

A Guide to Promoting Your Event

1. Display the posters

Let everyone know in advance that the company is taking part in O4W Day© and get them thinking about what inappropriate outfits they might wear

2. Send an email to your colleagues

Announcing the date and how to take part. Also include any extras you may be planning or requests for volunteers for photos.

3. Display a banner advert on your company's website

Let all visitors to your site know you are taking part in this fun event

4. Plan some extra fundraising activities.

- o4w Attract people to your department by selling cakes and snacks so you can get to see each others' outrageous get-ups
- o4w Have a competition for best outfit, best department, best theme etc. You could ask your company to supply a prize
- o4w Don't forget to ask donors to fill in their details on the Giftaid form
- o4w If your company is matching the money you raise, tell everyone that whatever they give will be doubled to encourage them to give as much as possible
- o4w Run a raffle during the day, selling tickets as your colleagues make their donation and draw it at the end of the day. You can use anything from a jar to a bucket to collect the money in!
- o4w Arrange a photo opportunity with your local newspaper and for the company newsletter. Invite local celebs or the local mayor to make an appearance
- o4w Send a press release to the news editors of your local papers and radio stations on 30th November and ring round to check it has been received. Download a press release sample from our website.

5. Stick the diary stickers on your year planner

To remind you and keep track of your fundraising plans.

6. Enjoy the day!

Please send us any photos or stories from your Overdress for Work Day©. We would love to share the fun and we can display the pictures of your company on our website. You can email photos to info@lifelites.org