

**epilepsy**  
**research uk**



# Purple Day

## 26 March 2013

international day for raising awareness of epilepsy for the  
50 million people worldwide with the condition

Thank you for choosing to join in the fun and do something purple in support of Epilepsy Research UK – purple day is an international effort to raise awareness about epilepsy, founded by Megan Cassidy in 2008 when she was 9 years old and motivated by her own struggles with epilepsy. Anyone anywhere can get involved!

## FUNDRAISING IDEAS



**Organise a Dress Purple Day at your workplace or school**

**Dye your hair purple for the day**

**Name the.... have obscure/ close up pictures of purple things and get your friends or colleagues to guess what they are – prize for the winner!**

**Get sponsored for eating purple foods all day**



**Organise a purple tea party and bake purple cakes**

**Get a jar filled with your favourite sweets and have a 'Guess the number' competition**

**Have a purple disco**



**Organise a purple quiz with questions having a purple theme of course**



**Purple dinner party – can you make 3 courses of purple food?**

**...and many more, you can do anything and make it purple, the list is endless!**

## FUNDRAISING TIPS

There are many places in which you can fundraise, whether in your community group, school or work place and there are various tools to help you do this most effectively

### Fundraising in the community

You can use your school, community, place of worship or workplace to help you. Display posters telling people about your event. Put an article or advert on the website or intranet or in a newsletter detailing what you are doing and why and how people can donate to you/ buy tickets etc. Some companies will commit to match funding an employee's sponsorship or at least a part of it. Do check with your company what their policy is!

### Publicity and Social Networking

Talk to your local newspaper, let them know your story. Tell them why you are fundraising for Purple Day and that it's for ERUK and use them to publicise your event. Become a fan of Epilepsy Research UK's [Facebook](#) page! Share pictures of your event on our wall and 'tweet' about what you are up to and share your stories – follow us on @ERUK and tag us so we can retweet too.

### Collecting sponsorship

People raise an extraordinary amount simply by circulating their sponsor forms widely and by recruiting family and friends to collect sponsors on their behalf. Approach your higher level potential sponsors first as it gives a benchmark for people to follow.

*giftaid it*

Please encourage sponsors to Gift Aid their sponsorship as we are able to reclaim from the Inland Revenue 25p for every £1 donated by UK taxpayers. For this sponsors must give their full home, not work, address. (We do not add sponsors' names and addresses to any database or mailing list except where requested by them to do so.)

## FUNDRAISING MATERIALS

Please deliver to: Name:  
Address:

	<b>Pls specify qantity</b>
	Banner tape
	Home collecting boxes
	Stickers
	Posters – blank for your event
	Newsletters
	Sponsor form
	Green ERUK Balloons

Please provide a brief description of the event you are holding and an idea of how many people you expect to attend:

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## WHEN YOU'VE FINISHED FUNDRAISING

Thank you for supporting Epilepsy Research UK, we truly do appreciate your commitment towards our work. When your fundraising is complete you can send us in the monies in the different ways as follows:

### BY POST:

Complete and return the below form making a cheque/ CAF voucher payable to Epilepsy Research UK or complete card details and send to:  
**Epilepsy Research UK, PO Box 3004, London, W4 4XT**

### ONLINE:

Pay in online direct onto our website here: <http://www.epilepsyresearch.org.uk/support-us/>  
 Ensure that you put 'Purple Day' in the comments field or we won't know what it is for!

### DIRECT INTO BANK:

Email [info@eruk.org.uk](mailto:info@eruk.org.uk) or call 020 8995 4781 for bank details and a reference.

### PHONE:

Call 020 8995 4781 with your card details



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SUPPORTER DETAILS									
Name									
Address w PCode									
Email							Tel		
My monies are in memory/for a memorial fund (name):									
<input type="checkbox"/>	I enclose a cheque(s) made out to 'Epilepsy Research UK' for:				£				
<input type="checkbox"/>	Please debit my credit/debit card for the amount of:			£					
Card type		Switch	Visa		MasterCard		CAF card		
Cardholder's name				Card Number					
Expiry date (mm/yy)			Issue no (Switch)						
Start date (mm/yy)			Security code on back						
Signature			Date						
Do you have further sponsor money to collect?							YES/NO		