

epilepsy *action*



**your guide
to a great purple day**

epilepsy.org.uk/purple
#purpleday

purple day is coming!

let's get planning



“Thank you so much for doing something great and supporting people affected by epilepsy. The big day is nearly here and we’re so excited for you to be part of it! Whether it’s a bake sale, wear it purple day or a personal challenge, let’s get planning and make it the best Purple Day yet!”

Already picked what you’d like to do?

Keep reading to see our handy tips on how to make your event a huge success!

Not sure what activity to choose?

Don’t worry, we’ve got lots of fun ideas in this guide to help you get started.

Wear it purple

Wear something fun for the day and ask for donations in return. You could even liven up your work meetings with a purple onesie or wig

Ready, steady, bake

Create some purple bakes to raffle or sell. You could offer a drop off service in exchange for donations

Put on your walking boots

Plan your route, put on your purple clothes and get walking! Ask friends and family to sponsor you for every mile you walk

A personal challenge

Ask your family, friends or colleagues to sponsor you to do something fun – you could even dye your hair purple!

Can't hold your event on 26 March? Don't worry, pick your own date and let us know.



bake a difference

Rise to the occasion

Challenge your guests and turn your event into a bake-off competition. Charge an entry fee and have a prize ready for the winning bake!

Whether you're a beginner to baking or a gourmet guru, get in the mix and have a double serving of purple fun!

Here's some handy tips to help you make your bake sale a recipe for success.



Send out invites to let everyone know what you're doing. Be sure to give your guests plenty of notice especially if you'd like them to bake



Use the sweepstake game included in your pack to help you raise some extra dough



Decorate your venue and cakes to add an extra measure of fun. Our downloadable tabletop cards are a great way to label up and price your treats

Get your (oven) mitts on even more handy resources at epilepsy.org.uk/purplefun including posters, invites and more!





Bake your goodies, box them up and offer a drop off service in exchange for donations



Have a star-baker – a friend, family member or work colleague – feature their signature bake and sell it at a higher price

“We organised a bake-athon during the week running up to Purple Day. We baked over 200 treats and delivered them to all of the people who support us on our epilepsy journey.”

Leona and Theo

walk for epilepsy

From canal-side strolls to epic treks through the countryside – lace up your walking boots and get walking!

Take a look at these tips to help make your walk a striding success.



Organise a group walk and charge participants an entry fee



Walking solo? You set the distance and ask friends and family to sponsor you for every mile you walk



March your way through March – take on a walking challenge across the month and ask friends and family to sponsor you



Put on your purple clothes and parade in purple. It's a great way to stand out. Head to **epilepsy.org.uk/purplegoodies** to grab a purple wristband to look the part



Use the promotional poster in your pack to tell everyone about your fundraising

Host a post-walk party

Use the materials within your pack to have even more fun and raise some extra cash



Wear it purple

Let's really pump up the purple! Simply ask people to wear purple or choose a purple theme, either way you're guaranteed to look purple-tastic

Get creative



Turn your 'Wear it purple' day into a bigger event – a coffee morning or a purple party with friends and family to raise some extra cash



Hosting at school? Ask pupils (and teachers too) to dress up in purple for the day and give a donation



Create an event on Facebook and encourage your friends to share it and invite others



Hosting at work? Liven up your work meetings with a purple onesie or wig and ask for donations in return

Get sponsored

to dye your hair purple and really look the part – post a purple selfie on your social media using #purpleday



personal challenge

Ever wanted to take part in a sponsored head shave? Up for running a 10k dressed as a purple grape? Get sponsored to take on a challenge personal to you and go for it – this is your moment!

Here's some tips on how to really boost your donations.



Set up a personalised JustGiving page at epilepsy.org.uk/purpledayjg for people to donate online



Set yourself a target – you'll be surprised how quickly purple pounds add up



Think outside the box with your challenge – the quirkier (and more purple) the better!

Keep quiet

Could you stay quiet for a few hours, a morning or even the whole day? Take part in a sponsored silence and (quietly) raise some cash!

"I was diagnosed with epilepsy at the age of 45. It came as a terrible shock. I felt utterly alone, but the support from the Epilepsy Action Helpline helped me through my darkest times."



share the fun

Are you on social media?

Follow us on Facebook, Instagram and Twitter and let us know what you're planning for the big day. Share your stories and spread the word that Purple Day is coming!

We'd love to see your purple-tastic photos on the day! Post a purple selfie on your Instagram using **#purpleday** or tweet us at **@epilepsyaction**

Don't forget to tag us or mention us in your updates and we'll share your photos for everyone to see!



@epilepsyaction



/epilepsyaction



epilepsyaction



events@epilepsy.org.uk

purple day checklist

1

Planning

Choose your fundraising and activity and save the date

Recruit friends, family or work colleagues if you need some extra help

2

Promoting

Send out personal invites to friends and family and let everyone know what you're doing

Spread the word far and wide by using social media and the promotional poster in your pack

Set up your personalised fundraiser at epilepsy.org.uk/purpledayjg ready for online donations

3

On the day:

Decorate your space using the materials in your pack to really pump up the purple

Use our sweepstake games to raise some extra cash

Take photos and share them on social media – don't forget to tag [@epilepsyaction](https://twitter.com/epilepsyaction)

4

After your event:

Thank your guests and everyone who supported you

Pay in your donations and use the thank you poster to let everyone know how much you've raised



how to pay in your purple pounds

"Epilepsy is new to me and the Epilepsy Action Helpline really made me realise how much help and support there is. I am truly grateful for the advice and reassurance that was given to me."



By card

Visit epilepsy.org.uk/donate to pay by debit or credit card



By cheque

Write us a cheque made payable to 'Epilepsy Action' and send it to the address below. Don't forget to tell us your details and how you raised the funds



By phone

Call the fundraising events team on 0113 210 8851

Spring clean

What better time to clear out your clutter! Turn your unwanted goods into donations and sell your items on ebay

Gift Aid

Don't forget to post us your Gift Aid form included in your fundraising pack. For every £1 donated, we may be able to collect an additional 25p at no extra cost to you!

Matched funding

Ask if your employer offers a matched funding scheme as you may be able to double what you've raised!

Epilepsy Action

New Anstey House, Gate Way Drive, Yeadon, Leeds LS19 7XY
tel. 0113 210 8800 email epilepsy@epilepsy.org.uk
epilepsy.org.uk

Epilepsy Action Helpline:

freephone 0808 800 5050
email helpline@epilepsy.org.uk

Registered charity in England and Wales (No. 234343)

Registered with



FUNDRAISING
REGULATOR