

# Frocktober

## in the workplace

### What is Frocktober?

Frocktober is the campaign that empowers people around Australia to channel their creative flair through their favourite frocks and loud outfits, all while raising urgently-needed funds for ovarian cancer research.

For a day, a week or the whole month of October, something as simple as the clothes we put on our back has the potential to start important conversations, raising awareness of the lack of an early detection method, of women's experiences, and of how we as a community can do more to support ovarian cancer research.

### Why is it important?

Ovarian cancer is the most lethal of all gynaecological cancers. Without an early detection test, it claims the life of one Australian every eight hours.

Frocktober is an opportunity to shine a light on ovarian cancer and raise funds for the Ovarian Cancer Research Foundation (OCRF) - the leading independent funder of ovarian cancer research in Australia. By funding research into early detection and improved treatment options, you can help save and extend the lives of thousands of women and girls facing an ovarian cancer diagnosis, now and in the future.



OVARIAN  
CANCER  
RESEARCH  
FOUNDATION

frocktober

# How to get involved



## Tell your boss to 'get frocked'

Have a boss or a colleague who doesn't mind a bit of a laugh? Why not ask them to nominate a fundraising goal for the office, in exchange for agreeing to 'get frocked' in an outfit of their colleagues' choosing? You might dress them up in a thrifted wedding dress or challenge them to recreate a famous red carpet look, the theme is up to you - just make it loud!

Turn up the heat: Increase the fundraising goal in exchange for them wearing their outfit on public transport on the way to work or out to Friday night drinks - it's bound to turn some heads and yield some extra donations!



## Share the effort

Take on the traditional 31 Dresses in 31 Days challenge, but share it amongst your team! Pick a day in the month as your Frock Day and show up to work in your loudest Frock. Ask your colleagues, friends and family to sponsor your frock, the largest donor could even choose the a theme or colour for you.



## Frock-off

Make it a competition! Whether you're in the office or working from home, you can organise a workplace 'Frock-off' for the ages. Choose a theme or let your imagination run wild. Charge an 'entry fee' for those wanting to compete and then ask the rest of the office to vote with their dollars! Pledge your donation towards the best Frock and then donate all the money to the OCRF in the winner's name.



## Frock Friday

This October, arrange a casual Fridays takeover with Frock Fridays! Gather your work besties and don your most darling dresses every Friday – all in the name of saving lives. There's no reason why the guys can't join in too and frock up or wear a 'loud' outfit to get into the spirit.

Keep a collection tin in the break room that lets everyone know how your fundraising is tracking and you'll smash your goal in no time!

# Working from home



## Frock Runway

Choose a day to have your whole team frock up and create your own fashion show from the comfort of your home. Hallways, kitchens, living areas and balconies can be your runways. Much like the 'Frock-off' you can make this one a competition and donate the funds raised in the winner's name.



## Zoom Frocktails

Can't do your usual Friday night drinks after work? Why not make it a virtual event and invite your colleagues to frock up in their Friday best over Zoom. If you have a colleague who fancies themselves as a bit of a mixologist, have them pick a 'Frocktail' recipe or two in advance and share with the team to make your own at home.



## Frock Oscars

Get the whole team involved throughout the month of October. Choose the day that you want to frock up and either snap a photo to put in the team Slack or surprise everyone in your Zoom meeting with your loud outfit. Set some categories and vote for the Frock Oscars at the end of the month.

Here's some category ideas:

- Best lead frock (the best of the best)
- Best supporting frock (the runner up)
- Best thrifted frock
- Best adapted frock (not quite a frock, but a creative effort!)



## Frock as your fave for Halloween

Pick a favourite actor, singer, musician, historical figure or spooky character and 'Frock Up' as them! Make it a bit of extra fun by asking your colleagues to guess who you are.

Instead of tricking or treating, share some important facts about ovarian cancer with your colleagues and have everyone make a donation as their vote for the best Halloween frock.

# Getting everyone on board

## Raise it at stand up

Put the idea out there at your team WIP, monthly meeting or morning stand-up - explain why you want to get involved in Frocktober and why it would be fun to participate as a team.

## Send an all-staff communication

Put together an email to send to your colleagues, telling them a bit more about Frocktober and how they can support. See our email template on the following page for some suggested wording.

## Ask for help

Whether it's from your teammates or from someone in the leadership team, see if you can gather a few people to help you drive the event and rally the troops. If you're in a larger organisation, you might want to consider pitching it to your senior leaders as an official corporate social responsibility idea, or to see if they would be willing to put some budget behind matching employee donations during Frocktober.

## Put it in the calendar

Make sure you send out a calendar invite to remind everyone of your fundraiser. If you're sharing the effort, put a reminder in each person's calendar for their nominated Frock Day.



# Example email

## Subject line: Let's get frocked!

Dear team,

It's time for us to get Frocked Up, for a cause.

Currently, women diagnosed with ovarian cancer in Australia face a 46% chance of survival beyond five years of their diagnosis. For the 70% who are diagnosed in the advanced stages, this chance is just 29%. It is Australia's most lethal gynaecological cancer and it is taking lives at an alarming rate - one every eight hours to be exact.

The Ovarian Cancer Research Foundation's vision is every woman, everywhere – free from the threat of ovarian cancer. Frocktober is an annual campaign that encourages people around Australia to use the clothes they wear to raise awareness and funds for ovarian cancer research, by 'frocking up' and getting loud.

Hosting a Frocktober fundraiser has a direct impact on ovarian cancer research funding. The funds raised are put towards research into early detection, prevention, treatment and managing recurrence of the disease.

Ovarian cancer research has historically been underfunded, and the OCRF exists to bridge the gap in funding so that ovarian cancer research can progress to a point where real change in survival rates can be realised, similar to what has been achieved for other female cancers such as breast and cervical cancer.

[Optional] This cause is important to me because...

I would love for you to get involved in [Frocktober event name] and help raise funds for this important research.

If you have any questions or want to know how you can help, please reach out to me.

Kind regards,  
[Name]

# Contact us

We're here to help with whatever you need to make your workplace Frocktober a success. Whether it's helping with planning, providing merchandise, booking an OCRF speaker for your event or even discussing opportunities to promote your fundraising via social media - we're here for you.

Visit [frocktober.org.au](http://frocktober.org.au) for more resources or reach out to a member of our team for further assistance - we can't wait to see how you 'Frock Up' and get loud.



## Email

[community@ocrf.com.au](mailto:community@ocrf.com.au)



## Phone

1300 682 742



## Website

[www.frocktober.org.au](http://www.frocktober.org.au)  
[www.ocrf.com.au](http://www.ocrf.com.au)



OVARIAN  
CANCER  
RESEARCH  
FOUNDATION

# frocktober