



# DRY JULY 2022 TOOLKIT FOR WORKPLACES

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

WE WON'T  
DRINK  
TO THAT!



**DRY JULY**  
FOUNDATION



# WHAT IS DRY JULY?

Dry July is the annual 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?

Funds raised by Dry July participants and donors help to provide practical, tangible support for cancer patients, their families and carers.



**INFORMATION AND  
SUPPORT SERVICES**



**SPECIALIST  
CANCER NURSES**



**WELLNESS  
PROGRAMS**



**CANCER CENTRE  
IMPROVEMENTS**



**ACCOMMODATION  
AND TRANSPORT**



**COMFORT AND  
SUPPORT ITEMS**

# WHY DO WORKPLACES GET INVOLVED IN DRY JULY?

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

## BENEFITS OF A DRY JULY

### BENEFITS 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 DO WE SUPPORT YOUR WORKPLACE TEAM'S DRY JULY?

We know you've got plenty to do at work so you can rest assured knowing you'll have plenty of support for your workplace team members and workplace team leader.

## WORKPLACE TEAM MEMBER



On-boarding journey  
including tips & tricks to  
a successful Dry July



Social media assets,  
pre-written emails &  
downloadable resources



Weekly email support &  
progress updates



Health & Wellness  
information and tools



Donor &  
Participant prizes



High fundraiser gifts

## WORKPLACE TEAM LEADER



Team focussed  
on-boarding journey



Social media assets  
& downloadable  
promotional resources  
for workplace teams



One-on-one support  
from our Workplace  
Engagement team



Team fundraising ideas  
& access to our  
Health Hub 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](mailto:team@dryjuly.com) if you'd like us to attend.

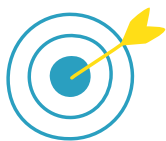


Decide on your **team beneficiary** (which cancer support organisation you'd like to fundraise for).



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

**From early May** sign up at [www.dryjuly.com](http://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** so your team will know where they are heading.

*Not sure what fundraising target to set your team? Start at \$1,500 for a team of 5 – you can update your target 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 or have them scan the QR code.



**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 Donations](#)” 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](http://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. Find our **Thank You graphics here**.



**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



Bowel Cancer  
AUSTRALIA



Cancer  
Council

Leukaemia  
Foundation®



McGrath  
Foundation



OVARIAN  
CANCER  
AUSTRALIA



Prostate Cancer  
Foundation of Australia

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

Get in touch with Lyndal,  
our Workplace Engagement &  
Partnerships Manager,  
at [lyndal@dryjuly.com](mailto:lyndal@dryjuly.com)

