



8 - 14 August 2022

Stakeholder Toolkit

About Sorted Money Week

Sorted Money Week is the annual public awareness and engagement campaign from Te Ara Ahunga Ora Retirement Commission.

Sorted Money Week supports the National Strategy for Financial Capability's goal of helping to demystify money, by providing a dedicated week to raise attention and engagement on money matters.

Sorted Money Week is for all New Zealanders, but particularly helpful for those less experienced or overwhelmed by money, who are seeking to increase their knowledge and confidence.

We welcome your support to share this campaign with your own people internally, your customers, network and communities.

**We look forward to seeing
your ideas come to life!**



2022 campaign theme

JUST WONDERING

‘Just wondering’ is back for 2022 to help keep the kōrero going on money questions we all want answers to.

Once again, we’re creating a safe, inclusive place for people to ask any money questions and provide useful, non-judgmental and trusted information for people to learn about money.

‘Just wondering’ provides a safe, inclusive environment for people to reach out with money questions they’ve been afraid to ask and to get answers and guidance they can trust across a range of topic areas. This year we’ve expanded on the topics to include Money Mindset to help audiences understand the “why”.

- Budgeting
- Debt & loans
- KiwiSaver
- Investing & saving
- Retirement planning
- Money Mindset

We encourage you to align your Sorted Money Week activity to these topics and leverage the Q&A content on our dedicated campaign page sorted.org.nz/justwondering

Updates to the campaign page, including the addition of the new Money Mindset topic, will be published just before Sorted Money Week.



Key messages

- Wondering about money? We've got you sorted at sorted.org.nz
- Any money question is a good question. It's ok to ask.
- It's good to open up and talk about money issues – you'll find you're not alone.
- Sorted Money Week is about providing a safe place to reach out with money questions and find answers you can trust – such as how to start investing with little money, or which debt to pay off first.
- Are you naturally more of a spender or a saver? Do you prefer experiences or things? These money tendencies are all shaped by our money beliefs and values – our money mindset which is shaped during childhood.
- Being aware of our money mindset can positively shape our money decisions. What money beliefs do you want to pass on to your tamariki or mokopuna to enable them to stand on their own feet and provide for their whanau?



How to get involved

Organise events

Leverage the range of topics covered under the 'Just Wondering' theme to engage your network, customers, volunteers, members, supporters or employees.

Use our posters and dedicated resources to promote your event.

Thoughtstarters:

- Money quiz
- Q&A session with a guest speaker
- Workshop to learn more about a money topic
- Facebook Live with your customers

Are you hosting a public event? Send us the details and we can help promote it.

Click on the [link](#) to submit the details of your event.

Create a social media campaign

Engage your audience in a social media campaign using our dedicated resources or by creating your own.

Book a Money Mind webinar for your people

Engage your own people with Sorted at Work's Money Mind webinar. This is a one-hour facilitated session proving a popular way to get your own people involved in Sorted Money Week.

We're offering Money Mind free to a limited number of workplaces if they book before 5pm Friday 5 August 2022. Demand is high, so get in quick.

To book a Money Mind session, click [here](#)



Create a social media campaign

Tag us

Instagram: [@live_sorted](#)

Facebook: [@sorted.org.nz](#)

Twitter: [@live_sorted](#)

LinkedIn: [Te Ara Ahunga Ora Retirement Commission: Company Page Admin | LinkedIn](#)

Use the hashtags

#SortedMoneyWeek #JustWondering

Write a blog

A great way to engage with your audience could be to write a blog. Last year Sorted published two blogs ([here](#) and [here](#)) related to the Just Wondering theme, and this year we'll be publishing new content from July right up until Sorted Money Week.

An effective topic could be the top 5 or 10 questions your customers are often #JustWondering.

TIP:

If you have blogs already on your website, make the most of them with a social media post by linking to the blog and using #SortedMoneyWeek.

Use Sorted's resources

You can leverage Sorted's resources with the link [sorted.org.nz/justwondering](#)

There are answers to commonly asked questions across a range of topics, as well as quick links to relevant Sorted tools, guides, blogs and more.



Create a social media campaign continued

Ideas for your channels

Facebook

- Host a Facebook or Instagram Live where your audience can ask you what they're #JustWondering.
- Utilise your existing content by sharing a blog post that aligns to the #JustWondering theme.
- Use Facebook Events to share any events you'll be hosting during Sorted Money Week.
- Share posts from @sorted.org.nz and other stakeholders participating in Sorted Money Week.

Instagram

- Make use of the Instagram Stories Questions Sticker to get your followers to ask you a question that you can then answer on Stories. Type out the answer or record your company's spokesperson answering it.
- Make use of the official hashtags #SortedMoneyWeek and #JustWondering and tag us @live_sorted
- Pick a topic for each day (pulling from our topics or come up with your own) and answer a couple of questions for each on Instagram Stories or Reels.

Twitter

- Just like with Facebook, share your blog content (new and old) on Twitter.
- Make use of the official hashtags #SortedMoneyWeek and #JustWondering and tag us @live_sorted

Calendar

Before Sorted Money Week: 1 - 7 August

We suggest talking about Sorted Money Week a couple of weeks beforehand. Spread the word that it's happening, get your events booked in and start having conversations about money.

During Sorted Money Week: 8 - 14 August

This is the time to activate your campaign. Share your blog posts, host Live events on Facebook and Instagram, answer the questions your audience is #JustWondering.

Post Sorted Money Week: 15 - 21 August

Wrap up Sorted Money Week by sharing some of most common questions you received and what the answers were.



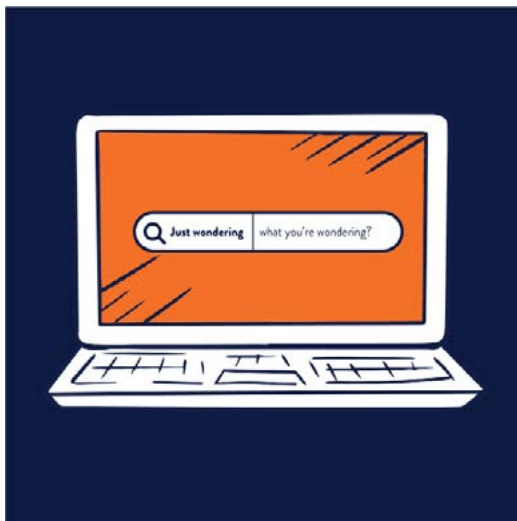
Social media resources

Templates and resources you can use for your social media activity

Just wondering

There are two options that introduce the campaign and its theme. You could use these to get your audience to ask you what they're #JustWondering.

Live
sorted live_sorted



live_sorted This week is #SortedMoneyWeek! Is there question about money you've been #JustWondering?
@live_sorted



Q&A

Use the question template to share a #JustWondering question. You could answer the question in the text of the post or use the answer template.

Live
sorted live_sorted



live_sorted Are you #JustWondering if you need a budget?

A budget is really just a plan for your spending – it's a big help in making sure you spend on what you really want. It's far too easy these days to find ourselves spending on things we never intended – a bit here, a bit there, and there's nothing left to help us get ahead financially.

#SortedMoneyWeek



FAQs

We've created assets using some of our most frequently asked questions – you'll find one for each Sorted Money Week topic.



Videos

Video is a powerful way to grab people's attention, so we've included a few 15 second promotional videos to the Sorted Money Week toolkit. They cover money topics we get lots of questions about such as KiwiSaver, investing, debt and spending plans. Pick and choose which videos best suit your Sorted Money Week activities and use them on your website, intranet, and social media channels. You can download the videos [here](#).

Live
sorted live_sorted



live_sorted #JustWondering how to tackle debt?
#SortedMoneyWeek



Content checklist

To get your activity in front of as many eyeballs as possible, make it sharable and include the following in your Sorted Money Week activity.



- ✓ Sorted Money Week logo
- ✓ Official hashtags:
#SortedMoneyWeek #JustWondering
- ✓ Reference the campaign theme 'Just Wondering'
- ✓ Reference the dates 8-14 August 2022
- ✓ Link to the campaign webpage
sorted.org.nz/justwondering

Content checklist

If you have any marketing questions about getting involved with Sorted Money Week, please reach out to us, we're happy to help – please email -

natasha@retirement.govt.nz

The logo for Sorted Money Week is contained within a dark blue circle. The word "sorted" is in a lowercase, orange, sans-serif font. Below it, the words "MONEY" and "WEEK" are stacked in a bold, uppercase, sans-serif font. "MONEY" is white, and "WEEK" is a light blue color.

sorted
MONEY
WEEK