



HELLO!

We're delighted that you are joining us for CEO CookOff®

Our flagship fundraiser is packed with purpose, great chefs, delicious food and lots of fun!

This toolkit will help kickstart your fundraising journey. Every dollar donated allows us to provide two meals to someone in need.

We're here to answer questions and provide support, so please do not hesitate to get in touch with the CEO CookOff® team at:

cookoff@ozharvest.org

COOK.CONNECT.CREATE CHANGE.

Right now, 3.4 million Australian households are struggling to put food on the table. That's why your commitment to fundraise matters so much – every dollar you raise helps OzHarvest deliver two nourishing meals to people who need it most.

We've pulled together some tools and tips to help you fundraise. Remember to:

♥ Lead with Passion

Sharing why you care is powerful. Everyone has their own reason to support OzHarvest – what's yours? Let others know why this matters to you.

♥ Say Thank You

A little gratitude goes a long way. Acknowledge the incredible support you receive – it helps motivate others to get behind your cause and share your efforts.

♥ Have Fun

You're doing something amazing. Fundraising can be tough, but it's also incredibly rewarding. Enjoy the ride and be proud of the impact you're making.



GETTING THE WORD OUT

Head to the resources page to access all the tools you need to communicate how you are fundraising!



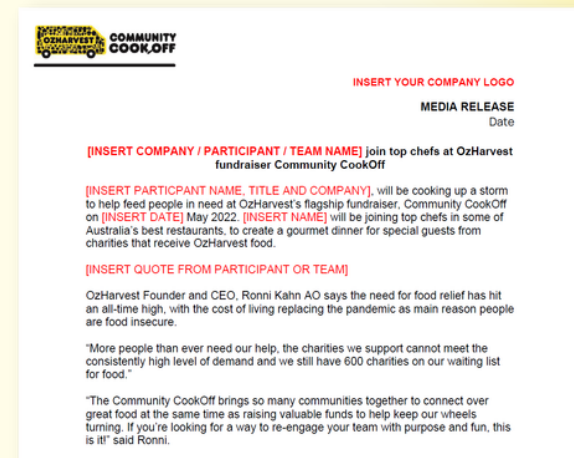
Social Media Assets

Explore our collection of social media tiles and banners designed to showcase your activities and purpose. Be sure to include a link to your personal fundraising page!



Posters and Email Signatures

We've created a variety of assets including eye-catching email signatures and posters to help around the office or at fundraising events.



Ready-to-go copy

Writer's block can be frustrating. To help you convey your message effectively, here are some copy blocks you can easily copy and paste.



FUNDRAISING IDEAS

Get your friends, family, team or the whole company involved with your fundraising efforts. Our favourite ideas include:

Go Yellow Day

Add a bit of sunshine to your workplace by asking everyone to wear a splash of yellow for the day. Staff can donate cash or direct to your fundraising page.

Bake Off

Who doesn't love cake? Choose a date to host your event and get your colleagues to bake some delicious treats for a donation.

Add a Silent Auction or Raffle to any Event

Organise a silent auction or add it to an existing fundraising initiative to help encourage further donations! Reach out to your network to start assembling items or consider appointing a committee of volunteers who can help.

A raffle is another great way to get people involved and encourage donations. Sell tickets for entry into the raffle of donated prizes. All ticket sales will be added to your fundraising tally. You can host a raffle or auction in person or online to open it up to more people!

Donate a Percentage of Sales

You could add \$1 to every transaction or contribute a percentage of sales towards your fundraising tally. This is a great way to get many people involved and behind the cause!

Host a Fundraising Event

Organise an event at your workplace or local venue and encourage guests to make a contribution! Elevate your event with catering from OzHarvest or if you're a Sydney sider have the OzHarvest Food Truck on site!

More on the next page..



FUNDRAISING IDEAS

Get your friends, family, team or the whole company involved with your fundraising efforts. Our favourite ideas include:

Long Lunch

Host a long lunch with your team, colleagues, friends and family (or book OzHarvest Food Truck or Catering team). You can raise money by selling tickets and inviting guests to a restaurant, a volunteer's home, or your office for a delicious meal.

Fun Run

Host a community wide yellow themed colour fun run! Ask participants to cover a flat registration fee and encourage them to tap into their network to raise funds through peer-to-peer fundraising. Post-race medals and branded water bottles are great incentives for each runner!

Host your own CookOff Inspired Event

Invite your friends, family or work colleagues to cook up a storm together. Create some competition by asking guests to taste and cast their vote for the top dish as well as making a direct donation!

Dare to...

Face your biggest fear or take on a dare to raise funds! Double the impact by matching donations dollar for dollar. You could organise a blind taste test at the office by blindfolding willing team members and quizzing them on what certain foods are, take an ice bath challenge, shave your head, grow a mullet or take on a fitness related challenge!





TOP TIPS FROM A TOP FUNDRAISER

Meet Wayne Bunz, National Director at CBRE Hotels, and one of our most passionate CookOff supporters. Wayne has been a top CookOff fundraiser for several years—taking out the top spot in Queensland! So, what's Wayne's fundraising formula?

Personalise Your 'Why'

Share your reason for supporting the cause. Whether it's a personal connection, your company's values, or a community impact story, make it authentic. People respond when they understand why it matters to you personally.

Send direct and personal messages

Reach out to contacts individually rather than sending generic emails. Address them by name and explain why you're reaching out. Thoughtful, personalised messages increase the likelihood of a donation.

Ask Once, Clearly

Be confident in your ask. Keep it simple and specific—let people know exactly what their support can achieve. A clear call-to-action often works better than repeated reminders.

Leverage Your Network

Think beyond your immediate circle. Include colleagues, clients, business partners, friends, family, and even hobby or community groups. Every network has potential supporters.

With the right approach, fundraising becomes less about asking and more about inspiring others to give.





THANK YOU!

We can't wait to see you at CEO CookOff®!

Being connected to our cause is so important and there's nothing better than experiencing OzHarvest's impact first-hand. We can arrange for you to join a van ride or help at our OzHarvest programs.

It's a great opportunity to share your passion for the cause with your supporters and network and get your fundraising journey started. Please contact the team as soon as possible if you would like to get involved.

With gratitude,
The OzHarvest Team

