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CANCER  
RESEARCH  
FOUNDATION



**frocktober**

Community  
Fundraiser

INFORMATION PACK



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# Frock up. Raise funds. Frock cancer.

On behalf of the dedicated team at the Ovarian Cancer Research Foundation (OCRF), we would like to thank you for your interest in getting involved with Frocktober. Your support of the important work that we do, including raising community awareness and vital research funds, will contribute to finding an effective early detection method and improving the prognoses for women diagnosed with ovarian cancer.

Thanks  
for getting  
involved!



Alexandra Nea





# what is frocktober?

Founded in 2007, Frocktober continues to build momentum year on year, empowering women around Australia to Frock Up, Raise Funds and Frock Cancer.

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

As one of the most prominent fundraising events on the OCRF calendar, Frocktober is your chance to get involved, joining the sisterhood of passionate women who proudly frock up throughout October and raise urgently-needed funds for innovative ovarian cancer research.

By funding research into early detection and improved treatment options, we can save and extend the lives of thousands of women that currently face very low chances of survival.



## Why should I 'Frock Up'?

Frocktober empowers women of all backgrounds, lifestyles and fabulous fashion sense to support a common cause: ovarian cancer research. It's a chance to connect with like-minded women, share personal stories, flaunt your fashion style and play a pivotal role in the journey towards an early detection test for ovarian cancer.

### Frocktober is an opportunity to:

- Celebrate your own style
- Appreciate the joy in life and make the most of it
- Contribute to an important cause affecting women

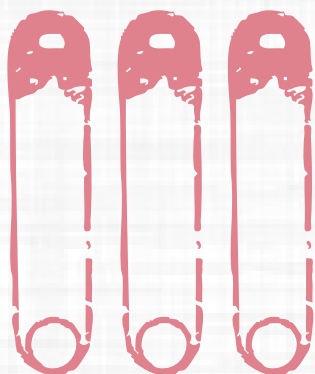
## How do I get involved?

Frocktober is all about getting involved, having fun and sharing your unique style. Consider curating a month-long Frocktober wardrobe, then upload a snap to your social channels each day wearing a different dress. Grab your friends and plan an event. Whether it's a small dinner out or cocktails via Zoom, frock up and put your best fashion foot forward.

This guide provides tips, ideas, and detailed information on all the ways you can show your support, as well as how to set up, promote and manage your Frocktober fundraising efforts.

*The fundraising process is more than just ticking boxes - it's also about creating a positive experience for all involved. Ultimately, our goal is to make the fundraising process simple, fun, and fruitful. We want to help you to help us.*





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# a short history of frocktober

In 2007, ten friends were sitting around a table in a 24-hour diner in Geelong. Their backgrounds spanned business, architecture, health, education and design, but they shared one common concern:- how they could encourage more women to get involved in a cause that impacts every woman, everywhere—ovarian cancer awareness and research.

Their solution was a quirky fundraiser that would empower women to rethink something they used everyday – their wardrobe – and transform it into something special. That's how Frocktober was born.

The themes this wonderful group imagined would drive interest and participation – creativity, flexibility and diversity – still underpin the campaign to this day.



Alexandra Nea





## Creativity:

Rather than spending money on new outfits, Frocktober encourages women to donate that money to the cause and instead get creative with their dresses—sewing their own garments, up cycling older pieces, or swapping with friends to rise up to the challenge.

## Flexibility:

The only dress code barrier is that participants wear a frock – a one piece dress. There are no restrictions on how you join in. Whether you want to dress up every day for the whole month of October, hold a one off event, or wear the same dress styled differently each day, the choice is yours.

## Diversity:

Ovarian cancer does not discriminate. Frocktober places women's diversity in the spotlight, embracing and celebrating shape, size, colour and style.



# the extra mile

In addition to your dress-wearing, going the extra mile to organise a special event or fundraiser might make the month even more special for you and your supporters. Frocktober is all about celebrating the diversity of women while raising awareness and funds to develop an early detection test to save women's lives. While brand new approaches to fundraising are fantastic, we know that coming up with the big idea can be the first stumbling block along the path to a successful fundraising event. To get the cogs turning, we have come up with a few examples that have worked well in the past.

## Frocktober Maker's Circle

Grab your besties and host an online Frocktober Maker's Circle. Create a dress from scratch, upcycle and give a vintage find a new lease on life, or create an accessory to wear with your current favourite. Find a project and create together throughout Frocktober, then auction your creations online or sell on Etsy.

## Frock' Day Friday

The workplace is a great place to begin your fundraising effort. Whether you're based in an office or working from home, you can get your team on board for a 'Frock' day Friday. Chat to your boss about hosting a 'Frock' day Friday event or casual clothes day, with participating employees asked to donate a specified amount to the OCRF. Not only will it raise funds, but it can also serve as an entry point to the ovarian cancer discussion, as well as boosting workplace morale.

## Cocktails & Canapes

For an event with a little bit of glamour, grab a handful of friends, dress up in your best cocktail frock and organise a dinner party. A small table at your favourite restaurant, or host cocktails and canapes at home; either way, a small catered event can be a great way to raise some funds.

If you're locked up at home, have Friday night cocktails via Zoom instead. Share your favourite cocktail recipes in advance, or ask your mixologist-bestie to join you online and have cocktail making lessons. Frock up and enjoy!

## Frocktober Raffle

Everyone loves a raffle, so why not collect some items and organise a Frocktober raffle. Consider a raffle for your workplace, amongst your friends or in your local sporting club, church or community group. Sell raffle tickets directly, via your Frocktober donation page, or have a virtual raffle via Zoom. Get creative with the prizes; perhaps a hamper of tasty treats, a gift voucher, or ask for donations from local business. It's a fun and easy way to help your Frocktober fundraising efforts.



### Fashion Show

Organise a fashion show at a local clothing store with an entry fee going to the OCRF. Approach local stores, positioning it as an opportunity to show off their latest styles. Alternatively, you could host one with your girlfriends, crack open the champagne and model your favourite fashions from years gone by.





Alexandra Nea

# how to get your frock on Pre-Frocktober preparations

## Get a team together

Everything is better in groups, so gather your tribe and create your Frocktober team. You can all work towards a group fundraising goal, brainstorm events, and then get organising, giving every team member a job.

## Create your fundraising profile

The OCRF have created our very own Frocktober fundraising hub where all donations can be collected. It allows you to create a profile and/or team, add information about your Frocktober journey, and set a fundraising goal that your supporters can follow. Visit [www.frocktober.org.au](http://www.frocktober.org.au) to register.

## Collect your frocks

If you're jumping in head first, then it's time to curate your 31 frocks for the 31 days of Frocktober. Think about borrowing, buying second hand, dusting off the old sewing machine or swapping with friends to supplement your own wardrobe. Remember that any frock fits the bill, from a costume to a ball gown, so get creative!

## Plan your social media

Think ahead of time about how you are going to post on social media. You might want to consider adding the Frocktober themed picture frame to your Facebook or Instagram profile during the campaign. While you're at it, include the link to your Frocktober fundraising page in your Instagram profile. These small actions can have a big impact on your campaign success.

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# planning your fundraiser

  
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To give your fundraiser the best chance of success, we have collated a few points to consider in the planning stages of your event.

## What

Think about the type of fundraiser you want to hold and what you will need to organise for the event. It should be a fun event for both you and your guests, whether it be an intimate lunch with friends or a large scale movie night.

## When

Be aware of any public holidays or key community dates which could clash with your event. Schedule your fundraiser in advance to give yourself enough time to adequately prepare, and your guests enough notice to attend.

## Where

Venues often have discount rates for charity functions, so don't be afraid to mention the cause.

Choose a location that can hold your guests comfortably, and which is easily accessible with parking and public transport.

## Who's on your list

*Your guest list should be tailored to the type of event you are hosting. Will any businesses be sponsoring the evening? Be sure to curate the event's proceedings around the cause, including introducing your guests to the OCRF and why you are fundraising. Enlist the help of family and friends if you need extra support planning your event.*





# throughout Frocktober

## Posting on social media

*Choose a platform that you like using, whether it be Instagram, Facebook, Twitter, Pinterest or even your own blog. Make sure you include the link to your donation page and the hashtags #frocktober and #ocrf.*



Posting a photo is one of the most effective ways to get people you know involved with your Frocktober efforts. Are you going to stick to smart phone selfies? Perhaps you have a budding photographer partner who would be willing to be a part of your campaign. Whether it's at home in front of the mirror everyday, or in the office next to all your frocked up co-workers, keep it consistent to help people follow your Frocktober journey.



Accompany your images with a brief caption covering the important cause you are supporting. People will be interested in Frocktober, what you are doing, and the work of the OCRF.

To help you develop your social media captions, you can download our social post templates from the resources section of the Frocktober site to fill in any gaps in your own content.

Here you will also find our Frocktober fact sheet that you may want to reference throughout the campaign to remind your supporters of why their gift is so crucial.





*You can achieve greater interest in your event  
by officially partnering with the OCRF.*

  
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**make it  
official  
get the OCRF  
to approve  
your event**



This will grant you access to our branding for use in your communications and promotions, as well as the opportunity to partner with our researchers and brand ambassadors.



All that you have to do is seek approval from the OCRF by reading our Fundraising Guidelines and filling out an Authorisation to Fundraise form. Assuming that your event abides by the OCRF's brand values and fundraising guidelines, and it does not pose a high risk, you will receive a letter confirming your Authorisation to Fundraise.



**We can grant you access  
to our branding for use  
in your communications  
and promotions, as  
well as the opportunity  
to partner with our  
researchers and brand  
ambassadors.**



# promoting your fundraising event

## build a Frocktober following

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Effective promotion of your event will ensure that you maximise this opportunity to raise funds and awareness of Frocktober and the OCRF.

The OCRF has a wide range of ambassadors who may be able to attend your event. We have celebrity ambassadors, researchers and most importantly, passionate survivors willing to tell their stories. Having an OCRF ambassador speak at your event can be a great marketing tool as well as inspiring your supporters to give more on the day.

## Social media

Promote an event, invite your family and friends, and encourage them to share it with their own networks. Information can spread quickly on Facebook, and you can easily track the progress of your campaign with popular hashtags on Twitter and Instagram. Don't forget to let the OCRF team know. We can support you via our social media channels. Please contact us on [community@ocrf.com.au](mailto:community@ocrf.com.au).

## PR opportunities

There is no reason why you can't seek out more traditional means of promotion as well. Local magazines and news crews are often willing to give some publicity to charity events, especially if you have a personal story to tell. Write a press release outlining the key messages and send it out to your network at least a month in advance, and another follow up document detailing the success of the event when it is complete.

## Merchandise packs

### The Frocktober Fundraiser

You can register as a Frocktober fundraiser at [www.frocktober.org.au](http://www.frocktober.org.au) for just \$25. You'll receive a supporter pack, including all the information and materials you need to kick start your fundraising activities.

#### ITEM INCLUSIONS:

- **Fundraising Information Guide**

Your go-to resource for tips, tricks, and general information to help you plan, host and promote your fundraising activities.

- **Frocktober '31 Facts for 31 Days'**

Use it as inspiration for your socials, information for your friends and family, or as a way to keep yourself motivated to raise funds.

- **Frocktober Bingo**

The best bingo you'll ever play! A go-to guide for what to wear and another fun way to raise funds. Who'll be the first person to call bingo?

- **Frocktober Badges**

Host an event in style, or simply show your support for the cause when you're out and about.

- **Frocktober Clear Tote Bag**

Add this fashion trend to your wardrobe. Super cute and practical, our clear tote ticks all the boxes.

- **Frocktober Candy**

Yum! Hide these little 'sweeties' – they're just for you!

*You can register as a  
frocktober fundraiser via  
[www.frocktober.org.au](http://www.frocktober.org.au) from  
just \$25*



  
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### Premium Frocktober Supporter

Those ready to hit the ground running can sign up for a premium Frocktober supporter pack for \$65. You'll receive all the standard gear, as well as some extra special goodies to help you frock up in style and show your support for this fabulous cause.

- **Exclusive Little Party Dress (LPD) Offer**

Treat yourself while doing good.

Purchase your next frock on us with 20% off full price LPD Dresses.

- **Frocktober Reusable Face Mask**

A stylish, practical addition to your wardrobe, and a 2020 must-have item.

- **Josie Joan's Scrunchie and Josie Joan's Hair Clips**

We've included a classic scrunchie for the big girls, plus a set of quality snap clips, covered in Liberty London prints, for the little girls. Both designed with comfort and style in mind exclusively from Josie Joan's.

- **Enjoy a \$30 Witchery voucher**

Treat yourself to something small, that item you've been coveting, or use it as a raffle prize in your fundraising efforts. Thanks to Witchery, a true style destination.

- **Exclusive Ylang Ylang & Rose Bath Crumble (300g)**

Relax and unwind with this delicious bath crumble from our friends at Splash Bath and Body. Made with cocoa butter shavings and organic botanicals, it's pure indulgence.

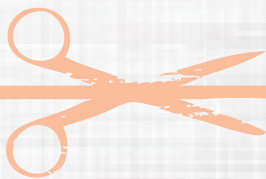
#### PLUS, THESE ITEMS FROM THE CORE PACK:

- **Fundraising Information Guide**
- **Frocktober '31 Facts for 31 Days'**
- **Frocktober Bingo**
- **Frocktober Badges**
- **Frocktober Clear Tote**
- **Frocktober Candy**





# wrapping it up



*We love to stay up to  
date with community  
success stories, so feel  
free to hashtag your  
photos with #ocrf and  
#frocktober.*



## Post event protocol

You can breathe a big sigh of relief and pat yourself on the back—your event was a hit! Don't forget to get in touch with the OCRF via [community@ocrf.com.au](mailto:community@ocrf.com.au) or contact a member of the team on 1300 682 742 and share the good news. Start sorting your receipts, because we will be guiding you through the important paperwork and collecting the funds raised. Your event would not have been possible without all of those people that helped you along the way. Be sure to let your sponsors, donors and attendees know that you appreciate their support.

# make sure *it's safe* & legal checking all the boxes

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*At any event, the safety of all involved should be a top priority. Here are a few tips to take full responsibility for health and safety at your fundraiser.*

## Fundraising guidelines

Ensure that you have read and understood the Fundraiser Guidelines on the OCRF website, under the 'Support Us' tab. Once your fundraiser has been approved, you will receive a letter confirming your Authorisation to Fundraise, which is your legal authority to undertake fundraising for the OCRF.

## Insurance

The OCRF is unable to provide insurance to cover third party community fundraising activities. You may want to consider public liability, venue, or other forms of insurance depending on the location and scale of your event. A local broker will be able to discuss your needs and make the necessary arrangements.

## Health and safety

Even for small scale events, safety is a top priority. Have a first aid box on hand, as well as someone who knows the correct procedures. St John's Ambulance can provide support if necessary. For larger scale events, include a safety debrief with helpers covering topics such as emergency procedures, responsibly handling electrical equipment, and food hygiene.

*To find out more about the regulations specific to your state or territory, you can contact the relevant local authority. See the following page for details.*

## Permits, licences & approvals

Laws and regulations relevant to fundraising events vary between states and territories. It is your responsibility as the Authorised Fundraiser to ensure that your event abides by these laws, and that you have obtained the appropriate permits.

Raffles and competitions may require a permit when the prize pool exceeds a certain amount.

Special consideration should also be taken when fundraising in public spaces. You may be required to obtain a permit from the council, and approval from local authorities such as schools or the police.

When collecting money from people you do not know personally, you may be required to wear an identification badge which includes your name, the registered charity (in this case, the OCRF), and where the money will be going.



# local authorities

## Australian Capital Territory

Fundraising Authority: L19000261  
ACT Gambling and Racing Commission  
PO Box 214, Civic Square ACT 2608  
Phone: 02 6207 0361  
[www.gamblingandracing.act.gov.au](http://www.gamblingandracing.act.gov.au)

## New South Wales

Fundraising Authority: CFN 13759  
Office of Charities  
Department of Gaming and Racing  
Office of Charities  
GPO Box 7060, Sydney NSW 2001  
Phone: 02 9995 0300  
[www.olgr.nsw.gov.au](http://www.olgr.nsw.gov.au)

## Northern Territory

Racing, Gaming & Licensing  
Division of NT Treasury  
PO Box 1154, Darwin NT 0801  
Phone: 08 8999 1800  
Email: [agd.licensingnt@nt.gov.au](mailto:agd.licensingnt@nt.gov.au)  
[www.nt.gov.au/industry/gambling](http://www.nt.gov.au/industry/gambling)

## Queensland

Fundraising Authority: CH1204  
Queensland Office of Gaming  
Regulation  
Locked Bag 180, City East Brisbane  
QLD 4002  
Phone: 07 3872 0999  
Toll free number 1800 064 848  
(Queensland only)  
[www.business.qld.gov.au/industries](http://www.business.qld.gov.au/industries)

## South Australia

Fundraising Authority: CCP727  
Office of the Liquor and Gambling  
Commissioner, Lottery Licensing  
GPO Box 1719 Adelaide SA 5001  
Phone: 131882  
Email: [lottery@saugov.sa.gov.au](mailto:lottery@saugov.sa.gov.au)  
[www.cbs.sa.gov.au](http://www.cbs.sa.gov.au)

## Tasmania

Fundraising Authority: F1A-12  
Liquor and Gaming Branch  
representing the Tasmanian  
Gaming Commission  
GPO Box 1374, Hobart TAS 7001  
Phone: 03 6233 2475  
Email: [gaming@treasury.tas.gov.au](mailto:gaming@treasury.tas.gov.au)  
[www.gaming.tas.gov.au](http://www.gaming.tas.gov.au)

## Victoria

Fundraising Authority: 10429  
Victorian Commission for Gambling  
Regulation, Minor Gaming Unit  
PO Box 1988, Melbourne VIC 3001  
Phone: 03 9651 3630  
Email: [minor.gaming@vcgr.vic.gov.au](mailto:minor.gaming@vcgr.vic.gov.au)  
[www.vcgr.vic.gov.au](http://www.vcgr.vic.gov.au)

## Western Australia

Fundraising Authority: 20100  
Gaming and Wagering Commission  
PO Box 6119, East Perth WA 6892  
Phone: 08 9425 1888  
Email: [rgl@rgl.wa.gov.au](mailto:rgl@rgl.wa.gov.au)  
[www.rgl.wa.gov.au](http://www.rgl.wa.gov.au)  
[www.rgl.wa.gov.au](http://www.rgl.wa.gov.au)







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# money matters

## depositing your funds

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*Setting up a fundraising  
page is easy...*

Head to  
[www.frocktober.org.au](http://www.frocktober.org.au)

Don't want to set up a  
fundraising page? Then  
transfer donations to the  
OCRF using one of these  
easy methods:

### Credit card

Fill out your credit card  
details on the Fundraising  
Return Form.

### Bank transfer

Complete payment to the  
OCRF bank account within  
14 days of your event.

Bank account details:

Name of Account:

OCRF Donations

BSB: 083-004

Account Number:

49 087 5036

### Cheque

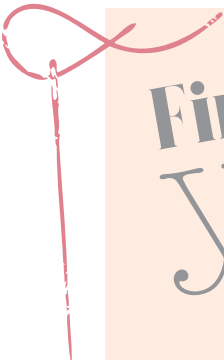
Make your cheque,  
payable to the Ovarian  
Cancer Research Founda-  
tion, and post to the OCRF  
office within 14 days of  
your event.

Administrative Office

Address:

PO Box 428

Ashburton VIC 3147



# Final Word... your support means more than you know



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Thank you for choosing to support the OCRF through your participation in Frocktober. Your time, effort and all important funds will help us to support ongoing research into finding an early detection test for ovarian cancer. It takes passionate people such as yourself to fight for our cause, so thank you.

*We wish you the best of luck on your Frocktober journey.*

## Contact us

Ovarian Cancer  
Research Foundation  
PO Box 428  
Ashburton  
VIC 3147

1300 OVARIAN (1300 682 742)

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

ABN: 24 898 129 866

ABRN: 130 949 834

<https://ocrf.com.au/>

Facebook: @OCRFsilver

Instagram: @ocrf

Twitter: @ocrfaustralia



Thank you to our  
Frocktober sponsors...

MEDIA PARTNER



RADIO PARTNER



FASHION PARTNER

*LittlePartyDress*

CREATIVE PARTNER

*Alexandra Nea*

FROCKTOBER SUPPORTERS

*Josie Joan's*



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