



# DRY JULY 2023 TOOLKIT FOR WORKPLACES

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

**DRY JULY**<sup>®</sup>  
FOUNDATION

Leukaemia  
Foundation<sup>®</sup>

THIS IS WHY WE  
**DRY JULY**



# 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





# GO DRY THIS JULY AND GIVE AUSTRALIANS WITH BLOOD CANCER THE LIFE-CHANGING SUPPORT THEY NEED

Blood cancer doesn't discriminate. It can happen to anyone.

53 Australians will have their lives turned upside down today with a blood cancer diagnosis. Another 53 will face the same news tomorrow.

After a diagnosis, it can be nearly impossible to know where to turn.

This is where – with the help of your workplace – one of the Leukaemia's Foundation Blood Cancer Support Coordinators comes in.

This year, your Dry July fundraising will directly fund the work of the Leukaemia Foundation's Blood Cancer Support Team across the country.

This Australia-wide team of support specialists works to provide emotional support, information and care for not only patients, but families and carers impacted by blood cancer.

Like a caring coach in your corner, these incredible Blood Cancer Support Coordinators are there for everyone facing blood cancer, helping people feel strong and supported when they need it most. In person, over the phone and online, they provide personalised support to anyone who needs it, regardless of where they live.

# 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.

We can send you loads of resources to use to really get the team motivated.



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)).



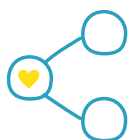
Check with your organisation about **donation matching**.



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.

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

Get in touch with

Leukaemia Foundation



[www.leukaemia.org.au](http://www.leukaemia.org.au)

**THIS IS WHY WE  
DRY JULY**