

# EMPOWERHOUR

BY DRESS FOR SUCCESS®

## Suggested Email Copy

### Save the Date

**Timing:** Once fundraising page is set up, from December 2022

**Subject Line:** #EmbraceEquity with Dress for Success this International Women's Day

### Body:

Dear <NAME>,

As International Women's Day approaches (Wednesday, 8 March 2023), <COMPANY NAME> is excited to champion [Dress for Success](#), an organisation that empowers women to achieve economic independence by providing professional attire, a network of support, and career development tools to women in need. This IWD we are supporting Dress for Success through their [Empower Hour](#) campaign to empower more women across Australia into employment.

We believe that by investing in women, we are not only improving the lives of individuals, but we are also strengthening our communities and building a better future for us all. We are calling on our generous employees to join us in supporting Dress for Success and the important work they do.

Through Empower Hour we are asking you to donate one hour of your pay to directly help a woman on her path to employment and financial security. Dress for Success provides a holistic program of work wardrobe, job search and personal development workshops, and career coaching, to empower Australian women back on their feet and to become financially independent.

For this International Women's Day, #EmbraceEquity and donate one hour of your pay to empower a woman to change her future. Help us reach our goal of \$<GOAL> by sharing with your own networks, to transform even more Australian women's lives

You can make your donations to <COMPANY NAME>'s fundraising page at <UNIQUE URL>.

**<COMPANY NAME> will be matching all donations made to this fundraising page, to double the impact we can make together.** So, the more generous you are, the more generous we will be as well!

By supporting Dress for Success, we can make a real difference in the lives of vulnerable Australian women and help them achieve their goals. Together, let's support this important cause and celebrate the achievements of women on International Women's Day.

Kind regards,

<COMPANY CEO / CHARITY CHAMPION / FOUNDATION LEAD>

Visit <http://empowerhour.org.au> for more information.

# EMPOWERHOUR

BY DRESS FOR SUCCESS®

## Start of the Month

**Timing:** Wednesday, 1 March 2023

**Subject Line:** #EmbraceEquity with Dress for Success and <COMPANY NAME>

### Body:

Dear <NAME>,

Next Wednesday is International Women's Day, and this year <COMPANY NAME> is championing [Dress for Success](#)'s grassroots [Empower Hour](#) campaign to support more women into employment across Australia.

Empower Hour has supported more than 2,500 women to enter or re-enter the workforce across Australia. And with our support, it will continue to make sure even more women are provided with the professional attire, network of support, and career development tools they need to find employment and financial independence.

Together, we can create greater impact. This International Women's Day, donate one hour of your pay and dress even more women from the inside out. Help us smash our goal of \$<GOAL> by donating to <COMPANY NAME>'s fundraiser at <UNIQUE URL>.

<COMPANY NAME> will be matching all donations made to this fundraising page. So, the more generous you are, the more impact we can have on transforming women's lives!

By supporting Dress for Success, we can make a real difference in the lives of vulnerable Australian women and help them achieve their goals. Together, let's support this important cause and celebrate the achievements of women on International Women's Day.

Kind regards,

<COMPANY CEO / CHARITY CHAMPION / FOUNDATION LEAD>

Visit <http://empowerhour.org.au> for more information.

## Middle of the Month

**Timing:** Mid- March 2023

**Subject Line:** There's still time to champion Empower Hour with <COMPANY NAME>

# EMPOWERHOUR

BY DRESS FOR SUCCESS®

**Body:**

Dear <NAME>,

International Women's Day 2023 was once again a huge day at <COMPANY NAME>, with <activations across our offices / a morning tea hosted at our CBD office / how you celebrated>. As it is now mid-March, we are also midway through our support of our mission to empower more women across Australia into employment through [Empower Hour](#).

With <COMPANY NAME> **matching all donations** you make to this great cause, there's never been a better time to donate! We have raised \$<TOTAL> towards our target of \$<GOAL>, and your donation today can transform even more women's lives!

Donations can be made until the end of the month at <UNIQUE URL>.

By supporting Dress for Success, we can make a real difference in the lives of vulnerable Australian women and help them achieve their goals. Together, let's support this important cause and celebrate the achievements of women on International Women's Day.

Kind regards,

<COMPANY CEO / CHARITY CHAMPION / FOUNDATION LEAD>

Visit <http://empowerhour.org.au> for more information.

**End of the Month push**

**Timing:** from 25 March 2023

**Subject Line:** There's still time to champion #EmbraceEquity with Empower Hour

**Body:**

Dear <NAME>,

It's almost the end of March, which means it is almost the end of <COMPANY NAME>'s 2023 [Empower Hour](#) campaign.

Thanks to our generous staff across Australia, your donations have helped us raise \$<TOTAL RAISED>.

With <COMPANY NAME> **matching all donations**, this means double that total will go towards supporting women into employment through [Dress for Success'](#) holistic program of work wardrobe, job search and personal development workshops, and career coaching.

# EMPOWERHOUR

BY DRESS FOR SUCCESS®

It's not too late to make an even greater difference. Help us reach and exceed our goal of \$<GOAL> by donating before the end of the month at <UNIQUE URL>.

Together, let's make a real difference in the lives of vulnerable Australian women, and empower them into employment and financial independence.

Kind regards,

<COMPANY CEO / CHARITY CHAMPION / FOUNDATION LEAD>

Visit <http://empowerhour.org.au> for more information.

## Post Empower Hour Thank You

**Timing:** From April 2023

**Subject Line:** Thanks for championing Empower Hour with <COMPANY NAME> this IWD

**Body:**

\$<TOTAL RAISED>. That's how much of <COMPANY NAME>'s generous staff raised through our 2023 [Empower Hour](#) campaign.

This herculean effort will support [Dress for Success](#)' programs and services across Australia to help even more women overcome the barrier of unemployment, and support their journey to financial independence for them and their families. That's on top of the 2,500+ women already supported by Empower Hour.

<COMPANY NAME> is matching all donations, which means that we have been able to double this generosity, and support twice as many women into employment.

Your support has made a real difference in the lives of vulnerable Australian women. Thank you for being part of our work to #EmbraceEquity with Empower Hour this IWD.

Kind regards,

<COMPANY CEO / CHARITY CHAMPION / FOUNDATION LEAD>

Visit <http://empowerhour.org.au> for more information.