

It Starts With Action Supporter Guide

This resource is for all It Starts With Action supporters to help you think about the kind of activity you may want to engage in to support this campaign.

KEY STEPS:

1. Register

Visit www.fsc.org.nz/it-starts-with-action/register and tell us about what you plan to do and when. What theme would you like to support? (see page 6 of our Supporter Package)

2. Engage

Carry out your activity, supported by FSC-provided resources.

3. Report

Share the results and impact of your activity with us so that we can measure and report on the success of the campaign.

Before undertaking any activity, consider the following so that whatever you undertake will have the greatest impact:

1. YOUR MESSAGE

This campaign is about inspiring wāhine to embark on small steps towards growing their financial wellbeing. Consider the language and tone used to convey your message.

2. YOUR AUDIENCE

Think about the wāhine you can approach and have access to and groups who may not often be recipients of these kinds of messages. We encourage you to focus on communities.

3. YOUR IMPACT

What change do you want to see? Are you working one-on-one with individuals or are you looking to have a wide impact within your organisation or community?

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Activity ideas

EVENTS

Run an online or in-person series of events to engage key individuals, clients, communities or employees within your organisation. Organise something new or incorporate an upcoming event into the campaign.

PROJECTS

Engage your employees, customers or local wāhine by running a campaign using tools and channels that will engage your audience. Do something new or incorporate an upcoming project into the campaign.

CONVERSATIONS

Sometimes the smallest actions can have the biggest impact. If you're an individual or small organisation, consider what conversations you could have that might inspire someone to improve their financial wellbeing.

IDEAS

- Run a series of webinars with wāhine within your organisation sharing their stories to inspire others.
- Get a group of women together for a casual kōrero about the challenges and what actions they are taking.
- Run an in-person event in your community to bring local wāhine together to discuss financial wellbeing.
- Talk to your local Citizens Advice Bureau or community centre about your availability for drop-in sessions.
- Run a series of seminars or talks for women.

IDEAS

- Run a targeted social media campaign sharing important messages aimed to demystifying money for women.
- Run an internal initiative within your organisation.
- Publish your gender pay gap.
- Design a new resource or platform that has women and financial wellbeing as its focus.
- Undertake research into the financial wellbeing of women in your local community or organisation, share the findings and determine necessary action to take to address the findings.

IDEAS

- Interview an inspiring wāhine sharing her money journey/story for a blog article, podcast or video.
- Utilise your media connections by starting a financial wellbeing conversation in your local newspaper or another publication.
- Get your friends together over a wine (or non-alcoholic beverage of your choice) to share their money stories or listen to your favourite money podcast.
- Start a regular financial wellbeing meetup for women in your local community, at your university or workplace and invite guest speakers to share their money stories.
- Enrol in a qualification to become a financial adviser in Aotearoa.

These ideas are just the tip of the iceberg! If you have an idea you think could work, or would like to discuss some options, get in touch:

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