

**FROCKTOBER**



OVARIAN  
CANCER  
RESEARCH  
FOUNDATION

# EVENTS

**FUNDRAISING GUIDE**



# YOUR ONE STOP-SHOP FOR A FROCKING FABULOUS EVENT!



Ovarian cancer is the most lethal gynecological cancer, and it's time to take action. Events are a fun and meaningful way to unite people in style and solidarity this Frocktober.

Early detection is challenging, there have been little improvements in treatments in decades, and symptoms are often vague, which makes research critical. By hosting an event, you'll spark important conversations, raise awareness, and fund the research needed to improve outcomes for women everywhere.

Did you know? The development of an early detection test for ovarian cancer could shift the five-year survival rates from just 49% to over 90%!

**Every frock worn and every dollar raised paves the way for a brighter future for generations of women.**

This guide tells you where your money goes, provides ideas and inspiration, tips for planning your event, maximising your fundraising, the big day and finalising your fundraiser, how to get extra support, plus all of the boring (but important!) stuff.

“When [my sister] was made palliative, one of the things on her list was to have a party with her nearest and dearest and raise money for ovarian cancer research.

We organised a Frocktober party, and even in her weakened state, Tammy was determined to frock up one last time and celebrate with us. We continue to have an event every year in her memory. ” - Kirsten Watson



# WHERE YOUR MONEY GOES



Every dollar you collect is channeled into funding vital ovarian cancer research through the OCRF's National Research Grants Scheme. It's these funds that enable researchers to develop new methods for early detection, find more targeted treatments or preventative measures that could save lives and offer hope to women and their families facing this devastating disease.

We encourage you to read more about how the [OCRF's community funds are spent](#).

## IF YOUR EVENT RAISES...

**\$500**

This supports researchers to reveal the hidden roles of proteins in ovarian cancer which could pave the way for more targeted, effective treatments

**\$1,000**

This helps researchers decode the intricate genetic blueprint of ovarian cancer. This crucial step reveals the underlying drivers of the disease and guides us towards targeted, effective treatments

**\$5,000**

This propels the development of breakthrough technologies for early detection of ovarian cancer.



# LET THE FUN BEGIN... IDEAS AND INSPIRATION



Here are a few fun and engaging event ideas to spark your imagination. Tailor your event to your audience and let your creativity shine.

## FROCKTAIL PARTY

Host a stylish cocktail party or afternoon tea and encourage guests to frock up for the occasion. Include a best-dressed competition, silent auction, or raffle to boost your fundraising efforts.

## FROCK SWAP

Organise a clothes swap event where attendees can exchange gently worn frocks. Charge a small entry fee, with all proceeds going to ovarian cancer research.

## FASHION SHOW

Organise a fashion show and invite local businesses, colleagues, friends or family to strut their stuff and showcase their best frocks. Sell tickets, with proceeds going to the OCRF.

## FROCKTOBER-FEST PICNIC

Host a community picnic in your local park. Invite friends and family to wear their favourite frocks. Include games, a raffle, and a donation box to raise funds.

## FROCKING FUN RUN

Gather your friends and family, slip into your favourite frocks and lace up those running shoes for a Frocking Fun Run! Encourage participants to set up a fundraising page and get sponsorship from their friends and family.

## FROCK & ROLL CHARITY CONCERT

Get your frock out and rock out at your very own Frock & Roll concert! Invite local bands or DJs to perform while everyone rocks their best frocks. Set up a stage, sell tickets, and offer food and drinks for an evening of music, fun, and fundraising.

## FROCKTASTIC QUIZ NIGHT

Put your knowledge to the test with a Frocktober-themed quiz night! Gather your friends, family, or colleagues for a fun and interactive evening where you quiz them on everything from fashion history to ovarian cancer facts. Add a frocking twist by encouraging everyone to dress in their most fabulous outfits. Charge an entry fee and offer prizes for the top scorers to add an extra layer of excitement.

## CREATE YOUR OWN

Think outside the box! Events are all about having fun, the more unique your event, the more likely people will be to participate and donate.

No matter what kind of event you plan – be it glamorous or laid-back – get your friends together, have a blast, and watch the donations add up. As long as you're enjoying yourself and making a difference, you're absolutely frocking it!

# GET THE PARTY STARTED



Once you've nailed down your idea, it's time to get planning.

1

## SET YOUR DATE, TIME AND LOCATION

Choose a venue that fits your event size and style, whether it's a local community center, a park, or even a virtual space. Schedule your fundraiser in advance to give yourself enough time to adequately prepare, and your guests enough notice to attend.

2

## SET YOUR FUNDRAISING GOAL

Whether you're aiming to raise \$100 or \$10,000, every dollar counts. Set a goal that feels achievable but ambitious, and remember that all funds raised support potentially life-saving ovarian cancer research.

3

## REGISTER YOUR EVENT

Visit the Frocktober website to [register your event](#). We can't wait to hear all about it! Once you have registered your event we'll send you our proud supporter logo and a letter of authority to fundraise.

4

## THE DETAILS

If your event will be ticketed, ensure the tickets cover costs and consider incorporating a donation into the ticket or entry fee. Arrange for catering or a potluck setup if your event includes refreshments. Book speakers, entertainment or put together a playlist. If you would like an OCRF ambassador or staff member to speak at your event, [please reach out](#).

5

## PROMOTE YOUR EVENT

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

# MAXIMISE YOUR FUNDRAISING

## SECURE SPONSORSHIP AND DONATIONS

Reach out to local businesses you know and love and ask them to consider sponsoring your event or donating gifts in kind. These contributions can enhance your event, reduce costs and boost fundraising efforts. Check out our [sponsorship request letter](#) to outline your event and the benefits of supporting Frocktober. Nervous about asking? We totally get it, but just remember the old saying 'you don't get what you don't ask for!' People can always politely decline if they're not in a position to help, but you won't know unless you reach out.

## ORGANISE FUNDRAISING ACTIVITIES

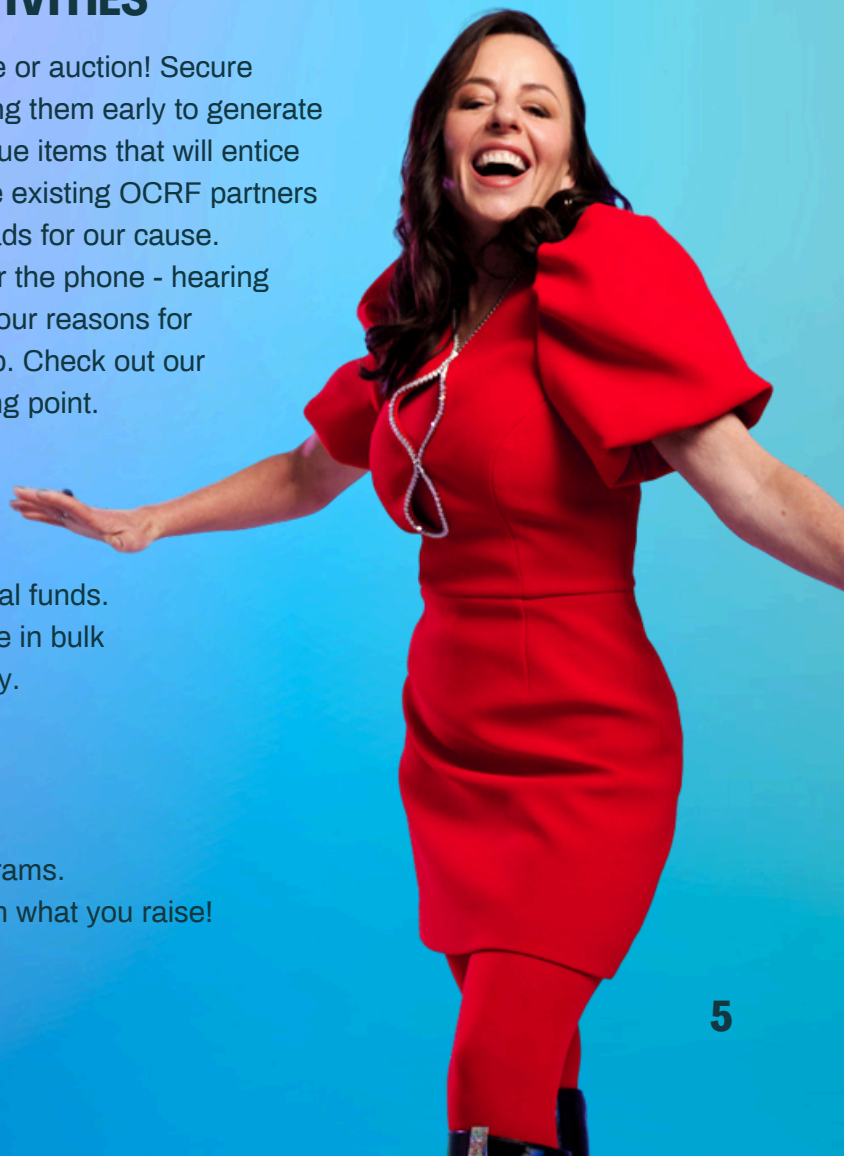
Add some excitement to your event with a raffle or auction! Secure high-quality, desirable prizes and start promoting them early to generate a buzz. Consider including experiences or unique items that will entice your guests. Please do not approach any of the existing OCRF partners or sponsors – as you know, they already do loads for our cause. Instead, approach businesses in person or over the phone - hearing how passionate you are about the cause and your reasons for fundraising will inspire those around you to help. Check out our [Raffle Prize Template Letter](#) for a helpful starting point.

## SELLING MERCHANDISE

Sell Frocktober-themed merch to raise additional funds. If you would like to buy discounted merchandise in bulk (20+ units) to sell at your event contact us today.

## DOUBLE YOUR IMPACT

Many companies offer donation matching programs. Check with your employer to see if they'll match what you raise!



# THE BIG DAY IS HERE!



Have a frocking fabulous time!

## CAPTURE THE MOMENT

Take photos and videos of your event and share them on social media using **#Frocktober2025 #FrockOvarianCancer**.

 [@OCRFAustralia](#)

 [@frocktober\\_ocrf](#)

 [@ocrfaustralia](#)

Showcasing your efforts can inspire others to get involved or donate.

## COLLECT DONATIONS

Create a QR code that links to your Frocktober fundraising page to avoid cash handling on the day. If you do collect cash donations, contact [community@ocrf.com.au](mailto:community@ocrf.com.au) for instructions on how to bank them.

## WHERE TO FIND MORE FROCKING HELP

Our Donor & Partnerships team are here to support you. If you require any further support, please email [community@ocrf.com.au](mailto:community@ocrf.com.au) or contact us on [1300 682 742](tel:1300682742).

## FINALISING YOUR FUNDRAISER

You can breathe a big sigh of relief and pat yourself on the back—your event was a hit! You've helped fund lifesaving ovarian cancer research!

Your event would not have been possible without the people that helped you along the way. Be sure to thank your sponsors, donors and attendees and let them know that you appreciate their support. Let them know how much was raised and the impact it will have. Use this opportunity to build relationships for future events and celebrate the collective effort in supporting ovarian cancer research!



# THE BORING (BUT IMPORTANT!) STUFF

## INSURANCE

The OCRF is unable to provide insurance to cover third party community fundraising activities. You may want to consider public liability, venue, or other forms of insurance depending on the location and scale of your event. A local broker will be able to discuss your needs and make the necessary arrangements.

## HEALTH AND SAFETY

Even for small scale events, safety is a top priority. Have a first aid box on hand, as well as someone who knows the correct procedures. St John's Ambulance can provide support if necessary. For larger scale events, include a safety debrief with helpers covering topics such as emergency procedures, responsibly handling electrical equipment, and food hygiene.

## PERMITS, LICENCES & APPROVALS

Laws and regulations relevant to fundraising events vary between states and territories. It is your responsibility as the Authorised Fundraiser to ensure that your event abides by these laws, and that you have obtained the appropriate permits. Raffles and competitions may require a permit when the prize pool exceeds a certain amount.

Special consideration should also be taken when fundraising in public spaces. You may be required to obtain a permit from the council, and approval from local authorities such as schools or the police. When collecting money from people you do not know personally, you may be required to wear an identification badge which includes your name, the registered charity (in this case, the OCRF), and where the money will be going.

To find out more about the regulations specific to your state or territory, you can contact the relevant local authority.