

Step by Step

Step Into Purple!

Organising Your Own Dress Down Day

Ditch your uniform or smart dress for the day and step into something purple. It's a fun way to raise money for Step by Step and support vulnerable young people.

Why Step into Purple?

You can raise money for a great cause by wearing something purple for the day. It's an event that's easy to organise and everyone can get involved in.

The money you raise will help young people going through hard times including homelessness.

How Does it Work?

1. Everyone wears something purple. It could be as simple as a pair of socks, or as full-on as a onesie!
2. Collect a donation from everyone taking part.
3. That's it! See overleaf for some things to consider.

Who Can Step into Purple for Step by Step?

- Schools
- Offices
- Social/Community Groups

Whether you're a school of a 1,000 or a small local group, anyone can dress down for Step by Step.

How the Money Raised Could Help

£45

provides a young person with mental health support

£70

could cover the cost of a young person accessing an Emergency Bed

£210

allows us to offer a young person a week of accommodation and specialist support.



Need Some Advice?

Our Fundraising Team know their stuff and are always happy to help.

fundraising@stepbystep.org.uk
01252 346107



What to Wear

- The only limit is your imagination and confidence, as long as it's something purple! Why not chuck on a purple top, parade around in purple trousers or go all-out with dyed purple hair?



Promoting and Advertising

- Remember to tell friends and family what's happening. A healthy social media campaign will ensure your event goes well. Post to Facebook, Twitter and Instagram. Make sure to tag us in your posts and we will share and respond.
- Print and personalise our ready-made posters and display them for all to see!



How To Fundraise

- Consider whether to ask participants to pay a standard amount to dress down (e.g. £2) or whether you will ask for voluntary donations.
- Decide how you would like to fundraise. You can gather a collection and then send a cheque or BACS transfer. Alternatively, set up your own JustGiving page or a Facebook fundraiser, this money will come directly to us. Or you can send donations to us via cheque, cash or BACS.



Need More Help?

- For more information and tips, please contact a member of our Fundraising Team:
 - » fundraising@stepbystep.org.uk
 - » **01252 346107**

