

# EMPOWERHOUR

BY DRESS FOR SUCCESS®

## Suggested Email Copy

**Save the Date**

**Timing:** February 2023

**Subject Line:** #EmbraceEquity with Dress for Success #IWD22

**Body:**

Dear <NAME>,

As International Women's Day approaches (Wednesday, 8 March 2023), I am this year championing [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 I am getting behind their [Empower Hour](#) campaign, to support more vulnerable women across Australia into employment.

By investing in women together we are not only improving the lives of individuals, but also strengthening our communities and building a better future for us all. I would love it if you would support Dress for Success and the important work they do, so we can have an even greater impact.

This year I am just asking you to donate one hour of your pay to #EmbraceEquity and empower a woman to change her future. Help me reach my goal of \$<GOAL> by donating to my fundraising page at <UNIQUE URL>.

By supporting Dress for Success, you and I can both 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.

Thank you,

<NAME>

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

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<b>Start of the Month</b>
<b>Timing:</b> Wednesday, 1 March 2023
<b>Subject Line:</b> Help me #EmbraceEquity with Dress for Success
<b>Body:</b> <p>Dear &lt;NAME&gt;,</p> <p>Next Wednesday is International Women's Day, and this year I am championing <a href="#">Dress for Success's</a> grassroots <a href="#">Empower Hour</a> campaign to support more women into employment across Australia.</p> <p>Empower Hour has helped more than 2,500 Australian women to enter or re-enter the workforce after a period of unemployment. And with your support, we can continue to make sure even more women are provided with the professional attire, network of support, and career development tools they need to gain financial independence.</p> <p>Together, we can create greater impact. So please help me smash my goal of \$&lt;GOAL&gt; by donating to my fundraiser at &lt;UNIQUE URL&gt;. The more generous we are, the more impact we can have on transforming women's lives!</p> <p>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.</p> <p>Thanks,</p> <p>&lt;NAME&gt;</p> <p>Visit <a href="http://empowerhour.org.au">http://empowerhour.org.au</a> for more information.</p>

<b>Middle of the Month</b>
<b>Timing:</b> Mid- March 2023
<b>Subject Line:</b> There's still time to champion Empower Hour and #EmbraceEquity

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**Body:**

Dear <NAME>,

It's the middle of March, which means I am halfway through my mission to empower more women across Australia into employment through [Empower Hour](#).

So far, I have raised \$<TOTAL> towards my target of \$<GOAL>. Help me reach my target by donating today at <UNIQUE URL> to transform even more women's lives with [Dress for Success](#)!

Join me in making a real difference in the lives of vulnerable Australian women, to help them achieve their goals. I would love for you to join me in supporting this important cause, so we can #EmbraceEquity and support more women into employment.

Thank you,

<NAME>

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 join me to #EmbraceEquity with Empower Hour

**Body:**

Dear <NAME>,

The month of March, also known as Women's History Month, is drawing to a close which means so is my 2023 [Empower Hour](#) fundraiser.

Thanks to generous friends and family members like you, we have been able to raise \$<TOTAL RAISED> to support women into financial independence with [Dress for Success](#). Thank you for being part of this journey with me.

It's not too late for us to make an even greater difference. Help me smash my goal of \$<GOAL> by donating before the end of the month at <UNIQUE URL>.

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

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Thanks so much for all your help,

<NAME>

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 me this IWD

**Body:**

Dear <NAME>,

Without your support I couldn't have raised \$<TOTAL RAISED> this International Women's Day. Thank you so much for contributing to my 2023 [Empower Hour](#) fundraising efforts!

This joint 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!

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

Thank you again,

<NAME>

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