



Dare to Wear Day 15 March

What will you dare?

Congratulations on signing up for Dare to Wear Day!

We're very excited to have you on board! Now that you've taken the first step of signing up, you might be wondering what's next? How do I choose an outfit? How do I convince others to dress up with me? How do I get people to sponsor me so that my efforts are worthwhile? Never fear, we're here to assist!



The Dare to Wear outfit

A great place to start after you've registered is by personalising your fundraising page. Writing a personal message about why you are fundraising and what Dare to Wear Day means to you can help people you know to connect with why you are taking part, but the most effective thing you can do is to decide on an outfit or theme, and upload a photo to your profile so your supporters can see what they're getting behind. (In other words, see how silly you'll look). We find that the more daring the outfit you commit to wearing, the more support you're likely to receive from friends, colleagues and family. You can also ask your friends to vote on what they'd like to see you in. One donation counts as one vote!

The location you'll be dressing up in can have an impact on what you choose to wear. If you're hosting or heading to a Dare Party with friends, then you'll probably want to go a little bonkers. At work on the other hand, you might want to be a little more restrained. If your workplace has strict attire rules, you might consider organising an event that requires less of a style commitment, such as a mad hatter's morning tea, or a gaudy tie day. For more ideas and inspiration boards, check out www.pinterest.com/daretowear

'The Dare to Wear outfit' cont...

Once you've added a description of your dare outfit to your profile, it's a great idea to update it regularly (weekly) and kept fresh and alive with the latest updates, photos and any anecdotes. You can update your page whenever you like, so make sure to pop in new developments and pictures on a regular basis to help keep people interested and coming back. It is also a good idea to make a donation yourself and email your close friends/family first, so there is some activity on your page to begin with.

You can edit your fundraising page at anytime. Just go to www.gofundraise.com.au and login.

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We think those of you who go out and do a Dare to Wear Day challenge are as brave and courageous as the women Fitted For Work supports. We know it can be a bit scary to dress silly in public, which is why taking part in Dare to Wear Day as a team can be a fantastic way to share the fun, and make the whole experience a little less intimidating! Some great ideas for Dare to Wear challenges to organise with your fundraising team include:

- A Dare to Wear themed costumes party;
- A daring morning or afternoon tea at work;
- A BBQ with a silly dress-code;
- A workplace dare. Ask your colleagues to wear a particular crazy article of clothing, or wear your regular clothes in a crazy way. Eg, inside-out.
- A movie evening (you could dress up as your favourite character!)

Keep an eye on our Pinterest, and Fitted For Work's Facebook and Twitter, as we'll be keeping you entertained with more brilliant dare ideas!



Once you've signed up, found some partners in crime, and chosen a theme for your outfit, it's time to get the word out, and encourage colleagues, friends and family to sponsor your daring efforts. We've simplified this process for you into 5 simple steps...

Step 1 - Email

Send an email to all your friends, family members and co-workers with a link to your Dare to Wear Day fundraising page. Here's a draft email you can quickly paste into an email to let your contacts know about your dare.

Subject: I'm dressing up for Dare to Wear Day on 15 March – Will you sponsor me?

Message

Dare to Wear Day is on 15 March and I'll be dressing up in [costume description].
My goal is to raise [\$x] and I'd love your support!

There are three simple ways you can support me and Dare to Wear Day:

1. Register as a fundraiser yourself at www.daretowearaday.org
2. Sponsor my personal challenge at [www.daretowearaday.org/\[yourpage\]](http://www.daretowearaday.org/[yourpage])
3. Send this email on to your family and friends and request their support

Dare to Wear Day supports Fitted For Work, a not-for-profit organisation which helps women experiencing disadvantage get work and keep it. They help women build skills and confidence through interview training, mentoring, transition to work programs, and free business clothes outfitting. 75% of women assisted by Fitted For Work secure employment within 3 months.

Thank you very much for your support. I look forward to having some fun with you on Dare to Wear Day!

The more people you email, the more donations you will receive. Generally, at least one out of every 3 people WILL donate to you! Email people more than once, often people mean to donate but forget. A friendly reminder can go a long way.

Step 2 - Social media

If you have a Facebook page, Twitter or LinkedIn account or any other social media, share your dare and post your picture up. You may also like to create a Facebook event, which is an easy way of making sure your friends and acquaintances find out about your dare. Make sure you link to your dare page ([www.daretowearday.org/\[yourpage\]](http://www.daretowearday.org/[yourpage])).

Other activities that can help get the word out include:

- Posting regular updates (daily or weekly) on funds raised, with photos and funny stories;
- Inviting your friends to get involved;
- Posting up a link to the [Fitted for Work Facebook](#) page and contributing to the discussion and comments on the page's wall with updates and photos;
- Sharing Dare to Wear updates from the Fitted For Work Facebook and [Twitter](#) streams, and repinning photos from our [Dare to Wear Day Pinterest](#).

Step 3 - Postcards and Posters

Promote your participation in Dare to Wear Day by handing out the Dare to Wear Day postcards and pinning up the Dare to Wear Day poster in your office and on noticeboards. You can download the poster here and print it yourself, or contact Fitted for Work's national office for supplies.

[Dare to Wear Day Poster](#) (can be printed A4 or A3)

Step 4 - Email signature

Add a line to the bottom of your email signature. 'Please support me in Dare to Wear Day and help women experiencing disadvantage get work and keep it!' [www.daretowearday.org/\[yourpage\]](http://www.daretowearday.org/[yourpage])

You can also download this email signature and link it to your page if you're fancy!

[Download email signature](#)

[Download instructions for adding signature to email](#)

'Spreading the word' cont...

Step 5 - Gifting

If you are celebrating an important occasion such as an anniversary or birthday, consider asking for donations instead of presents. Put on your invites: *'No gifts please. Instead, please sponsor me in Dare to Wear Day at www.daretowear.org/(yourpage)'*.

You might also like to ask your company or boss to match you dollar for dollar on all funds raised.

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It can be very worthwhile to attend other relevant events and promote Dare to Wear Day, and your chosen challenge. A couple of great starting points are:

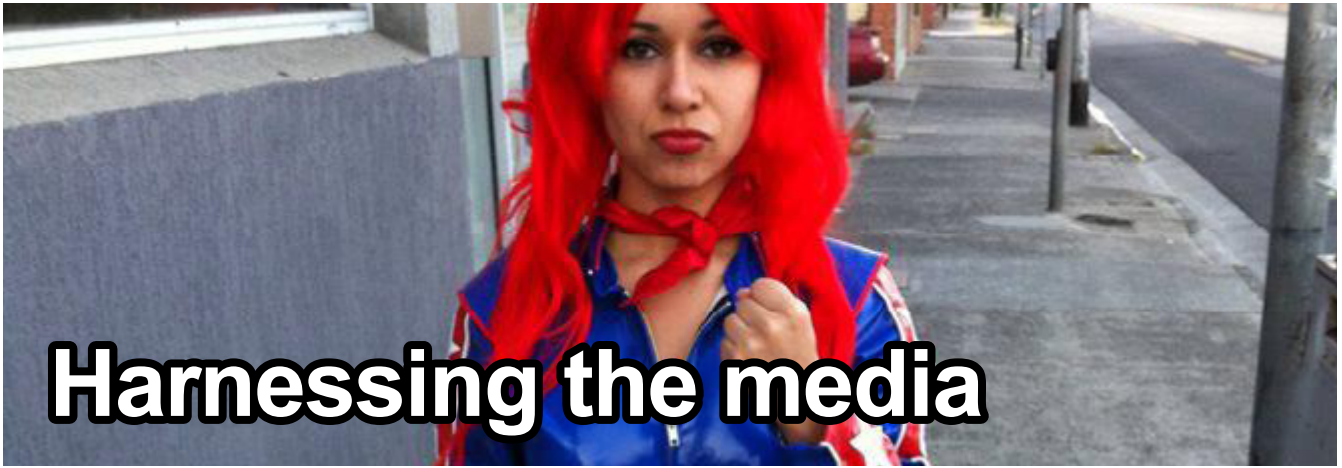
- **International Women's Day events**

Attend events during IWD and take along your postcards and tell people about Dare to Wear Day and FFW.

For a full list of events visit www.internationalwomensday.org.au

- **Networks**

If you belong to a networking group, club or committee, ask if you can have two minutes to tell people about Dare to Wear Day and FFW and ask for their support or place postcards on tables and chairs. Ask whether your child's school or university would be willing to participate.



How you promote your Dare to Wear Day challenge is limited only by your imagination. Keep your eye out for interesting ways of spreading the word, and if you think of a particularly brilliant idea, be sure to let us know! Some things to try are:

- Subscribe to the Fitted for Work newsletter and send it to all your family and friends;
- Write your own personal newsletter or blog. Include photos of yourself, friends, funds raised, what you did this week, facts about FFW and Dare to Wear Day. Don't forget to include links. Remember to also ask your friends to forward it to their friends;
- If you work for a company that has a newsletter, ask the person responsible for the newsletter to include a story on your dare;
- If you have a contact at your local paper, TV or radio station willing to promote Dare to Wear Day or if you have any media enquiries, please contact the Fitted for Work national office by calling 03 9620 5533 or email anne@fittedforwork.org

We thank you very much for your involvement in Dare to Wear Day. If you have any questions please contact us at info@daretowearday.org or phone 03 9620 5533.

Good Luck!

www.daretowearday.org