

EMPOWERHOUR

BY DRESS FOR SUCCESS®

Social Media Suggested Copy

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Set up a Fundraising page

Become an Empower Hour champion! Any team, group, or workplace can set up their own page to help Dress for Success empower more women into employment. [Find out more and register a page here.](#)

See our [Campaign Toolkit](#) for downloadable images (Facebook, LinkedIn, or Instagram), email and intranet templates and tag your local Affiliate.

Follow your local Dress for Success Affiliate

	Dress for Success Adelaide	Dress for Success Brisbane (Suited to Success)	Dress for Success Hobart	Dress for Success South East Melbourne (Groomed to Go)	Dress for Success Perth	Dress for Success Sydney
Facebook	https://www.facebook.com/DressforSuccessAdelaide	http://www.facebook.com/suitedtosuccess	https://www.facebook.com/dressforsuccesshobart	https://www.facebook.com/groomedtogosouthmelb	https://www.facebook.com/Dress-for-Success-Perth-190719254628404/	https://www.facebook.com/dressforsuccesssydney/
Instagram	https://www.instagram.com/dressforsuccessadelaide	http://instagram.com/suited_to_success	https://hobart.dressforsuccess.org/@dfshobart	https://www.instagram.com/groomedtogosouthmelb/	https://www.instagram.com/dressforsuccessperth/	https://www.instagram.com/dressforsuccesssydney/

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LinkedIn	https://www.linkedin.com/company/dress-for-success-adelaide/	https://www.linkedin.com/company/suited-to-success	https://www.linkedin.com/company/dress-for-success-hobart	https://www.linkedin.com/company/groomed-to-go-inc/	https://www.linkedin.com/company/18314970/	https://www.linkedin.com/company/dress-for-success-sydney/
YouTube					https://www.youtube.com/channel/UCBP3CoySYcB09iE6QjQFQOw	https://www.youtube.com/channel/UCZTsebug6IGfUdSVNhBHZg

Social media post for anyone

Support Dress for Success in their mission to empower more than 700 women to face their job search with the confidence, clothing, and tools to get hired.

#EmbraceEquity and donate one hour of your pay to empower a woman to change her future, dressed from the inside out.

Donate your hour now at www.empowerhour.org.au

#IWD2023 #EmpowerHour #DressforSuccess #empoweringwomen #dressedfromtheinsideout
#EmbraceEquity #CrackingTheCode

If you are hosting an IWD event

- The gender gap in Australia is growing. But you can help change that. I'm/we're hosting <insert your event> for #IWD2023 to raise money for #EmpowerHour to support women into employment. Can I count on your support? <UNIQUE URL>
- I'm putting together an event for #EmpowerHour this #IWD2023. I'm/we're hosting <insert your event>, and putting the FUN back into fundraising! Are you with me? <UNIQUE URL>
- Women across Australia are facing a cost-of-living crisis and seeing their families impacted. Let's change their lives. I'm/we're hosting <insert your event> for #EmpowerHour this #IWD2023 to raise funds for #DressforSuccess's life-changing programs. Come along and show your support. <UNIQUE URL>

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If you are an individual fundraising for Empower Hour

Social Media – short posts

- I'm transforming lives with #EmpowerHour this #IWD2023. I'm raising funds to empower women into employment with #DressforSuccess. Will you help me transform women's lives by donating your hour? <UNIQUE URL>. #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- Will you donate to transform lives this #IWD2023? I'm supporting women into employment with #EmpowerHour. Help me transform a woman's future by donating your hour - every gift funds grassroots programs across Australia. <UNIQUE URL>. #DressforSuccess #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- Join me this #IWD2023 and support #DressforSuccess's #EmpowerHour campaign! Donate now and together we can empower vulnerable women into employment with professional attire and career development support. <UNIQUE URL>. #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- I'm supporting #EmpowerHour by #DressforSuccess this #IWD2023 and I'd love your help to empower more women into employment across Australia. Let's make a difference together! <UNIQUE URL>. #empoweringwomen #dressedfromtheinsideout #CrackingTheCode

Thank you:

- Thanks for joining me to transform lives for #EmpowerHour this #IWD2023. I have raised \$<TOTAL RAISED> to empower more vulnerable women into employment; help me smash my goal by donating an hour of your pay at <UNIQUE URL>. #DressforSuccess #empoweringwomen #dressedfromtheinsideout #CrackingTheCode

Social Media – Longer Posts

- This #IWD2023 I'm supporting #EmpowerHour, a campaign to level the playing field for women in Australia re-entering the workforce.

Did you know that Australia's gender pay gap is 22.8% and we've dropped in global rankings from 15 to 43 in the last 15 years? #DressforSuccess helps vulnerable women get back on their feet by providing professional attire and career development support for free. Since 2009, they've helped over 40,000 women into employment.

Let's help them do even more! Donate at <UNIQUE URL> to help me reach my goal of \$<GOAL> and make a difference in women's lives.

#DressforSuccess #empoweringwomen #dressedfromtheinsideout #EmbraceEquity
#CrackingTheCode

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- This #IWD2023 I'm proud to support #EmpowerHour, a campaign to level the playing field for women in Australia re-entering the workforce.

The gender pay gap in Australia is a staggering 22.8%. Six months out of work can add another \$100,000 to the \$2 million average lifetime earnings gap between men and women. This is unacceptable.

That's why I'm supporting #DressforSuccess, an organisation that helps unemployed women get back on their feet by providing professional attire and career development support at no cost. Since 2009, they have helped over 40,000 women find employment.

Please join me in supporting this important cause by donating to my Empower Hour fundraiser. Together, we can #EmbraceEquity and make a real difference in the lives of women across Australia. Donate now at <UNIQUE URL> to help me reach my goal of \$<GOAL>.

#empoweringwomen #dressedfromtheinsideout #EmbraceEquity #CrackingTheCode

- This #IWD2023 I'm proud to support #EmpowerHour, a campaign to level the playing field for women in Australia.

The pandemic had an impact on everyone, but Australian women were particularly affected. Women saw a combination of a loss of employment, reduced income, and increased pressure to manage families, home schooling and unpaid caring duties. This has affected workforce productivity and women's mental health.

That's why I'm supporting #DressforSuccess, an organisation that helps unemployed women find and thrive in employment by providing professional attire and career development support at no cost. Since 2009, they have helped over 40,000 women find employment.

Please join me in supporting this important cause by donating to my Empower Hour fundraiser. Together, we can make a real difference in the lives of women across Australia. Donate now at <UNIQUE URL> to help me reach my goal of \$<GOAL>.

#empoweringwomen #dressedfromtheinsideout #EmbraceEquity #CrackingTheCode

If you are an organisation or group fundraising for Empower Hour

Tips & stats

Using your organisation's authentic voice to support any campaign will have more cut-through with your audience, and create open dialogues around the work that your organisation is doing to affect gender equity in Australia.

Here are some ways you can spark conversations around #EmpowerHour:

- The [WGEA Gender Equality Scorecard 2022](#) showed that:

- ★ Only 22.3% of CEOs are women
- ★ Only 20% of boards have gender balance.
- ★ 22.3% of boards are ALL men

How does your organisation fare against these statistics? If your Board has gender balance, make it known while also advocating for others to do that same AND while championing your support of Empower Hour to get more women back into the workforce to ensure that there is a pipeline of talent at all levels.

- The [WGEA Gender Equality Scorecard 2022](#) also showed that only 1 in 4 organisations have a gender-balanced leadership team. Speak to the women on your leadership team, and ask them why they think it is important to empower more vulnerable women into employment. Then use these statements as a blog post, social media post, internal article, etc to not only talk about how your organisation is challenging this statistic but also to promote your support of Empower Hour this year.
- The Mining, Electricity, Gas, Water and Waste Services, Construction and Manufacturing industries all have more than 75% men working in them. If your organisation is in one of these industries, what is your workplace doing to encourage more women into the workforce? Use Empower Hour as an opportunity to inform your employees, customers, and partners about the programs and initiatives you have in place to change this gender gap.
- COVID has exposed deep gender divisions in parenting and household labour, which has contributed to the precarity of women's economic independence. Women took on more of the unpaid household chores and caring responsibilities than men, and are more likely to drop out of work and study to accommodate caring responsibilities (Social Ventures Australia and the Centre for Social Impact (2021) [Partners in recovery: Moving beyond the crisis?](#)). What is your organisation doing to encourage flexibility for ALL staff members, no matter their gender identity?
- Personalising your Empower Hour support by providing images and quotes from senior leadership within your organisation is a simple way to encourage staff across the organisation to

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get involved. A simple social media tile with a short quote about why that individual supports Empower Hour is a simple and effective way of leading from the top when it comes to your Empower Hour engagement.

- Ask one of your senior leaders to share a personal story of when they experienced inequity, or talk about how they feel about equality within the workplace, to role model a culture of speaking openly about gender equity.

Social Media – short posts for employees

Encourage your employees to share when they have donated to your fundraising page, to create movement from within the organisation.

- Join <COMPANY> and I to transform women's lives across Australia with #EmpowerHour this #IWD2023. Help us support #DressforSuccess with a donation at <UNIQUE URL>. #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- I'm taking part in #EmpowerHour this year. I'm raising money and starting conversations to empower women into employment– and you're invited to help. Join me at <UNIQUE URL> #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- Let's dress women from the inside out! Join our #EmpowerHour efforts to raise funds and empower women into economic independence <UNIQUE URL> #IWD2023 #DressforSuccess #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- #IWD2023 is here – join me for #EmpowerHour to empower women with #DressforSuccess and help raise funds to transform women's lives across Australia. Donate your hour here: <UNIQUE URL> #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- As women around the world continue to be disproportionately impacted by the cost-of-living crisis, I am helping #DressforSuccess inspire confidence and resilience among women through #EmpowerPower. Join me and donate at <UNIQUE URL> to empower a vulnerable woman #IWD2023 #empoweringwomen #dressedfromtheinsideout #CrackingTheCode

Social Media – short posts

- As women around the world continue to be disproportionately impacted by the cost-of-living crisis, we are proud to help #DressforSuccess inspire confidence and resilience among women through #EmpowerPower. Join us and donate just one hour of your pay at <UNIQUE URL> to empower a vulnerable woman #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- Transform vulnerable women's lives with #EmpowerHour this #IWD2023. <COMPANY> is raising funds to empower women across Australia into employment thanks to #DressforSuccess. Help

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us transform women's lives by donating your hour at [<UNIQUE URL>](mailto:donate@empowerhour.com.au). #empoweringwomen #dressedfromtheinsideout #CrackingTheCode

- Join us by donating your hour to transform women's lives this #IWD2023. [<COMPANY>](mailto:donate@empowerhour.com.au) is supporting women into employment and raising money for #EmpowerHour. Help us change more women's futures - every gift, no matter the size, funds grassroots programs across Australia. [<UNIQUE URL>](mailto:donate@empowerhour.com.au). #DressforSuccess #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- Join [<COMPANY>](mailto:donate@empowerhour.com.au) this #IWD2023 and support #DressforSuccess's #EmpowerHour campaign! Donate your hour now and together we can empower vulnerable women into employment with professional attire and career development support. [<UNIQUE URL>](mailto:donate@empowerhour.com.au). #empoweringwomen #dressedfromtheinsideout #CrackingTheCode
- [<COMPANY>](mailto:donate@empowerhour.com.au) is supporting #EmpowerHour by #DressforSuccess this #IWD2023 and we want you to help us reach our goals to empower more women into employment across Australia. Let's transform more women's lives to make a difference together! [<UNIQUE URL>](mailto:donate@empowerhour.com.au). #empoweringwomen #dressedfromtheinsideout #CrackingTheCode

Thank you:

- Thanks for joining [<COMPANY>](mailto:donate@empowerhour.com.au) for #EmpowerHour this #IWD2023. Together we have raised \$[<TOTAL RAISED>](mailto:donate@empowerhour.com.au) to empower more vulnerable women into employment. Help us reach our goal by donating an hour of your pay at [<UNIQUE URL>](mailto:donate@empowerhour.com.au). #DressforSuccess #empoweringwomen #dressedfromtheinsideout #CrackingTheCode