

PURPLE DAY

EPILEPSY  
ACTION

# YOUR GUIDE TO FUNDRAISING

## HOLDING A SUCCESSFUL EVENT



LET'S CREATE A WORLD WITHOUT LIMITS  
FOR PEOPLE LIVING WITH EPILEPSY

# LET'S DO THIS!

By fundraising in aid of Epilepsy Action, you're helping to build a world without limits for people living with epilepsy. From a small party with friends or a cake sale at work, to a community-wide event – no matter what event you choose, you'll be making a huge difference!

And we'll be here to help you every step of the way! In this guide, we've included lots of advice and tips to kick start your fundraising and help make your event a huge success. We've also included plenty of inspiration from other fundraisers too!

Got any questions? We'd love to answer them. You can get in touch with us on **0113 210 8851** or email [purpleday@epilepsy.org.uk](mailto:purpleday@epilepsy.org.uk)

**THANK YOU SO MUCH FOR MAKING A  
DIFFERENCE, FROM EVERYONE AFFECTED  
BY EPILEPSY.**



## STEP 1

# GETTING STARTED!

### Find a venue

Think about your location or venue. Once you've secured a venue and confirmed your date, start spreading the word. If you're organising a community-wide event, try asking your local community venue to see if you can host it there.

### Get planning

Making a plan is the perfect way to get organised. Take a look at our 'How to fundraise safely and legally' section in this guide, so that things go as smoothly as possible.



### Set yourself a target

Setting a fundraising target for yourself is a great way to stay motivated, show your progress and raise more. Go for it, you'll be surprised how quickly the pounds add up.

### TOP TIP

Recruit friends, family or work colleagues if you need some extra help to organise your fundraising event.





Daniel and his Grandad, Ken took part in a sponsored walk and raised £240

### Set up a JustGiving page

Online fundraising is a great way for people to donate and it's quick and easy to set up. Personalise your page to let people know why you've chosen to fundraise for Epilepsy Action. Upload a photo of yourself too (or the person you're raising money to remember or celebrate) to help kick start your fundraising.

Head to [epilepsy.org.uk/purpledayjg](https://epilepsy.org.uk/purpledayjg) (or scan the QR code below) to get started.



“ I loved walking with Grandad Ken in the Sunderland Big Walk to help others with epilepsy. We got a medal at the end and I got a certificate from Epilepsy Action that I keep in my bedroom! ”

### TOP TIP

Add a unique QR code to your promotional materials, specific to your event, making it easy for people to donate on the spot. Contact us to request your personalised QR code.



## STEP 2

# SHOUT ABOUT IT!

### Make some noise

Don't be shy – shout about the amazing fundraising you're doing to help people affected by epilepsy. Let everyone know what you're doing, when it's happening and why it matters. Getting your story in your local newspaper or on your local radio station is a great way to create a buzz too.

If your workplace has a company newsletter, or your local community or club has a magazine or society newsletter, try to include it on your list.



### Don't forget your posters

Add your event details to our template poster to tell people about your fundraising. If your event is open to the public, head to local libraries, cafes, leisure centres, shops and community halls to ask them to put up a poster for you.

### TOP TIP

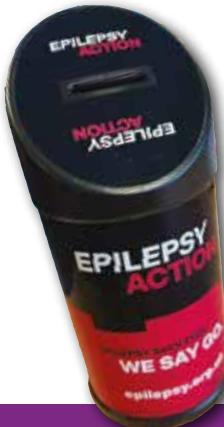
Take some photos before, during and after your event. We'd love to see what you get up to!



## Get kitted out

Collection tins, T-shirts, balloons and stickers – we've got lots of extra materials to help with your fundraising.

Head to [epilepsy.org.uk/hub](https://epilepsy.org.uk/hub) to get started or scan the QR code below



## TOP TIP

Making use of social media is the best, as it's free! Tweet, blog and inspire your followers, to spread the word and donate – don't forget to tag us @epilepsyaction so we can cheer you on



“ Baking has been a great way to raise funds. For our first Purple Day, Theo and his sisters baked yummy treats as much as they could during the week running up to Purple Day. We then delivered the baked goods to all the people who support us on our epilepsy journey including friends, family, Theo's school and hospital staff. ”



Theo and his sisters baked yummy treats to raise funds for Purple Day!

# STEP 3 **MAKE IT COUNT!**

## Make every donation go further with Gift Aid

If your guests are UK taxpayers, ask them to tick the Gift Aid box on your sponsor form or page when they donate. It means that we can claim an extra 25p for every £1 donated. It's super easy to do and won't cost you or them a penny!

## Matched Giving

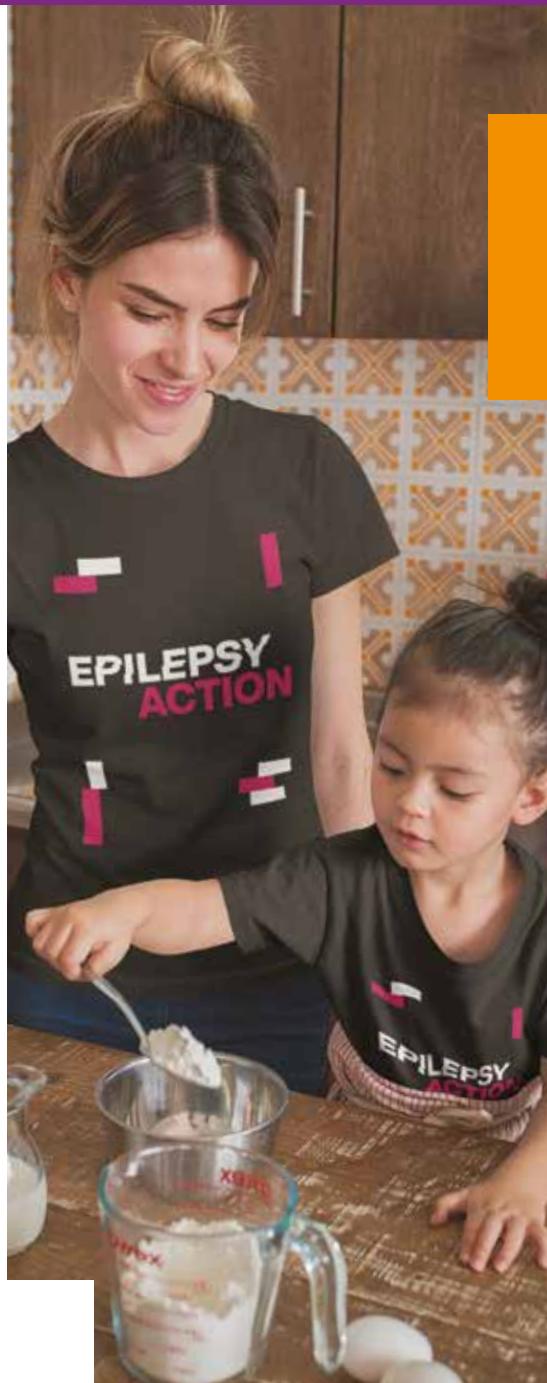
A lot of companies match what their staff raise, pound for pound. So make sure you ask your employer if they offer a matched funding scheme as you may be able to double what you've raised!

## Keep sharing your online fundraising page

Adding updates and sharing your online page is a handy way to remind anyone who's been meaning to donate. It also means people can still support your fundraising efforts, even if they're unable to attend your event.

## TOP TIP

Let your supporters know how their money will make a difference. Take a look at our Fundraising Hub for resources to share. [epilepsy.org.uk/hub](http://epilepsy.org.uk/hub)



## STEP 4

# YOU DID IT!

### Say thank you

You've now completed your event – you should be so proud! Thank everyone who supported you and let them know how much you've raised. It's a great way to let them know they've brought us closer to a world without limits for people living with epilepsy.

### Paying in your money

If you've raised money online through JustGiving, Enthuse or Facebook, you don't need to do anything as the money on your page will come straight to us. So you can now sit back and relax!

If you've collected offline donations, here's how to get them to us safely.



#### Online

visit [epilepsy.org.uk/donate](https://epilepsy.org.uk/donate) to pay by debit or credit card



**By post** Post cheques and CAF vouchers, made payable to 'Epilepsy Action', along with your name and contact details, to **Freepost RTGS-LEYK-XGCK, Epilepsy Action, New Anstey House, Gate Way Drive, Yeadon, Leeds, LS19 7XY** (Please don't send cash in the post)



**By phone** Give us a call on 0113 210 8851 to make a card payment over the phone

If you want to make a bank transfer, please contact us and we'll send you our charity bank details.

### DON'T FORGET TO

**Send in your completed sponsor form from your fundraising pack so that we can claim Gift Aid wherever possible, making your fundraising go even further!**

We'd love to see your photos from your event! Send them to us at [purpleday@epilepsy.org.uk](mailto:purpleday@epilepsy.org.uk) and with your permission we'll try our best to share them too.



Please make sure you send all money to us within two months of your event.

# HOW TO FUNDRAISE SAFELY AND LEGALLY

We're so thankful to you for fundraising in aid of Epilepsy Action and your safety and wellbeing is our priority. Fundraising should be fun, but it's important that everything is safe and legal, for everyone involved. Follow these simple guidelines to make sure your fundraising goes smoothly!

## Fundraising materials and publicity

Please make it clear throughout that you are fundraising 'in aid' of Epilepsy Action. Display Epilepsy Action's charity registration number on all your promotional materials – Registered charity in England and Wales (No. 234343).

## Insurance

Epilepsy Action cannot accept any liability for your fundraising activity, event or anyone who participates in it. If your event is open to the public, you may need to consider public liability insurance. Venues usually have their own insurance but check whether the public are covered, and please seek advice if you're unsure.

## Raffles and lotteries

Small raffles (where tickets are sold at the event) can be held as part of a larger event and are a great way to maximise the amount of money you can raise. There are lots of rules about holding your own raffle or lottery. In some cases, you may need to secure a licence. If you are thinking of doing a raffle, please read our Raffles and Lotteries document in our Fundraising Hub, and check with our Fundraising team before you plan your raffle.

## TOP TIP

Follow our handy guidelines to make sure you have carefully planned your event and to keep everything above board.



## Collections

If you're planning to hold a collection, you will need to get the right permission before you collect. If you plan to hold a collection on private property (such as a supermarket or shopping centre), you will need to secure permission from the manager of the premises. If you wish to collect on the high street or in another public area, you will need to obtain a licence from your local authority.

If you plan to hold a collection please get in touch with our Fundraising team once you have the appropriate permission, and we can send you an Epilepsy Action collection tin and security seals.

## Health and safety

Assess any risks and potential problems that may arise at your event and ways you can prevent them from happening, for example adequate first aid cover, risk assessments. If you are providing food at your event, please be aware of food safety regulations.

## Licences

If your event involves the sale of alcohol and/or regulated entertainment (like music, dancing, or film screening) you may need a licence. Check with your venue to see what licences they hold. To apply for a relevant licence, contact your local authority.

## Other things to consider

If you're looking for prizes and donations for your event, you may wish to contact local businesses for this. Use your Letter of Authorisation included in your welcome pack. Please check with us before approaching national companies, charitable trusts, celebrities and public figures.



# FAQs

Here are some answers to the queries we're most often asked but if you have any others, just drop us a message.

## What happens if for some reason I can't hold my fundraising event anymore?

We understand that things don't always go to plan. If your event can no longer go ahead or you need to rearrange the date, that's okay. Please let us know as soon as possible and we'll help in any way we can.

## Is there a deadline for paying in the funds I've raised?

Yes. You have two months to send all the money to us. Please don't sit on the money you've raised – the faster you send in your funds, the sooner they can be put to work to help people affected by epilepsy.

## Can I order more fundraising materials?

Yes, we have lots of extra materials available to download in our Fundraising Hub. Head to [epilepsy.org.uk/hub](https://epilepsy.org.uk/hub)

## Can I fundraise as part of a group?

Definitely, the more the merrier. If you'd like some extra materials for your group, just get in touch and we'll see what we can send out to support you.

## Can I share my fundraising page on social media to boost my fundraising?

Absolutely. Share your fundraising page on your own social media, tagging @epilepsyaction for everyone to see, and we'll try our best to share your post.

## Stay in touch

If you're unsure about anything whilst planning your event, then we're here to help. Call our Fundraising team on 0113 210 8851 or email [purpleday@epilepsy.org.uk](mailto:purpleday@epilepsy.org.uk)

# CONTINUE YOUR SUPPORT...

After you've finished your fundraising, we'd love for you to stay with us and continue to help make a difference for people living with epilepsy. Here's a few ways you can continue your support.



## BECOME AN ACTION TEAM VOLUNTEER

Join our team of amazing Action Team volunteers where small actions make a big difference. It's fun and flexible and it's a great way to help raise awareness!

[epilepsy.org.uk/volunteer](https://epilepsy.org.uk/volunteer)



## FUNDRAISE FOR US AGAIN

Check out our website for a full list of events or to organise your own.

[epilepsy.org.uk/fundraise](https://epilepsy.org.uk/fundraise)



## SHARE YOUR STORY

Whether you have epilepsy or have a loved one with the condition, sharing your story will raise vital awareness and can help others feel less alone.

[epilepsy.org.uk/shareyourstory](https://epilepsy.org.uk/shareyourstory)

Find out more at [epilepsy.org.uk/involved](https://epilepsy.org.uk/involved) or give us a call to chat about what else you can do. We'd love to hear from you! Call **0113 210 8851**

## YOU ARE CREATING A WORLD WITHOUT LIMITS FOR PEOPLE WITH EPILEPSY – THANK YOU!

### Epilepsy Action

New Anstey House, Gate Way Drive, Yeadon, Leeds LS19 7XY  
tel. 0113 210 8800 email [epilepsy@epilepsy.org.uk](mailto:epilepsy@epilepsy.org.uk)  
[epilepsy.org.uk](https://epilepsy.org.uk)

### Epilepsy Action Helpline:

freephone 0808 800 5050  
email [helpline@epilepsy.org.uk](mailto:helpline@epilepsy.org.uk)  @epilepsyaction

Registered charity in England and Wales (No. 234343)

