



DRY JULY NZ 2021 TOOLKIT FOR WORKPLACES

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

I WON'T
DRINK
TO THAT!



DRY JULY
NZ TRUST



WHAT IS DRY JULY?

Dry July is a fundraising campaign run by Dry July NZ Trust (a registered New Zealand 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?

Funds raised will help New Zealand cancer charities to support local people in your community.



LOOK GOOD FEEL BETTER

Free programmes to help people touched by cancer to connect with others and regain their confidence



BOWEL CANCER NEW ZEALAND

Specialist nurses to support bowel cancer patients from diagnosis through their treatment and recovery



PROSTATE CANCER FOUNDATION NZ

Raising the bar on survivability and quality of life beyond diagnosis



PINC & STEEL

Helping people affected by all types of cancer through rehabilitation

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



High fundraiser gifts

WORKPLACE TEAM LEADER



Team focussed on-boarding journey



Digital assets for Dry July promotion



Support from the Dry July team for all your workplace related questions



Downloadable Fundraising Activities and Ideas



Wellness resources for your workplace



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.co.nz if you'd like us to attend via a video call.



Before May register your interest in Dry July at [Register-your-interest](#)
From early May sign up at www.dryjuly.co.nz



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 around \$800 NZD for a team of 5 – you can update 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.



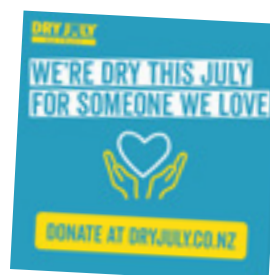
Promote your Workplace Team's involvement in Dry July using our online assets. Visit our [Fundraising page](#) to see all the materials available for download and easy sharing.



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

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 **#dryjulynz @DryJuly NZ Trust @dryjulynz** 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**.





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.co.nz).



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



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



Thank your donors.



Share the great outcomes of Dry July with your organisation. Look out for our emails and social media posts 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.

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

Get in touch with our Dry July Support Team at team@dryjuly.co.nz or call us on **0800 DRY JULY (0800 379 5859)**

