

How to Turn it Purple in your community



Step 1: Decide on who you want to invite to your event

Decide on what kind of event you are holding and who you are going to invite. Family and friends, your social or sports club or the general public?

Step 2: Choose a location

If you're choosing to host an event with family and friends, you could host your event at home – it's free, easy and you can take your time with preparations! If you're home isn't appropriate there are lots of other places you could host your event. Do you have a local church, community or sports centre, park or public outdoor area?

Wherever you decide to host your event, the first thing you need to do is get official permission. If it's a hall or event space, then you will usually need to book in advance. It might be worth asking for discount seeing as it's for charity. If the location is outdoors, you will most likely need to gain permission from your local council or whoever owns the area.

Step 3: Choose your event + activities

The great thing about holding a Turn it Purple event within your local community is that you can be as creative as you like with the activities you put on! You can simply ask people to wear purple or choose or you could host a pamper night, movie night, coffee morning, bake sale, or a fancy-dress event!

Ensure you give yourself plenty of time to consider what you'll need for your activities to prevent any last-minute stress. Remember, we're just at the other end of the phone or email if you need any advice. We advise putting together a schedule so you can ensure the day goes as smoothly as possible.

Step 4: Choose a date and promote the event

You've decided who to invite, arranged a date, location

and a theme. Now you need to confirm and advertise the event. If it's a public event, try and invite everyone you know and ask them to invite people too!

You can create a Facebook event to invite people and keep a track of numbers and if you want to invite your entire local community you could make the event public! You could also put posters up in the local area (just make sure you get permission first).

You can use social media to promote your event. Don't forget to tag us so we can share it too! Photocopy the poster from your pack or download it from our website (www.panact.org/TIP-downloads). Why not put a poster in your local shops, cafes, community noticeboards and anywhere else you can think of!

You could even contact your local press and get an advert put in the local newspaper or magazine. If you need help with this then please feel free to get in touch!

Step 5: Don't stress yourself out - ask for help!

Asking for help from others is probably one of the most important steps for organising a successful event. We want you to have fun so reach out and network with people you know, you never know what possibilities may happen!

Ask friends, family, local shops and businesses if they would be interested in donating a prize or food for a fundraiser. Explain that you're taking part in Pancreatic Cancer Action's Turn it Purple event and you'd like some prizes to give out on the day. Even if they say no this time, they might be able to offer something else in the future.

Step 6: Extra materials and resources

Do you have enough of everything? If you need extra decorations, you can download and print more from our website (www.panact.org/TIP-downloads). You can also order merchandise from our online shop. If you're planning a bigger event where you need more

support, just get in touch and we'll make sure you have everything you need.

Step 7: Confirm your helpers

Make sure to double check with your friends and family that they're still happy to help on the day or with anything else in advance.

Step 8: Send reminders

Make sure to send out a reminder a week before the event. Not only will it remind people about Turn it Purple, it will also get everyone excited for a day of wearing purple, eating cakes, playing games and fundraising.

Step 9: Print Gift Aid forms

Don't forget to make sure you've got enough Gift Aid forms! We've supplied one in your pack but if you need more, you can print more off from our website (www.panact.org/TIP-downloads). Gift Aid allows us to claim back an extra 25% of each donation given to us by a UK taxpayer. This is an easy and free way to increase your donation!

On the day, you can put these forms next to the collection box, so people know to fill them out whenever they donate. Remember to read the form carefully and ensure that each person has given their home address and ticked Gift Aid on the form. Without their personal address, we can't claim Gift Aid.

Step 10: Organise a float

If you're selling cakes, drinks and other items, remember to create a float of some change. Not everyone carries it and they may not want to donate a large note.

Step 11: Photos + Social media

You've organised and planned, and now your Turn it Purple day is here! Make sure to take lots of pictures and share them with us – we love seeing your photos!



Tweet us: @OfficialPCA

Tag us: Pancreatic Cancer Action on Facebook or use

Hashtag: #TurnItPurple

Email: fundraising@panact.org.

Step 12: Pay in your fundraising

Once you've collected all your funds from the day, simply pay in using one of three simple methods:

Pay in the bank: Take your fundraising to the bank and do a bank transfer. Please don't post cash as this can get lost.

PCA bank details:

Bank: HSBC

Account no: 41412345

Sort code: 40-23-15

Pay online: You can use the donate form on our website or call us on 0303 040 1770 and we can take payment over the phone.

Send us a cheque: Write your cheque payable to Pancreatic Cancer Action and send it in the freepost envelope in your pack. Don't forget to let us know who you are and details of the event otherwise we can't thank you!

