

August is



Money Month in 2023 is all about helping New Zealanders maximise their money.

With the support of the financial services sector, we can do more together to help New Zealanders grow their financial wellbeing through **Money Month**.

What is happening on **sorted.org.nz**

We will be talking about maximising money and these topics during August.

- ✔ Get your money sorted every day (including budgeting tips)
- ✔ Tackling debt
- ✔ Saving for a goal
- ✔ Maximising KiwiSaver

How to get involved

March - April	May - July	August
Step 1) Get thinking	Step 2) Plan your activity	Step 3) Make it happen
<ul style="list-style-type: none">✔ Think about what initiatives could help your clients and whānau maximise their money.✔ What is the best way to reach your audience? In person through events? Or through emails, newsletters or social media?✔ Think about whether it would be useful to focus on maximising money overall, or on smaller 'bite size' subjects like: KiwiSaver, budgeting, debt management, saving or investing.✔ You could even cover more than one subject over the month to help New Zealanders maximise their money like we will be doing on sorted.org.nz✔ Join our webinar to hear more.	<ul style="list-style-type: none">✔ Organise the detail of any events, stalls, speakers, webinars, quizzes, or blogs so they are ready to go.✔ If you are a not-for-profit partner wanting help to bring your idea to life in August, apply for a share of the Money Month Community Fund. A shared pool of up to \$8000 will be available for initiatives that help communities in 2023. Applications will be open between 1 May - 23 June 2023 here.✔ Start to build momentum by promoting your event - think about using notice boards, social media, newsletters, email, or letting your local radio stations or journalists know.✔ Share your event or activity plans with us so we can promote it on the Sorted event calendar to help spread the word too (available in May).✔ Have a look at the resources in the stakeholder toolkit which will include the Money Month logo and other assets you can use (available in May).	<p>If you are running an event:</p> <ul style="list-style-type: none">✔ Take photos✔ Let us know so we can promote it to New Zealanders on our Sorted event calendar. <p>If you are promoting content online:</p> <ul style="list-style-type: none">✔ Use the Money Month logo✔ Use the official hashtag: #SortedMoneyMonth✔ Tag Sorted on social media so we can share it

Activity ideas

Brainstorm activities	Get the word out	Involve your workplace
<ul style="list-style-type: none"> ✓ Team up by reaching out to local businesses such as supermarkets or banks to create joint activities or events. ✓ Run a workshop in your community. ✓ Run a Facebook or Instagram Live event with your customers. ✓ 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. It really helps to start the conversation. ✓ Create a money quiz. ✓ Encourage people to share their best budgeting tip. 	<p>Create a social media campaign</p> <p>Engage your audience in a social media campaign using our dedicated resources or by creating your own.</p> <p>Use the hashtag #SortedMoneyMonth and tag us on social media using:</p> <p>Instagram: @live_sorted</p> <p>Facebook: @sorted.org.nz</p> <p>LinkedIn: Te Ara Ahunga Ora Retirement Commission</p> <p>Promote your activity</p> <ul style="list-style-type: none"> ✓ To support community partners with marketing and promotion ideas, check out our community marketing guide available in May. ✓ Let us know so we can add it to the Sorted event calendar. 	<p>Book a Money Bites session</p> <p>Engage your own people with a free Sorted at Work webinar (schedule released in July).</p> <p>Sorted webinars are a popular way to get your own people involved in Sorted Money Month.</p> <p>Use sorted.org.nz</p> <p>For trusted information on ways to maximise money during Money Month sorted.org.nz</p>



Partners in action

Kernel Wealth hosted a roadshow with a series of events around the country during Money Week last year. The events focused on money conversations by inviting everyday Kiwis to share their money journeys alongside guest speakers.

