



DRY JULY 2021

TOOLKIT FOR

WORKPLACES

**EVERYTHING YOU NEED TO KNOW
AND DO BEFORE, DURING
AND AFTER DRY JULY**





WHAT IS DRY JULY?

Dry July is a fundraising campaign run by Dry July Foundation (a registered Australian charity).

Dry July asks people to give up alcohol in July and raise funds for people affected by cancer.

SIGNING UP IS AS EASY AS...



Sign up, then create a workplace team



Give up alcohol together in July



Raise funds for people affected by cancer

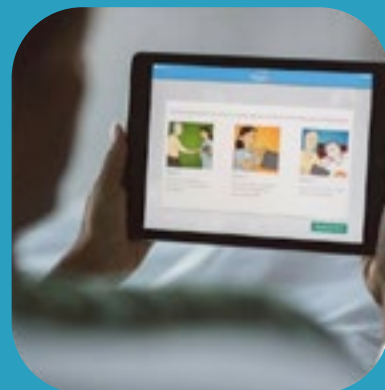
WHERE DOES THE MONEY RAISED THROUGH DRY JULY GO?



Wellness programs



Transport services



Entertainment items



Accommodation



Comfort items



Facility refurbishments



Hospital equipment



Information resources

WHY WORKPLACES GET INVOLVED IN DRY JULY?

It's a win for your workmates, for your workplace and for people affected by cancer. That's a triple win!

BENEFITS OF A DRY JULY

FOR TEAM MEMBERS



A clear head



Better sleep



Healthier skin



Weight loss



Increased energy levels



A great sense of achievement

BENEFITS FOR YOUR ORGANISATION



Enhance leadership skills



Strengthen teamwork



Build resilience



Stimulate creative thinking



Promote healthy lifestyle changes



The ability to give back and support your community

HOW WE SUPPORT YOUR WORKPLACE TEAM'S DRY JULY?

We know you've got plenty to do at work so rest assured we've designed a fully supported Dry July for your workplace team members and workplace team leader.

WORKPLACE TEAM MEMBER



Individually focussed email on-boarding journey (May – June)



Digital Welcome Pack



Weekly email support & progress updates



Health & Wellness information and tools



Donor & Participant prizes



High fundraiser gifts

WORKPLACE TEAM LEADER



Team focussed on-boarding journey



Digital assets for Dry July promotion



One-on-one support from our Workplace Engagement Manager



Fundraising ideas and Wellness resources



Competitions & incentives



Top 10 Workplace Team recognition



EVERYTHING YOU NEED TO KNOW ABOUT INVOLVING YOUR WORKPLACE IN DRY JULY

THINGS TO DO **BEFORE** DRY JULY (MAY & JUNE)



Nominate your **Dry July Team Leader** and **Dry July Champions** (people to help with fundraising and supporting your Dry July Workplace Team).



Host a **Dry July info session** to inform and excite colleagues. Email us at team@dryjuly.com if you'd like us to attend.



Decide on your **team beneficiary** (which cancer support organisation you'd like to fundraise for).



Before May register your interest in Dry July at [Register-your-interest](#)

From early May sign up at www.dryjuly.com



Have your **Dry July Team Leader** sign up as an individual first, then **create your Workplace Team**. Don't forget to **set a fundraising target**.

*Not sure what fundraising target to set your team?
Start at \$1,500 for a team of 5 – you can change this at any time.*

THINGS TO DO **BEFORE** DRY JULY (MAY & JUNE)



Invite your workmates to join your Dry July Workplace Team. Just share the URL to your team page.



Plan and diarise your fundraising events and team challenges.



Promote your Workplace Team's involvement in Dry July using our online assets. Visit [Fundraising for Workplaces](#) to see all the materials available for download and easy sharing.



Start your fundraising (starting before July is not too early!)



Visit the Dry July Shop for some great Dry July merchandise for your workmates.

FUNDRAISING TOOLS FOR YOUR WORKPLACE

Email signatures, posters, social media images, video meeting backgrounds, fundraising ideas and more can be found right [here](#).





THINGS TO DO **DURING** DRY JULY



Fundraise with passion (see “[Who and How to Ask](#)” for help around asking for donations)

- Host a **fundraising event** or activity with your workplace team. See our event/activity suggestions [here](#)
- Share your workplace team’s Dry July on social media. Add **#dryjuly @DryJulyFoundation @dryjuly** so we can see and share your posts too
- Check your **fundraising target**. Your workplace team’s fundraising target can be changed at any time
- **Mark off** your dry days with downloadable [Dry July Tick Off posters](#)
- Check the [Dry July Health Hub](#) for some great articles on fitness, life and nutrition
- Check out the competition on our **Dry July leaderboards**. Our top 10 workplace teams will receive a recognition reward



THINGS TO DO **AFTER** DRY JULY (AUGUST)



Make a **final call for donations** (it's never too late to donate, however the end of August is usually when we close for donations directly to individuals and teams at www.dryjuly.com).



Check with your organisation about **donation matching**.



Ensure all **offline donations are banked** and the **offline donation form** has been sent to Dry July Foundation.



Thank your donors.



Share the great outcomes of Dry July with your organisation. Look out for our emails with funding updates.



Complete the **Dry July Workplace Team Leader Survey**. We'll send a survey link to the Team Leader (we love feedback).



Celebrate your Workplace Team's Dry July achievement.



**PROUDLY SUPPORTING
OUR MAJOR BENEFICIARIES**



**HAVE QUESTIONS
OR WANT TO
KNOW MORE?**

Get in touch with Lyndal, our
Workplace Engagement Manager,
at lyndal@dryjuly.com

