

Hello...

How do I set a personal challenge and fundraise?

1

Decide on your challenge

There are hundreds of challenge you can set yourself and fundraise for Purple day. The hardest bit could be deciding what you're going to do! Our top tip would be to keep it simple: whether that means going sober for March, running 26 miles on Purple day or shaving your head!

2

Set up your fundraising page

This year we've created a Purple day event on JustGiving – if you set up a fundraising page this way all the funds you raise will appear in our overall event totaliser! Head [here](#) and click 'Start fundraising' to set up your page. You'll use this page to collect donations in support of your challenge.

3

Personalise your page

The most successful fundraising pages are those that include a photo and personal description about the challenge you're doing, why you're doing it, and the cause or charity you're supporting. Taking the time to include these on your page can help you to raise up to 10x more!

4

Ask your most generous donor to sponsor you first!

If a family member, or friend, is likely to give you a generous donation, asking them to donate first to your page can actually increase the amount people give in future donations.

5

Share your fundraising page

This might be as simple as posting in your whatsapp groups, sharing a link on your social media profiles or sending an email to colleagues – however people can't donate towards your fundraising page unless they know what you're doing! As with your fundraising page, make sure everyone knows what you're doing and why you're doing it.

6

Update your sponsors on your event progress

If you're fundraising throughout the month of March, or training for an event on 26 March, make sure you post updates on your fundraising page so people can see how hard you're working and how dedicated you are to your challenge.

7

Make sure you take the time to 'Be the conversation starter!'

Saying thank you to your donors is one of the most important things you can do. With every thank you message you send, why not include a fact about epilepsy? Something so simple might just help to increase knowledge and understanding of epilepsy.

8

Share your photos and success stories on social media

Once you've completed your challenge make sure you shout about it on social media and to everyone who supported you! We'd love to see how you get on, remember to tag us @epilepsysociety. This is also another crucial time when you should expect a flurry of donations on your fundraising page.



Purpleday
for
**epilepsy
society**