

FROCKTOBER



OVARIAN
CANCER
RESEARCH
FOUNDATION

FROCKER

FUNDRAISING GUIDE



HELLO FROCKER!



**Welcome to Frocktober 2025!
Thank you for registering.**

Now that you are signed up, let's get you ready to frock and roll and really make an impact.

'Frockers' – our amazing community fundraisers – are the heart and soul of Frocktober. Over the years, Frockers have made this fun and fashionable fundraiser their own and raised millions of dollars for ovarian cancer research in a range of frocking fabulous ways. From frocktail parties to a month-long fashion parade on social media, what you do to raise funds and awareness, is up to you.

So, whether you are a veteran Frocktober or you're frocking up for the first time – thank you for joining this community of stylish changemakers.

This guide is designed to get you ready to strut your stuff, maximise your impact and make fundraising a breeze.



FROCKING MATTERS

Frocktober is more than just a fashionable fundraiser – it's a movement. A movement fueled by the belief that we can, and will, improve outcomes for ovarian cancer. It's a collective effort that brings together people from all walks of life—every Frocktober and every donation builds momentum. As an independent organisation, the Ovarian Cancer Research Foundation is supported entirely by the community, so it's thanks to people like you, that we're able to make strides in ovarian cancer research.

IMPACT

- Since 2015, Frocktober campaigns have raised more than **\$5.8 million** for ovarian cancer research.
- In 2023, nearly **770 Frockers**, over **12,300 supporter donations**, countless social posts and priceless awareness-raising across the nation culminated in more than \$1.2 million for ovarian cancer research.
- In 2025, the Ovarian Cancer Research Foundation awarded \$3.5 million in research grants across eight innovative and important ovarian cancer research projects via the OCRF National Research Grants Scheme. This demonstrates how your Frocktober fundraising contributes to medical research funding. [Read more about it.](#)

SO MANY WAYS TO FROCK UP

There are loads of ways to frock up. The important thing is you are turning heads, grabbing attention and sparking conversations, while bringing in the dollars through sponsorships, donations and any other fundraising channel you can think of!

You'll be amazed how your friends and family get behind you when you frock up for ovarian cancer! **Here are some ideas to get you started...**

31 DAYS, 31 FROCKS

The OG way to frock. Dive into your closet, borrow from friends or sew your own looks to put together 31 outfits for 31 days of October. Or make it one frock, 31 ways. Share your challenge with friends and family and get sponsorship for your daily fashion foray.

FROCKING OUT OF PLACE

For the extra bold and brave. There's nothing more conversation-inducing than wearing a frock, loud shirt or pant suit to the gym, on a run or during your grocery shop. We've seen a wedding dress worn down aisle five at the supermarket and a ball gown donned to mow the lawn – the possibilities to frock out of place are endless... and hilarious!

FROCK FRIDAYS (OR ANY OTHER DAY)

Pick your favourite day of the week to give it your all and knock it out of the proverbial fashion park! Heading into the office, seeing a regular walking buddy, heading to a dance class or book club? Choose your day to really get heads turning and those dollars in the door, while sparking important conversations.

SOMETHING BORROWED

Who needs new? Tap into the collective good will and swap with fashionable friends, siblings or colleagues. Great way to get down the cost per wear for a fabulous frock or outfit!

SOMETHING MADE, WITH LOVE

For makers and crafty Frockers, set a challenge to make a new frock – something really special - share progress updates along the way and showcase it at the end of the month.

ANYTHING OTHER THAN A FROCK

We get it. Frocks aren't for everyone. Some past frock fanatics have even challenged themselves to NOT wear a dress throughout October and opt for pants! Don your loudest shirts, your funkiest socks, your boldest pant suits – frock your way.



HOW TO BRING IN THE DOLLARS

1

MAKE IT PERSONAL

Share why you're participating in Frocktober. Whether you've been personally affected by ovarian cancer or just want to make a difference, letting people know why you care can inspire them to donate. Fundraisers who add their story in the description raise 65% more on average!

2

SHOUT IT FROM THE ROOFTOPS

– or at least your social media! Snap your daily OOTD (outfit of the day) and share why you're supporting Frocktober. Use hashtags like #Frocktober2025 and #FrockOvarianCancer to spread the word, inspire others to join the movement, and connect with other Frockers. Check out our 31 facts for inspiration.

3

ASSEMBLE YOUR TEAM

Frocktober is more fun with friends! The more, the merrier—and the greater the impact. Rally your friends, family, or community to help support your fundraising efforts. Ask your friends and family to join your team, attend your event, or share your page on their own social media channels.

4

USE OUR TOOLS AND RESOURCES

Check out the [Frocktober website](#) for everything you need to make Frocktober a success. From downloadable social media tiles, frock-spiration to social templates, we've got you covered, so that you can focus on having fun and raising funds!

5

TELL THE MEDIA

Write to your local newspapers and radio stations about your brilliant fundraising, as this can provide great exposure for your fundraiser and Frocktober.

6

GET THE BOSS ON BOARD

Double your donations by asking your employer if they offer matched funding or, if they are willing to contribute towards your fundraiser and help spread the word. If you'd like to fundraise in your workplace, check out our [workplace fundraising guide](#).

7

CREATE YOUR OWN CHALLENGES AND COMPETITIONS

Get creative and pledge to take on some mini challenges when you hit specific points in your fundraising! Will you wear your formal dress to the supermarket or play tennis in sequins?

Or why not create your own ‘fundraising frenzy’ - any friend or supporter who donates to your fundraising page over the value of \$X, during a set period, goes in the running to win a prize?!

8

GET KITTED OUT!

Don't feel like wearing a frock today? Get your hands on some of our Frocktober merchandise. This is a great way to spread awareness.

9

GIVE CONTEXT

Sometimes it helps to frame donations in everyday terms. Compare the cost of a small luxury, like a daily coffee or a dinner out and explain the impact that money will have. Remind supporters: it's not about the individual amount, but the collective difference it makes. Every bit helps, and even the smallest sacrifice can have an impact.

10

HOST AN EVENT

Host a quiz night, fashion show, or frocktail party—whatever suits your style! Add a frocking twist, like a best-dressed contest, to keep things fun and engaging. Check out our [event guide](#), it's bursting with tips and tricks, ideas and inspiration.

[SEE ALL THE RESOURCES](#)

LEARN FROM FELLOW FROCKERS

Want to hear from other veteran Frockers who know what exactly has worked and what hasn't in past years? Make sure you [visit our Frocktales section](#) to read about their stories, tips and tricks. You can even [submit your own story](#) for consideration to be featured!

See what past peers have done!

Sometimes seeing is believing. Head to Instagram to see how past Frockers have frocked up by simply searching #Frocktober2024 or #Frocktober to get inspired.

Don't forget this year's social handles and tags when you post!

#Frocktober2025 #FrockOvarianCancer

- Facebook: [@OCRFAustralia](#)
- Instagram: [@frocktober_ocrf](#)
- X: [@ocrfaustralia](#)

You can connect with local Frockers via our special [Frocktober Instagram](#) and [Facebook page](#). Please note: the OCRF will ask you to supply your 2025 Fundraising page link before being accepted into the Facebook group.

WHERE TO FIND MORE FROCKING HELP

If you still have some questions, please head to our [FAQs page](#) - there's loads of info there.

If you have another query, feedback or a brilliant idea to share with us, please get in touch at community@ocrf.com.au, we'd love to hear from you!

From all of us at OCRF, thank you for frocking up and helping Frock Ovarian Cancer.

We think you are **frocking fabulous!**

