

DRESS UP FOR DASH

It's time to Step UP for Survivors as part of our Dress UP for DASH campaign.

Toss the yoga pants aside (not for too long!) and get dressed UP for work. The more outrageous, the better! Pull out that special dress or outfit that you never had a chance to wear and put it to work for a good cause.

HOW IT WORKS

For a \$5 donation to DASH, your employees or co-workers can join your next video call dressed to the nines. Have fun, build morale, and raise essential resources for survivors of domestic violence.



D A S H

DISTRICT ALLIANCE FOR SAFE HOUSING



STEP 1: SET A DATE

Pick a date for your STEP UP for DASH day then sit back and see how creative your team can be! We recommend that you give about two weeks notice to allow time for momentum and excitement to build.

STEP 2: PROMOTION

DASH can create a branded donation page for your organization that will provide automated receipts for employee donations. We also recommend extra "boosts" to the fundraiser:



- Find out if your company will match donations
- Set a theme (prom, popular movie, wedding day, Halloween)
- A little friendly competition between departments can raise awareness & increase participation
- Tag DASH or use #StepUPforSurvivors and #DressUPforDASH on social media and we'll give you a shoutout!

STEP 3: HAVE FUN!

- Engaging your roommates, partners, children, and pets is not considered cheating and is highly encouraged
- Consider creating a higher donation level where participants can assign each other themes – for example, for a \$20 donation, employee A can request that employee B attend the call dressed for the Prom
- Create internal awards such as most creative outfit, most likely to be featured in Vogue, best use of accessories, or anything that will engage and motivate employees

To get started, contact Jessy at 202.462.3274 x 227 or email jmurgel@dashdc.org