

FROCKTOBER



OVARIAN
CANCER
RESEARCH
FOUNDATION

WORKPLACE

FUNDRAISING GUIDE



FROCKIN' AROUND THE OFFICE



Whether your team are rocking a frock for a day or have pulled out all the stops with a frocking workplace party, you're joining a community of stylish changemakers determined to have **FUN** while fundraising for a cause that matters.

FROCKING MATTERS

By participating in Frocktober, you're not just turning heads - you're turning the tide on ovarian cancer. You're helping build a future where ovarian cancer is caught early, treated effectively, and one day overcome.

Frocktober is more than just a fundraiser - it's an opportunity to unite your team for a common purpose and showcase your organisation's commitment to social responsibility. It's a chance to foster team spirit, boost employee engagement, and inject some fun, fashion and creativity into the workplace.

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

Whether this is the first year your team is frocking up, or you're a bunch of Frockster veterans – **WELCOME**.

If you have any questions, feedback or a brilliant idea to share with us after reading this guide, please get in touch at community@ocrf.com.au.

We'd love to hear from you!

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 in funds raised for ovarian cancer research.
- In 2024, the Ovarian Cancer Research Foundation awarded \$2.4 million in research grants to three new major projects and collaborative projects via the OCRF National Research Grants Scheme. This demonstrates how your Frocktober fundraising contributes to medical research funding.
[Read more about it](#)



HOW TO SUCCESSFULLY FROCK AT WORK

So you've corralled the colleagues and signed up as a team at Frocktober.org.au. What now might you ask? Here are some quick steps below to get your team rocking and frocking:

1

ASSEMBLE YOUR TEAM

Pick a team captain and recruit some committee members if it's needed. It's far more fun raising funds and hitting your target as a team. You'll be surprised just how many colleagues will want to get involved.

2

GET THE BOSS ON BOARD

Let the big boss know what you'll be doing and ask for their support. You can direct them to the [Frocktober merchandise store](#) to shout everyone a t-shirt, or perhaps they might even match the donations that you raise.

3

DECIDE HOW YOU'RE FROCKING

How frequently are you frocking? Is every Friday in the office Frock Friday or is it a one-day event? Maybe a morning tea in the break room, or an after work frocktail get together?

4

SET A GOAL

Don't be shy to ask for support in your event. Spread the message, you're raising awareness and having a frocking fabulous time while doing it. Local businesses, your suppliers and community members are more than likely willing to chip in for a great cause, whether it's donating prizes, funds or volunteering at an event.

5

USE OUR TOOLS AND RESOURCES

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!

[SEE ALL THE RESOURCES](#)

SO MANY WAYS TO FROCK@WORK



It's not an exact science, unlike the awesome research you'll be funding, so be creative or try one of the ideas below if you need a little inspiration!

FROCK FRIDAY

Nothing casual about this end of the week dress code. Put the word out, ask your colleagues to make a donation to join in, and be sure to get a photo to share on your socials!

SPONSOR THE BOSS

Get your boss involved, nominate an outfit of choice voted by the team and everyone contributes to the kitty.

GET LOUD

Is your office a little more on the serious side? Why not let loose with something a bit more fun – loud shirts, crazy ties, jeans and (Frocktober) t-shirts!

HOST A WORKPLACE EVENT

Office trivia, a fashion show, or lunch 'n' learn - whatever suits your style! Invite your suppliers, neighboring offices or any other key contacts. 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.

SELL MERCHANDISE

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

MORNING TEAS TO BAKE SALES

Don your frilly aprons, dust off the Thermomix, whip out the trusty Betty Crocker cupcake mix and host a morning tea. It's the perfect chance to gather the team over banana bread and chai lattes, or bikkies and an instant coffee to share a few words about Frocktober and raise a few dollars doing it.

LUNCH'N LEARN

The OCRF can put you in touch with a local community ambassador to talk to the impact of ovarian cancer over lunch in your office.

RAFFLE

Ask your local business to donate some prizes and pop the tickets for sale at reception, encouraging everyone to get involved. Check out our [Raffle Prize Template Letter](#) for a helpful starting point.

GET MOVING

Do you have the type of team that like to stay active? Why not get frocked up and physical this time? A quick team run in your frocks? A group pilates or yoga session in your 80's neon tights? Or perhaps something a little more on the low key side, an afternoon at the locals bowls club to end the week and kick off the weekend in style!

MAXIMISE YOUR FUNDRAISING



There are a few simple steps to making your workplace fundraiser a huge frocking success! Here's our 3 biggest tips:

HAVE FUN!

If one thing's for sure, it's that Frocktober is about putting fashion and fun into fundraising. Connect with your coworkers and team mates over your fabulous frocks and perhaps even with an after work frocktail. Whichever way you choose to frock at work – make sure fun is at the heart of it.

START CONVERSATIONS

Frocktober is the time to get together, and chat about why supporting ovarian cancer research is important to you and your staff or colleagues. You have the perfect excuse to be hanging out in the kitchen over tea and cupcakes, wearing your favourite frock talking about where your amazing funds are going- that's to groundbreaking ovarian cancer research!

RAISE FUNDS

Every dollar counts when it comes to supporting vital ovarian cancer research. Together, we aim for Frocktober to raise more than a million dollars. So, make sure your colleagues know that every contribution – big or small – will have an impact.

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

 [@OCRFAustralia](https://www.facebook.com/OCRFAustralia)

 [@frocktober_ocrf](https://www.instagram.com/frocktober_ocrf)

 [@ocrfaustralia](https://twitter.com/ocrfaustralia)

