

Empower Her Email Campaign: "Wear Red and Empower – This November"

Instructions:

- Thank you for supporting Dress for Success Empower Her Campaign. Your contribution is invaluable to us and the women we empower.
- These email templates are provided for you to customise and share with your network, family and friends to ask them to support your fundraising efforts.
- The sections highlighted in **yellow** are for you to add your own bit of flair! Please personalise these parts with your own details etc.
- This Wear Red and Empower initiative is created for schools, corporations, teams, sport associations, early learning centres, and really, anyone who wants to get involved! Feel free to modify the emails based on what, how, when and with whom you choose to participate.
- After registering on our Empower Her website <https://empowerherdfs.org.au/>, be sure to copy your unique fundraising page link where indicated **[Insert link]** in your emails so people can click on the link to join and support you.
- Don't forget to remove any content or detail that doesn't apply to your activities!

Email 1: Recommended to be sent out within 3 days of registration

Subject: Wear Red Empower Her Day: Empower Women by wearing red and donating a Gold Coin

Preview Text: Will you join us in supporting Dress for Success and wear red?

Body:

Dear **[Team/Colleagues/Parents and Carers/Students]**,

This November, **[school name/organisation name]** is joining Dress for Success Empower Her campaign which empowers women to enter and thrive in the workforce by participating in the Wear Red and Empower initiative.

On **22nd November [OR you choose the date that works for your organisation]**, we're asking you to join us and wear red as a symbol of empowerment to show support for women entering or re-entering the workforce. But we're doing more than just wearing red – we're raising funds to support Dress for Success.

We kindly ask you to encourage **your students, players, teams, colleagues** to wear red and donate a **gold coin** on the day. All funds raised will go directly to Dress for Success, providing essential support services to women across Australia.

Why Empower Her

The Empower Her campaign helps women across Australia by providing the essential support and opportunities they need to enter or re-enter the workforce with confidence. By

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participating, 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.

Our Goal:

You can create a goal of the total amount of funds you would like to raise and include here. If you choose not to have a total target, feel free to delete this section.

Our target is to raise \$XX (you choose), which will help women find the right outfits, giving them the tools, self-belief and support to change their lives.

You Can also Support by Spreading the Word: The more people involved, the greater the impact we can make.

Where you choose to support by wearing red, through donations or helping us spread the word, every contribution brings us closer to empowering more women.

Thank you for being part of our Empower Day and helping to make a meaningful difference. Let's turn [Company/school name] red for a great cause!!!

Warm regards,

[Your Name]

[Your Position]

[Organisation Name]

[Contact Information]

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Email 2: Scheduled to send w/c 18 th November
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Subject: Reminder: Wear Red on Friday to Empower Women

Preview Text: We're wearing red for a reason, and your support is making an impact.

Body:

Dear [Team/Colleagues/Parents and Carers/Students],

This is a friendly reminder that this **Friday** is our **Wear Red Empower Her Day** in support of **Dress for Success!**

We encourage all [Team/Colleagues/Parents and Carers/Students], to wear something red to show their support for empowering young and adult women into the workforce. You can wear a touch of red or go all out and dress as something red like a strawberry or a red crayon!

By bringing a **gold coin donation**, you will also contribute directly to Dress for Success to help women entering and re-entering the workforce.

Key Details:

- **What:** Wear Red Empower Her Day
- **When:** Friday, 22nd November
- **What to do:** Wear red and bring a gold coin donation

Best regards,

[Your Name]

[Your Position]

[Organisation Name]

[Contact Information]

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Email 3: Thank You & Result – send out once you’ve finished your Empower Her Day and are ready to share the results and say thanks.

Subject: We Did It! Thank You for Supporting our Wear Red Empower Her Day

Preview Text: Together, we made a difference to women across Australia/in our region/area

Body:

Dear [Team/Colleagues/Parents and Carers/Students],

I’m thrilled to share that, thanks to your incredible support, our Wear Red Empower Her Day was a huge success.

We’ve raised \$YY (actual number) and our target was \$XX. Your generosity has made a lasting impact on the lives of women across Australia.

With heartfelt thanks,

[Your Name]

[Your Position]

[Organisation Name]

[Contact Information]