



**COOK
CONNECT
CREATE CHANGE**

READY TO USE

GET THE MESSAGE OUT THERE

Emails and social copy you can lift straight off the page — swap the brackets for your details and hit send.

READY-MADE TILES

CEO

Your fundraising dashboard comes pre-loaded with branded social tiles — already sized, already on brand, with your event and city on them. Download, add the copy from the next pages, and post. Nothing to design.

WHAT'S WAITING FOR YOU

1

"I'm cooking" announcement tiles

The one to lead with. Square for the feed, vertical for stories.

2

Impact tiles

Every \$1 = 2 meals, and the 3.4 million households figure, already set in brand.

3

Milestone and thank-you tiles

For halfway, target hit, and thanking the people who donated.

4

Email banners and signatures

Drop one under your sign-off and every email you send does the asking.

HOW TO GET THEM

1

Log in at ceocookoff.com.au and open your fundraising dashboard.

2

Go to the resources or share section — the tiles sit there ready to download.

3

Save the square and the vertical version — you'll want both.

4

Pair each tile with the matching copy block on the pages that follow.

USE THEM AS THEY ARE

Please don't recrop, recolour or add your own text over the tiles — they are already brand-checked. If you need something the dashboard doesn't have, send us the details and we'll make it for you.

WHAT THEY LOOK LIKE

CEO

Four of the tiles waiting in your dashboard — the announcement, your running total, and your meal count. Your photo goes in the frame; the logo, the yellow and the web address are already done.



These are pre-populated with your photo, your total and your meal count — they update as you fundraise. Just download, post and remember to tag us.

SOCIAL COPY

CEO

Short posts for LinkedIn, Instagram and Facebook. Always tag **@ozharvest** and add **#ceocookoff** **#ozharvest** **#cookconnectcreatechange**. Full email drafts follow on the next pages.

POSTS FOR EACH STAGE

LINKEDIN

On [date] I'm trading the boardroom for a commercial kitchen at OzHarvest's CEO CookOff in [city]. Cooking a three-course meal for people doing it tough, alongside chefs who actually know what they're doing. Every \$1 = 2 meals. Support here: [donation link]

INSTAGRAM / FACEBOOK

Apron on 🍷 I'm cooking at OzHarvest's CEO CookOff in [city] on [date]. Every \$1 = 2 meals for people in need. Link in bio to back me.

THE CHALLENGE POST

I've signed up to cook at OzHarvest's CEO CookOff in [city] – [tag a peer], your turn. Who else is in?

THANK YOU POST

Thank you to everyone who backed me at OzHarvest's CEO CookOff. Together we raised [amount] – that's [number] meals for people in our city.

MORE CAPTION IDEAS

THE RECRUITMENT POST – CALL YOUR NETWORK OUT BY NAME

"I've signed up to cook at OzHarvest's CEO CookOff in [CITY] on [date] – and I don't want to do it alone. [tag 3-4 people], I'm calling you out. You'd be brilliant at this and it's for a cause that matters: every \$1 raised delivers 2 meals to people doing it tough. Who's in?"

"Swapping the boardroom for the kitchen at OzHarvest's CEO CookOff [CITY]. Every \$1 = 2 meals."

"Halfway to my \$5,000 target. That's 5,000 meals already – help me get the rest there."

WHAT MAKES A GOOD POST

Lead with why you said yes, not what the event is.

Name your city – local impact is the most persuasive part.

Use the number: every \$1 = 2 meals. It beats adjectives.

Post the ask more than once. Most people miss it the first time.

YOUR EMAIL PLAN

CEO

Six emails across six weeks. The dates are suggestions – send them whenever suits, and edit every word so it sounds like you.

6 WEEKS OUT**Subject:** I'm cooking at OzHarvest's CEO CookOff**Who:** Your whole network · **Theme:** The announcement – what it is and why you said yes**4 WEEKS OUT****Subject:** Every \$1 = 2 meals**Who:** Network + clients · **Theme:** The ask, with the impact number doing the work**2 WEEKS OUT****Subject:** Two weeks until I'm in the kitchen**Who:** Anyone yet to give · **Theme:** A nudge, plus what you're nervous about**EVENT WEEK****Subject:** This week I cook for people doing it tough**Who:** Everyone · **Theme:** Last push before the night**DAY AFTER****Subject:** We did it – here's what you made possible**Who:** Everyone who gave · **Theme:** Thank you and the final total**INTERNAL****Subject:** Get behind our CookOff team**Who:** All staff · **Theme:** Workplace activation and fundraising ideas

Use as many or as few as you like – they're yours to make your own. Always include your donation link and the line every \$1 = 2 meals.

EMAIL 01 AND 02

CEO

Written to send as they are – swap the brackets for your details and hit send.

EMAIL 01 6 WEEKS OUT · YOUR WHOLE NETWORK

Subject: I'm cooking at OzHarvest's CEO CookOff

Hi [name],

Something a little different from me this year. On [date] I'm swapping my day job for a commercial kitchen at OzHarvest's CEO CookOff in [city], cooking and serving a three-course meal to people in our community doing it tough.

If you're wondering whether I can cook – no, not really. That's part of the point. Professional chefs run the kitchen and walk us through every step. What's asked of the rest of us is to show up and to raise money.

OzHarvest rescues quality surplus food that would otherwise go to waste and delivers it to the charities feeding people in need. Every \$1 raised delivers 2 meals. My target is \$5,000, which is 10,000 meals.

If you're able to support me, my page is here: [donation link]

Thanks,
[name]

EMAIL 02 4 WEEKS OUT · NETWORK AND CLIENTS

Subject: Every \$1 = 2 meals

Hi [name],

A short one, because the maths does the talking.

Every \$1 donated to OzHarvest delivers 2 meals. So \$25 feeds 50 people. \$100 feeds 200. \$500 feeds a thousand.

That money doesn't go into overheads – it funds the vans, the drivers and the logistics that move good food from supermarkets, cafes and wholesalers to the shelters and community kitchens that need it, usually the same day.

I'm cooking at OzHarvest's CEO CookOff in [city] on [date] and I'm raising \$5,000 towards it. I'd be grateful for whatever you can manage: [donation link]

Thanks,
[name]

EMAIL 03 AND 04

CEO

The nudge and the last push before the night.

EMAIL 03 2 WEEKS OUT · ANYONE YET TO GIVE

Subject: Two weeks until I'm in the kitchen

Hi [name],

Two weeks until I cook at OzHarvest's CEO CookOff in [city], and I'll be honest – I'm more nervous about service than any board meeting I've sat in.

Thank you to everyone who has already given. We're at [\$ raised] of the \$5,000 target, which is [number] meals already covered.

If you've been meaning to donate and it slipped down the list, this is the nudge. It takes about a minute: [donation link]

And if you'd rather see where it goes than take my word for it, OzHarvest runs van ride-alongs – happy to introduce you.

Thanks,
[name]

EMAIL 04 EVENT WEEK · EVERYONE

Subject: This week I cook for people doing it tough

Hi [name],

It's here. On [date] I'll be at [venue] with a brigade of chefs and other business leaders, cooking a three-course meal and serving it to people in our community who are doing it tough.

Everything we cook is made from rescued food – good produce that was headed for landfill. That contrast is the whole reason this event exists.

This is the last chance to get behind it before the night. We're at [\$ raised] of \$5,000, and every dollar becomes two meals: [donation link]

I'll share how it goes.

Thanks,
[name]

EMAIL 05 AND 06

CEO

The thank you, and the one for your own workplace.

EMAIL 05 DAY AFTER · EVERYONE WHO GAVE

Subject: We did it – here's what you made possible

Hi [name],

Last night I cooked at OzHarvest's CEO CookOff in [city]. It was hot, fast, completely outside my comfort zone, and one of the most worthwhile things I've done.

Together we raised [\$ total]. That's [number] meals for people in our own city – funded by you.

The food we served was rescued surplus destined for landfill, prepared by chefs who gave their night for free, and served to people who genuinely needed it. Nothing about that is complicated. It just needs people to fund it.

Thank you for backing me. Genuinely.

[name]

EMAIL 06 LAUNCH WEEK · ALL STAFF

Subject: Get behind our CookOff team

Hi team,

On [date] I'm cooking at OzHarvest's CEO CookOff in [city] – a three-course meal, made from rescued food, served to people in our community doing it tough. I'd love the whole business behind it.

Why OzHarvest: Australia throws away millions of tonnes of good food every year while people go hungry. OzHarvest closes that gap, and every \$1 donated delivers 2 meals.

Three ways to help:

1. Donate at [donation link] – the company will match every dollar.
2. Get involved in [activity you're running] over the next few weeks.
3. Share the post when it goes up.

If you'd like to see the work first hand, we can arrange a van ride-along or a Lunch and Learn with the OzHarvest team – just reply.

[name]

INTERNAL CHANNELS

CEO

Short posts for your intranet, Teams or Slack. Drop them in as they are, or make them sound like your workplace.

POST 01 · THE ANNOUNCEMENT

On [date] I'm cooking at OzHarvest's CEO CookOff in [city] — a three-course meal served to people doing it tough, made from rescued food. OzHarvest turns every \$1 into 2 meals. I'd love this whole team behind it: [donation link]

POST 02 · THE WHY

Australia wastes millions of tonnes of good food a year while people go hungry. OzHarvest exists to fix exactly that gap — rescuing quality surplus food and getting it to the charities feeding people in need. That's what CookOff funds, and why I put my hand up.

POST 03 · GET INVOLVED

Two ways to get behind our CookOff effort this week: [activity you're running], and the donation page at [donation link]. If you'd rather see the work first hand, we can arrange a van ride-along or a Lunch and Learn with the OzHarvest team — let me know.

POST 04 · THE THANK YOU

We did it. [\$ total] raised for OzHarvest — [number] meals for people in [city]. Thank you to everyone who gave, shared or turned up. Proud of this team.

ALSO WORTH DOING

Add a CookOff line to your email signature, put the donation link on the intranet home page, and ask your comms team to run one story about the food waste problem — not just the fundraiser.