



TM

The logo for OFF features the word "OFF" in a bold, black, sans-serif typeface. The letter "O" is replaced by a magnifying glass icon, where the lens of the magnifying glass forms the circular body of the "O" and the handle extends downwards and to the left.

# YOUR RECIPE KIT TO SUCCESS

# HELLO!

We're so excited that you're part of the CEO CookOff™ family!

Taking part in CEO CookOff™ is a unique opportunity to reconnect with the things that really matter, and bring together all the wonderful people in your life to create a world where good food isn't wasted and where those in need are treated with dignity. In short, you are a real-life hero!

**Your CEO CookOff™ journey will see you pledging to raise \$10,000 or more and thereby feeding 20,000+ hungry tummies.** The CEO CookOff™ is the reason we can keep the wheels of our yellow vans turning. With five million people a year going hungry in Australia and our waitlist for charities in need growing every day, 100% of the money you raise will go back to helping the community.



From everyone at OzHarvest, we can't thank you enough for your help!

What's more, on the night, you'll be working alongside top chefs and like-minded peers to create an unforgettable dinner experience for some of Sydney's most vulnerable people and those who support them. It will be a night to remember, for you and for them.

**Ready? Let's get your CEO CookOff™ fundraising journey started!**



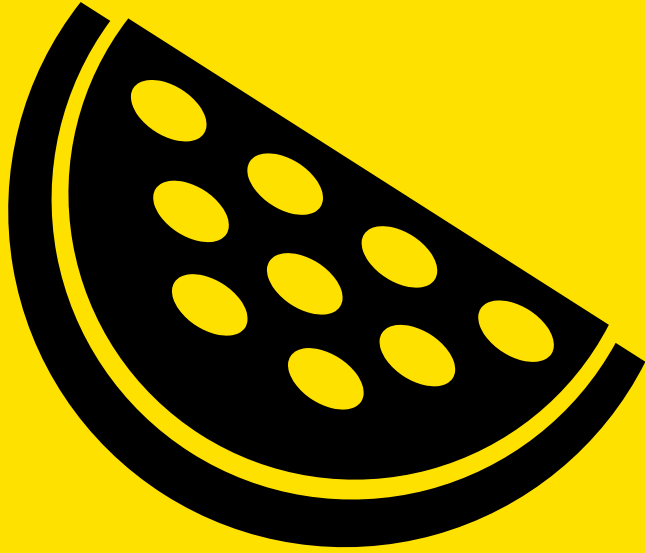
# ABOUT THIS TOOLKIT

Think of this toolkit as the Cookbook of CEO CookOff™ fundraising.

From **tips on how to hit the sweet spot** with your supporters to **recipes for making your fundraising efforts sizzle** – this toolkit is jam-packed full of goodness (and cooking puns, if you hadn't noticed...).

Not sure where to start? Head straight to our **6-course fundraising taster menu** for a step by step guide to fundraising success!

...And don't forget to tell us how you're going – we'd love to know what works and what doesn't. Plus we want to hear about the amazing fundraising ideas you come up with in your own test kitchen so we can share them with your CookOff peers.



# TIPS FOR HITTING THE SWEET SPOT WITH YOUR SUPPORTERS

Not to blow our own piping bags here, but we have a bit of experience with fundraising. To help set you up for a place on the CEO CookOff™ podium, we want to share our best tips on how to keep your supporters warm and sticky (just like date pudding!):

1. **Be yourself** – Being authentic and speaking from the heart is always the best approach. When you ask your friends, family and peers to support you, be real and pretend you're telling them about what you're doing in person.
2. **Share your 'why'** – Everyone has a unique reason or experience that makes fighting food waste and feeding hungry people so important to them. What's yours? Make sure everyone knows why this matters to you.
3. **Mix it up** – This guide is full of ideas for different ways you can engage your supporters. Different people respond to different messages, so consider your audience when going out with an ask for support.
4. **Say thank you** – We don't need to tell you that! But thank you messages that show your gratitude are a way to acknowledge the incredible support you get, and may even encourage your supporters to spread the word about the amazing things you're doing.
5. **Have fun!** – You're doing something really incredible here! Fundraising can seem like a big serious task at times, but remember you're doing your best and you're here to enjoy the ride!

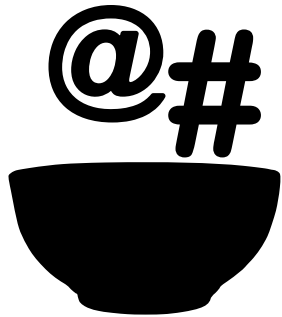
# WHO TO BRING TO THE TABLE

It takes a village to raise a child, and it takes a community to raise funds for CEO CookOff™! When you think about who to reach out to for support, there's a whole universe of people you can involve:



# OUR TOP FUNDRAISING RECIPES

Everybody loves to engage in a different way, and here's how you can give your supporters some options:



## SOCIAL MEDIA

### You'll need:

- 1 video or photo
- 1 punchy personal message
- 1 call to action
- 1 link to your fundraising page

### Method:

Combine ingredients into a beautiful post, season with love and post on all your social accounts: Facebook, Twitter, LinkedIn. See our [samples](#) here.



## EMAIL

### You'll need:

- 1 message explaining what doing and how people can support you
- 1 or more links to your fundraising page
- 1 list of contacts

### Method:

Add your link/s to this message and send to your contact list. Leave in a warm place and check in regularly!



## MEDIA RELEASE

### You'll need:

- 1 killer press release
- 1 photo

### Method:

Use our template media release or brief your in-house media department or agency, and/or send directly to any media contacts you have. Enjoy the opportunity to showcase your company's corporate social responsibility!



## FUNDRAISERS

### You'll need:

- 1 fun idea (like one of these)
- Props (optional)
- A really good crew

### Method:

Mix crew with fun idea, and stir until the bubbles of fundraising success appear.

**You'll find all your essential fundraising ingredients on the [CEO CookOff resources page](#).**

And if you need anything else, please let us know, we're here to help.

# HOW TO HIT YOUR FUNDRAISING GOALS

## 1. Set the table

Log into [ceocookoff.com.au](http://ceocookoff.com.au) and complete your fundraising profile. Those with completed fundraising profiles are known to raise the most amount of money.

Go ahead and make the first donation yourself – no one likes going first, so this will make it easy for everyone else and set the pace for your fundraising campaign.

## 2. Meet your perfect dinner partner

Arrange to meet your personal fundraising coach! Your coach will be there to help you hit your fundraising goals, and can even work directly with your support team to make it all happen.

Before you connect, take a moment and make a note of:

- all your upcoming events that you could use to promote your CEO CookOff™ goals.
- all the distribution channels you have access to (email, social media, etc) and how you can use them.

## 3. Pledge and connect

There's no better way to connect with the purpose of OzHarvest than by completing a Van Ride or helping at the OzHarvest Market. Your fundraising coach will arrange a date for you to put on a yellow OzHarvest shirt and experience firsthand the cause you're helping to support.

Take a moment after your experience to capture your thoughts and share with your supporters. It's also a great chance to 'pledge' a fundraising goal and share with your network.

## 4. Prep your ingredients

Set up your **email signatures**, update your social media profiles, and blast out an email to let everyone know what you're doing and why! Don't forget to include a link to your personal CEO CookOff™ fundraising page.

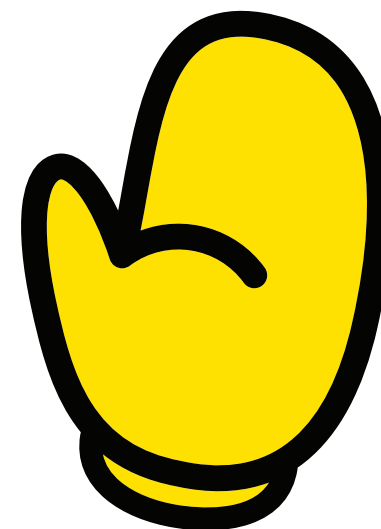
Let your marketing team know that you're participating (we even have a **template press release** for them). Participating in the CookOff is a great way to demonstrate purposeful leadership.

## 5. Extend the invite

Get your team involved, and share your fundraising efforts with your staff. We have loads of ideas and assets for Fundraising events that everyone can get involved in. Check out all of the assets [here](#).

## 6. End with something sweet

If you're game, throw in some extra incentives or dares for those who help you get across the line in those crucial last days.



# THE TASTE OF SUCCESS



## TOP FUNDRAISING REWARDS

On the night, all of the top fundraisers will be acknowledged with an award and massive amounts of gratitude! If you or your team fall into one of the top spots, you'll get some great prizes:

- ♥ Top 3 fundraising teams will be invited on stage and presented with an award at the CookOff
- ♥ Top 3 individual fundraisers will be presented with an award at the CookOff
- ♥ Top fundraising team will be able to choose their chef
- ♥ Top 3 fundraisers will be able to choose their chef
- ♥ Highest overall fundraiser (team or individual) receives a free Cooking for a Cause for up to 15 people



# THE PANTRY

WHERE WE STORE ALL YOUR  
RESOURCES IN ONE PLACE.

**FUNDRAISER IDEAS**

**SOCIAL MEDIA POSTS**

**EMAIL TEMPLATES & SIGNATURES**

**MEDIA RELEASE TEMPLATE**





# THANK YOU FOR TAKING PART IN THE CEO COOKOFF AND HELPING OZHARVEST TO FEED THOSE IN NEED.

The CEO CookOff™ is truly a life changing event and you're now a part of it. Enjoy your fundraising journey, but most of all, on the night make sure you take a moment to appreciate all that you and your supporters have done to make life a little better for thousands of Aussies doing it tough.

With all of our gratitude,  
The OzHarvest team

