of their money. It's an important aim, given:



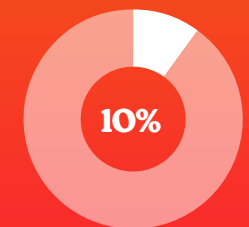
are feeling financially uncomfortable



are losing sleep over their finances



are worried about the amount of debt they're in



are distracted by money worries at work

# 2026 campaign: The difference is an emergency fund

**The theme for Sorted Money Month 2026 builds from emergency savings, an essential way New Zealanders can protect themselves to cope better with unexpected costs, to financial safety nets beyond individual emergency funds.**

Money has a way of influencing our wellbeing. 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, 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'.



# 2026 campaign: Building a financial safety net

**National Strategy partners work with people to help them build up their emergency savings to avoid debt and increase their financial resilience.**

This Money Month, you can engage with the 2026 theme or simply promote financial wellbeing and resilience.

Whether you're promoting the emergency savings theme or helping people build a financial safety net, Money Month gives everyone in the financial sector the opportunity to provide extra support for New Zealanders' financial wellbeing at a time of significant cost-of-living challenges.



# How you can get involved

**This year, we're introducing three flexible ways for stakeholders to get involved in Money Month, designed to suit your needs.**

This approach puts stakeholders in control, with a range of ready-to-use assets and activity ideas tailored to each level of engagement.



## Quick and easy

- ✓ Choose from our catalogue of ready-to-use assets, all pre-sized and pre-branded for effortless posting to your channels.

[Click here](#) to access our template hub.

## Customise and engage

- ✓ Edit our customisable templates with your logo, images or messaging to make it feel like your own.

[Click here](#) to access our template hub.

## Personalise and innovate

- ✓ Create your own content inspired by the campaign theme using our guidance on messaging, colours, and assets.

[Click here](#) to access our template hub.

# How you can get involved

## June

### Get thinking

- ✓ Consider what's most relevant for your audience. Will it be more useful for you to promote the 2026 Money Month theme of emergency savings or promote financial wellbeing and resilience?
- ✓ Mull over what kind of initiative might help your audience and their whānau start their emergency savings fund or build their financial safety net.
- ✓ Check out the resources available in this guide or on our [webpage](#).
- ✓ If you're a not-for-profit partner, apply for support through the Money Month community fund by June 25.

## July

### Plan your activity

- ✓ Organise the finer details of your Money Month activity so you're ready to roll.
- ✓ Gather momentum and engagement by promoting your activity – think your website, social media, newsletters, email, or your local noticeboards or radio station.

## August

### Spread the word

- ✓ Connect with your audience around your activity with a social media campaign using our dedicated resources or by customising or personalising your own, using our [toolkits](#) as a guide.
- ✓ Encourage the use of the trusted information at [sorted.org.nz](https://sorted.org.nz).

# Asset overview - Quick and easy



Money Month is here!



General Tip 1



General Tip 2



Budgeting Tip 1



Budgeting Tip 2



Savings Tip 1



Savings Tip 2



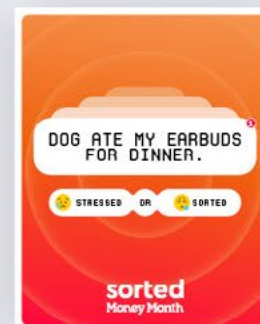
Emergency Savings Buffer Benefit 1



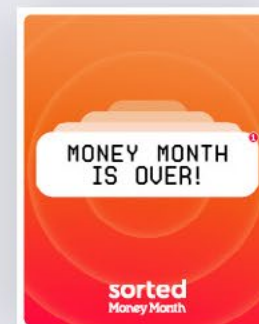
Emergency Savings Buffer Benefit 2



Campaign Asset 1



Campaign Asset 2



That wraps Money Month!

# Asset overview - Customisable

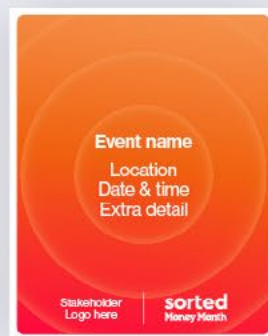
## Social



All assets from Quick and Easy, with space for stakeholder logo to be added



Blank Template - Message

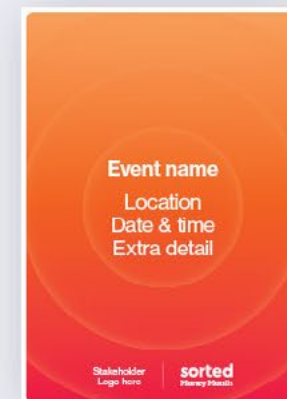


Blank Template - Event

## Posters



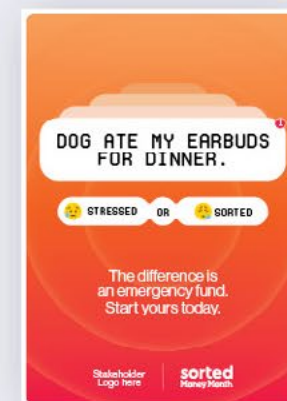
Blank Template - Message



Blank Template - Event



Campaign Asset 1



Campaign Asset 2

## Key dates

Campaign live dates 1-31 August 2026

Community fund opens 5 May 2026

Community fund closes 25 June 2026

Sorted planned activity  
Webinar 1 11 August  
Webinar 2 25 August

# 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 Specialist Natalie Palmer at [natalie@retirement.govt.nz](mailto:natalie@retirement.govt.nz).



1

**START CREATING!**