



9-15 August 2021

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 Kiwi's 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.

Te Ara Ahunga Ora Retirement Commission will be the new name of the Commission for Financial Capability from 1 July 2021. Te Ara Ahunga Ora translates to 'the pathway to developing long-term wellbeing'. It reflects our purpose to empower the people of Aotearoa on their journeys to a better retirement. Our original English name of the Retirement Commission encapsulates the breadth and depth of our work in pursuing our mission and vision - to improve retirement outcomes for all New Zealanders, so that everyone can retire with confidence



2021 CAMPAIGN THEME

JUST WONDERING

Building on last year's successful campaign that was born from the explosion of questions about money during COVID-19. Everyone was in the same boat, with people more openly talking about money and seeking help.

'Just wondering' is still relevant for 2021 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.



KEY MESSAGES

- Any money question is a good question. It's ok to ask.
- Lots of us are in the same boat with money worries and asking the same questions.
- It's good to open up and talk about money issues – you'll find you're not alone.
- Involve your whānau and trusted friends to kickstart the kōrero, ask questions – we all have so much to learn from one another.
- We often have money questions or just make do with what our tīpuna taught us. What's an answer you'd like to pass on to your mokopuna to enable them to stand on their own feet and provide for their whanau?
- By getting answers to those money questions swirling around in your head, it will ultimately improve your wellbeing, protect your whānau, and your community.



SORTED MONEY WEEK TOPICS

'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 including:

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

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

(NB: this webpage will be refreshed with new content 1 August).

If these topics don't quite align to the work your organization does, feel free to leverage the broader theme of #JustWondering and create your own Q&A relevant to your audience.



HOW TO GET INVOLVED

CREATE A SOCIAL MEDIA CAMPAIGN

Engage your audience in a social media campaign using our dedicated resources or by creating your own. Use the hashtags #SortedMoneyWeek #JustWondering and tag us on social media using:

Instagram: [@live_sorted](https://www.instagram.com/live_sorted)

Facebook: [@sorted.org.nz](https://www.facebook.com/sorted.org.nz)

Twitter: [@SortedNZ](https://twitter.com/SortedNZ)

LinkedIn: [Commission for Financial Capability](https://www.linkedin.com/company/commission-for-financial-capability)

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.

Thought starters:

- Money quiz

- Q&A session with a guest speaker

- Workshop to learn more about a money topic

- Facebook Live with your customers



GET YOUR PEOPLE INVOLVED

BOOK A MONEY BITES SESSION

Engage your own people with Sorted at Work's 'Money Bites' series. Money Bites are one-hour facilitated sessions on a range of topics, proving a popular way to get your own people involved in Sorted Money Week.

We're offering Money Bites free during Money Week to a limited number of workplaces that book before 5pm Friday 30 July. Demand is high, so get in quick.

To book Money Bites, or view T&Cs, click [here](#).

SORTED.ORG.NZ

If you'd like to help your people get more trusted information and answers to their questions during Money Week, send them to sorted.org.nz/justwondering

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

WRITE A BLOG

A great way to engage with your audience could be to write a blog. Last year Sorted published two blogs related to the Just Wondering theme:

- Launch: [Wondering about money? Stay curious.](#)
- Wrap up: [What you were wondering: answers to your top 10 money questions](#)

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.



SOCIAL MEDIA

TAG US

Instagram: [@live_sorted](https://www.instagram.com/live_sorted)

Facebook: [@sorted.org.nz](https://www.facebook.com/sorted.org.nz)

Twitter: [@SortedNZ](https://twitter.com/SortedNZ)

LinkedIn: [Commission for Financial Capability](https://www.linkedin.com/company/commission-for-financial-capability)

USE THE HASHTAGS

#SortedMoneyWeek

#JustWondering



IDEAS FOR SOCIAL MEDIA

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](https://www.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](https://www.instagram.com/live_sorted)
- Pick a topic for each day (pulling from our topics or coming up with your own) and answer a couple of questions for each on Instagram Stories.

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 @SortedNZ

SOCIAL MEDIA RESOURCES

Templates and resources you can use for your social media activity



JUST WONDERING POST

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.

Example 1

 **live_sorted**



live_sorted This year's #SortedMoneyWeek is a great time to ask us the questions you've been #JustWondering. We'll answer your questions in the comments. @live_sorted

Example 2

 **live_sorted**



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



QUESTION TEMPLATE

Use the question template to share a #JustWondering question and answer it in the text of the post.

Example 1

 live_sorted



live_sorted Say you've got an extra dollar in your hand - what's the best thing to do with it?

Whatever gets you the most back. That's typically paying down debt, especially if you're carrying costly debt from a payday lender, store card or credit card. Remember that it's important to save up an emergency fund first, though.

#SortedMoneyWeek #JustWondering

Example 2

 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



QUESTION & ANSWER TEMPLATES

Use both the question and answer templates in a carousel post to share a #JustWondering question and answer within the images.

Example 1

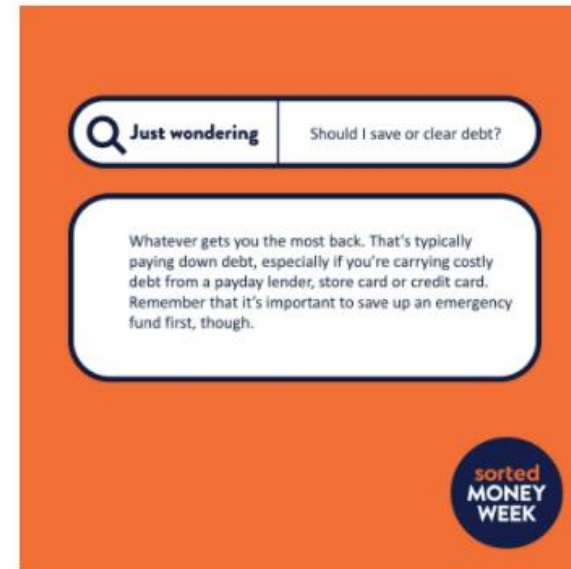
live_sorted



live_sorted Say you've got an extra dollar in your hand - what's the best thing to do with it?

#SortedMoneyWeek #JustWondering

live_sorted



live_sorted Say you've got an extra dollar in your hand - what's the best thing to do with it?

#SortedMoneyWeek #JustWondering



Example 2

live_sorted live_sorted



live_sorted Are you #JustWondering if you really need a budget?
#SortedMoneyWeek

live_sorted live_sorted



live_sorted Are you #JustWondering if you really need a budget?
#SortedMoneyWeek

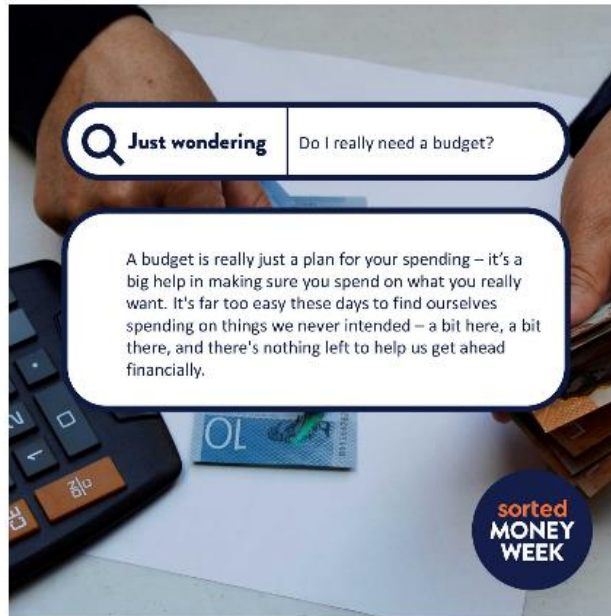


ANSWER TEMPLATE

Use the answer template on its own to share a #JustWondering question and answer within the image.

Example 1

 **live_sorted**



live_sorted Are you #JustWondering if you should have a budget?
#SortedMoneyWeek

Example 2

 **live_sorted**



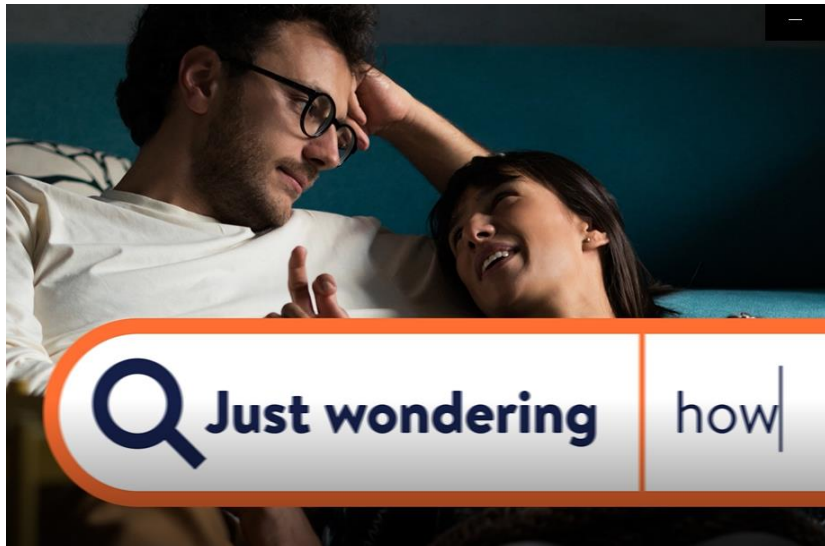
live_sorted Are you #JustWondering if you really need a budget?
#SortedMoneyWeek



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.

 live_sorted



live_sorted #JustWondering how to tackle debt?
#SortedMoneyWeek

 live_sorted



live_sorted #JustWondering how to tackle debt?
#SortedMoneyWeek

You can download the videos [here](#).



SOCIAL MEDIA CALENDAR

PRE SORTED MONEY WEEK: 26 JULY – 8 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: 9 – 15 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: 16 - 22 AUGUST

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

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 9-15 August
- ✓ Link to the campaign webpage sorted.org.nz/justwondering



CONTACT US

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

moneyweek@cffc.govt.nz

