

# Get ready to go **PURPLE**



Purple Day / 26 March  
[epilepsysociety.org.uk/pd](http://epilepsysociety.org.uk/pd)

Epilepsy Society | registered Charity No. 206186



**Purpleday**  
— for —  
**epilepsy  
society**

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# Let's talk: Purple Day

**Let's raise funds and get people talking about epilepsy!**

Purple Day is the international day for epilepsy awareness and falls on 26 March each year. On Purple Day people come together to fundraise and raise awareness of epilepsy.

There are so many ways you can support Purple Day this year – your Purple Day pack includes everything you need to make your fundraising activity a great success.

If you're looking for inspiration, over the next few pages we share our very best fundraising ideas. Once you've decided what you're going to do, follow our checklist and use all our materials to shout about your plans.

If 26 March doesn't fall on a day of the week that suits you – choose any date as close as possible to 26 March!

Thank you for all your support!



# WEAR purple



**'Wear purple' dress down or non-uniform days** are the perfect way for schools and workplaces to support Purple Day.

Ask everyone who participates to donate £1 for coming in **wearing something purple**.

Set up a fundraising page to collect donations or collect the cash and donate it to us at the end of the event.



Scan the QR code to set up a fundraising page

Great 'wear purple' add ons:  
cake sale, raffle, lunchtime quiz,  
and 'Where's Gus?' competition!



# BAKE purple



**Everyone loves cake!** Schools, nurseries, workplaces, shops, hairdressers, cafes can all easily hold cake sales for Purple Day.

**Ask for donations** of cakes to sell, buy them from the shops or make your own. Cakes can be sold for 50p, £1, £2 and every cake sold will help to transform the lives of people living with epilepsy.

**Don't forget to use the event poster** to tell everyone about your event and then let them know how much was raised!



**Great 'bake purple' add ons:**  
wear purple non uniform or  
dress up day, lunchtime quiz  
and 'Where's Gus?' competition!

# CHAT purple

**Get together with friends or members of a local group and host your very own coffee morning.** It's then time for tea and cake, in return for a donation towards Purple Day.

Instead of tea and cake, why not have pizza, Prosecco, popcorn – all the Ps for Purple Day! The important thing is you get together to talk about epilepsy and raise vital funds.

You can set up a JustGiving fundraising page to collect donations for your event or collect the cash and donate it to us at the end of the event!

**Scan the QR code below to setup a fundraising page**



# MOVE purple



**Take on your own personal challenge this Purple Day.**

Our favourite ways to run, walk or move purple include:

1. Complete 26 miles, 26K or 2.6 miles on or before 26 March (Purple Day)
2. Climb 26 flights of stairs
3. Complete 26 sit ups (every hour)

Remember to set up a fundraising page to shout about your event and collection donations!

**Great 'move purple' add ons: a 'chat purple' event to mark the end of your challenge!**

# QUIZ purple

**Create the ultimate challenge by organising a Purple Day quiz!**

- 1.** Decide on a quiz location (local pub, village or school hall, meeting room or virtually on Zoom!)
- 2.** Invite people to attend your quiz
- 3.** Ask quizzers to donate to take part in the quiz
- 4.** Collate your quiz questions (or use ours from our online pack, link on page 8)
- 5.** Have fun and raise funds!

**Scan the QR code below to setup a fundraising page**



# BE purple



**Go one step further and dye your hair or beard purple**, complete a sponsored leg wax or a sponsored head shave this Purple Day. Ask people to sponsor you – will you go further the more money you raise?

You can set up a JustGiving fundraising page to collect donations or collect the cash and donate it to us at the end of your fundraising.



# TOP tips



## Create and personalise your fundraising page

Online fundraising pages are a fantastic way to collect donations and sponsorship for your Purple Day fundraising activity.

Make sure you personalise your page with a profile picture and updated story about why YOU have chosen to support Purple Day. Pages that do this raise even more on average!

Also, ask a loved one to make the first donation to your page. Their generosity will encourage more donations and support.

Scan the QR code below to view our full guide:



## **Shout about your Purple Day activity**

The more people who know about your Purple Day event, the more support you'll receive!

Sharing event details and fundraising pages on social media is a great place to start. Don't forget to also use those Whatsapp groups, company newsletters, notice boards and more to ask for support.

## **Get people talking about epilepsy**

It's so important to us that Purple Day is about raising funds and raising awareness of epilepsy. If you feel comfortable sharing your own experience of epilepsy, it could help to increase understanding of the condition.

A simple way to raise awareness of epilepsy is to put up the Calm, Cushion, Call poster (available to download in the online pack). This poster gives clear guidance on how everyone can support someone during a seizure. Together we can get people talking about epilepsy.



# PURPLE Checklist

- Decide what you're going to do for Purple Day
- Select a date (or time period) for your Purple Day event
- Create a Purple Day fundraising page
- Tell everyone about your Purple Day fundraising activity – through sharing on social media, posters, invites in Whatsapp groups, emails
- Get ready with your add ons – posters, cakes and quizzes!
- Take photos of your fundraising activity to share with everyone (including us!)
- Collect cash donations
- Donate your funds to Epilepsy Society so that your purple pounds can start transforming lives

**Scan the QR code to  
donate your funds**



## **Epilepsy Society**

Chesham Lane,  
Chalfont St Peter,  
Buckinghamshire  
SL9 0RJ

Enquiries 01494 601 300

Fundraising 01494 601 414



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