



EMPOWER HER



FUNDRAISING TOOLKIT



DRESS FOR SUCCESS®
Going Places. Going Strong.

INTRODUCTION

Thank you for choosing to fundraise for Dress for Success through the Empower Her campaign! We're delighted to have you on board, supporting women across Australia as they prepare to enter or re-enter the workforce with confidence and the support they need to thrive.

Your fundraising efforts, whether through *Bake to Empower*, *Move to Empower*, *Wear Red to Empower*, or your own *DIY fundraiser*, will have a real impact in helping women thrive. We appreciate your dedication and passion for making a difference!

This toolkit has everything you need to organise an enjoyable and impactful fundraising activity. Inside, you'll find ideas, practical information, and key guidelines to ensure your initiative runs smoothly. Please take a moment to review it before you get started.

If you have any questions or need additional support, feel free to reach out to our fundraising team at empowerher@dfsnswact.org.au. We're here to assist you every step of the way.

A sincere thank you for empowering women across Australia—your support makes all the difference!

The Empower Her Team Dress for Success Australian Affiliates



empowerherdfs.org.au

ABOUT

DRESS FOR SUCCESS

Dress for Success Worldwide

Dress for Success is a global not-for-profit organization that empowers women to achieve economic independence by providing a network of support, professional attire and the development tools to help women thrive in work and in life.

Since starting operations in 1997, Dress for Success has expanded to almost 150 cities in 25 countries and has helped more than 1.3 million women work towards self-sufficiency.

Dress for Success in Australia

Powered by volunteers, every year Dress for Success Australian Affiliates support more than 5,000 women into employment across the country.

Our signature styling service and suite of Career Support offerings aim to help women overcome bias and discrimination when entering or re-entering the workforce - at no cost to the women needing our services.

Our national annual impact:

- 3,993 styling sessions
- 1,015 outreach parcels delivered
- 236 career support workshops
- 1,573 workshop attendees
- 34,680 volunteer hours
- 31,554 clothing items gifted
- 5,260 women supported



THE EMPOWER HER CAMPAIGN

This November, we're on a mission to empower women across Australia by providing the essential support and opportunities they need to enter or re-enter the workforce with confidence. By joining us, you'll be helping women take control of their futures—equipping them with the skills, confidence, and resources to succeed in their careers and beyond.

Whether you choose to **fundraise**, **donate**, or **spread the word**, your participation will make a meaningful impact. Together, we can empower more women to overcome challenges, embrace new opportunities, and create lasting change in their lives.

Here's why it's so important:

Building Confidence: Many women face challenges like long gaps in employment, lack of resources, or personal obstacles that affect their confidence. Our services are designed to help boost self-esteem by offering professional styling services, career support, and resources ensuring they feel prepared to enter or re-enter the workforce.

Breaking Barriers: Women, especially those facing economic or social hardships, often encounter significant barriers when trying to secure a job. Through our services, they receive practical assistance, including work-appropriate clothing, job-readiness coaching, and ongoing support, helping them overcome these barriers.

Fostering Independence: Gaining employment is a significant step toward financial independence and stability. Dress for Success empowers women to take control of their future by providing them with the resources and support that helps them land jobs that transforms their lives.

Strengthening Communities: When women succeed, their families and communities benefit. By helping women secure employment, the Dress for Success in Australia contributes to stronger, more resilient communities.

FUNDRAISE FOR DRESS FOR SUCCESS

HOWEVER, YOU CHOOSE TO GET INVOLVED, KNOW THAT YOU WILL BE HELPING TO SUPPORT WOMEN IN THEIR CAREER JOURNEY ACROSS AUSTRALIA.

BAKE TO EMPOWER

put your baking skills on display and support women entering the workforce.

You can choose to:

- Bake for one hour a week
- Host a morning tea
- Hold a bake sale

Ask your friends, family and co-workers to support you Baking to Empower and raise funds to help dress a woman for success.

Every baked creation is a step towards empowering women across Australia, giving them the confidence and professional attire they need to enter or re-enter the workforce.



Register

Access the Campaign Toolkit

See our other fundraisers below

Move to Empower

Wear Red & Empower

DIY Fundraiser

MOVE TO EMPOWER

Challenge yourself to get physical and support women entering the workforce.
Put your energy to good use with a Power Move!

Commit to one hour of power a week, a day, or for the month of November and get your friends to sponsor you to achieve your fundraising target! Whether it's running, walking, cycling, or yoga, turn your favourite physical activity into a fundraiser that makes a real difference.

Take the challenge, raise funds, and know that your effort is directly empowering women to achieve financial independence.



Register

Access the Campaign Toolkit

See our other fundraisers below:
Wear Red & Empower
DIY Fundraiser

Wear Red & Empower

Join schools and workplaces across Australia in empowering women into employment through our Wear Red and Empower initiative. Encourage your students or coworkers to wear red for a day and fundraise to support women entering or returning to the workforce.

This simple act of solidarity helps raise both awareness and much-needed funds for a vital cause.

By participating, your school or workplace promotes a culture of empowerment and inclusivity. Together, we can create lasting change—wear red, fundraise, and help uplift women into employment.



Register

Access the Campaign Toolkit

See our DIY Fundraiser below.

DIY FUNDRAISER

We invite all of our supporters to get involved in the Empower Her campaign by fundraising in a way that feels personal and meaningful to them. Whether your approach is unique or more traditional, your contribution will make a real difference.

From hosting a movie marathon, to organising a trivia night, the possibilities are endless!

With DIY Fundraising, the power is in your hands, choose an activity that fits your style while supporting a cause that uplifts women across Australia. It's fun, flexible, and impactful making it easy to get involved. Fundraise your way!



Register

Access the Campaign Toolkit

Read our Ten Steps to Empower Her Fundraising Success (and your checklist) below.

Ten Steps to Empower Her Fundraising Success (and your checklist)

Use these ten steps to ensure your Empower Her campaign is a success, whether you're baking, moving, reading, or getting creative to support women entering the workforce this November.

1. Choose Your Empower Her Activity: Decide which Empower Her activity resonates with you the most. Whether you're taking part in Bake to Empower, Move to Empower, Read and Empower, or creating your own DIY fundraiser, pick an activity that excites you and is easy to share with your network.

2. Set Your Fundraising Goal Be ambitious but realistic! Set a target that motivates you and your supporters. Every contribution makes a difference.

3. Register Your Fundraiser on Funraisin: Head over to Funraisin to create your personalized fundraising page for Empower Her. Share your story, explain which activity you've chosen, and let people know how their donations will support women across Australia.

4. Start with Your Own Donation: Make the first donation on your Funraisin page to show your commitment and inspire others to follow. A strong initial donation—if possible, \$50 or more—can set the tone for the rest of your campaign.

5. Reach Out to Family and Friends: Tell your close friends and family about your Empower Her activity and ask for their support. Whether you're challenging yourself to bake, move, or get creative, let them know why this campaign is important to you.

6. Share Your Campaign at work: Let your colleagues and boss know about your Empower Her fundraiser. Ask your employer if they'd consider matching donations or sponsoring your activity. Sharing your campaign in workplace newsletters or emails can also help you reach more supporters.

7. Get Creative with Local Businesses: Approach local businesses that you frequent—like your gym, cafe, or bookstore—and ask if they'd like to contribute to your campaign. They might donate, offer prizes, or help spread the word about your Empower Her activity.

8. Use Social Media to Amplify Your Impact: Post regularly about your Empower Her activity on social media. Share updates on how your Bake to Empower challenge went, photos of your progress for Move to Empower, or your favorite reads for Read and Empower. Engaging your audience online will help you reach more people and encourage more donations.

9. Ask for Donations Beyond Your Network: Share your Fundraiser page widely. If you're reading or running for Empower Her, reach out to local community groups, schools, or social clubs and ask them to donate or participate. You can also ask them to host mini-fundraisers of their own to support your goal.

10. Follow Up After Your Challenge Once you've completed your activity, update your donors and share the impact of their contributions. Thank them for supporting you and, if you're close to your goal, send a final call for donations—people may still want to help you hit your target!

Ready to Empower Her? Let's get started!

Registering Your Fundraisin Page

Anyone can fundraise to help us achieve our goal with fundraising efforts instantly feeding into our 'Raised So Far' amount on our campaign homepage.

Get started:

1. Start your fundraising page by clicking on a fundraising activity you want to register for. See our [Fundraise with us](#) page. Simply fill out the registration details, and a page will be instantly created for you. Complete Step 2 if you want to set up a Team where other fundraising pages can be linked to yours.
2. Tailor your page with your:
 - Logo or photo to upload as your profile photo
 - A title for your fundraising page
 - A short description about why you want to support Dress for Success and the Empower Her Campaign. Personal stories have the best impact in encouraging others to join you
 - If you want to use your own cover image on the page, a jpeg image over 1400px wide works best.

Once your registration is complete, you will be given a unique URL to share with your network and community.

Any issues, please contact: empowerher@dfsnswact.org

EMPOWERMENT STARTS WITH YOU!

Thank you for being part of the Empower Her campaign and for your commitment to supporting women in their journey toward empowerment and success. Your dedication and enthusiasm in fundraising through Bake to Empower, Move to Empower, Wear Red to Empower, or your own DIY initiative are truly inspiring.

We hope this toolkit has equipped you with the necessary resources and guidance to make your fundraising activity enjoyable and impactful. Remember, every effort you make contributes to dressing and empowering women across Australia, helping them step into their futures with confidence.

As you embark on this meaningful journey, don't hesitate to reach out to our team at empowerher@dfsnswact.org.au for any questions or additional support.

Together, we can make a significant difference and empower women to thrive in their personal and professional lives.

Thank you once again for your support, and good luck with your fundraising efforts!

The Empower Her Team
Dress for Success Australian Affiliates

