



THE GREAT PYJAMA PARTY 2007 INFORMATION PACK



NATIONAL ECZEMA WEEK
15th – 23rd September 2007
National Eczema Society
Hill House, Highgate Hill
LONDON N19 5NA
Tel: 020 7281 3553 Fax: 020 7281 6395
Email: pyjama@eczema.org



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- Getting started
- Fundraising ideas for the Great Pyjama Party (including the legal stuff)
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Other information available with this pack:

- Publication Order form
- Press Release Template
- Collection Box Guidelines

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NATIONAL ECZEMA WEEK & THE GREAT PYJAMA PARTY

In 1975, the National Eczema Society was formed by a small group of people, in response to a letter in The Guardian, from a mother of a child with eczema, frustrated by the lack of information and emotional support available to her and others in a similar situation. Today, the National Eczema Society provides information and advice through a telephone helpline, an email advisory service, printed material as well as providing education and awareness training for healthcare professionals. We also fund scientific and medical research projects into the causes and treatments of eczema.

Every year, the Society organises National Eczema Week, an awareness campaign, to raise the profile of the National Eczema Society and bring the issue of eczema to the forefront of the public consciousness, while raising money to help us continue our quest to support and inform. This takes team work!! We cannot do it on our own and we need you to help us. Through your support, dedication and hard work the National Eczema Society is able to support thousands of people including children and teenagers with eczema each year and provide information and advice. So join us this year to celebrate National Eczema Week (15 -23 September) by being a part of our "Great Pyjama Party event."

Organise a sponsored sleepover, wear your pyjamas at work for cash, start a pyjama fun run or hold a pyjama coffee morning. So dig out your pyjamas, whether striped, checked, flannelette, silky or the cotton pair with cute cartoon characters! Better still for the really adventurous, you could customise your pyjamas for this occasion!

What matters most is that you have **FUN** raising awareness of eczema and of the National Eczema Society.

Why not enter our competition for the wackiest pyjama wear and **win a fabulous prize**. Don't forget to take pictures - we'd love to have lots of photos of "The Great Pyjama Party" in the December edition of our quarterly magazine Exchange!!!

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GETTING STARTED

So, where to start? You can keep your pyjama party simple or you can throw caution to the wind and take on the challenge of creating the wackiest pyjama wear or party ever held.

ASK THE RIGHT QUESTIONS

Before you get started organising your “Great Pyjama Party” event it is important to ask the right questions – What? Where? How? Who? When? (The “when” has already been decided as your event will take place during National Eczema Week).

- Your starting point should be a brainstorming session to come up with ideas for your Great Pyjama Party event. How are you going to achieve your objectives – raise awareness of National Eczema Week and the National Eczema Society and raise funds for its information and advice services whilst having fun?
- Where will your event take place – at work, at school or college or university or local pub or community centre or social club. Do you need permission to use premises or to undertake fundraising activities? Do you need to apply for an entertainment or alcohol license? Contact your local authority for further information.
- **Don't forget to return your registration event form (or you can email your event details – pyjama@eczema.org) so that your Great Pyjama Party event can be covered by the National Eczema Society's Public Liability Insurance.**
- How will you promote your Great Pyjama Party? See the section “Promoting your Great Pyjama Party” for some suggestions.
- What do you need to do to ensure that your Great Pyjama Party event is a success? A checklist will make it easier to identify what needs to be done and when, while ensuring that your event runs smoothly.
- Who are your helpers and are they aware of what they need to do and when?
- Don't forget to enjoy yourself and make your Great Pyjama Party event **FUN**.
- Finally, don't forget to take photos of your Great Pyjama Party.

GOOD LUCK!!

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FUNDRAISING IDEAS FOR YOUR GREAT PYJAMA PARTY

There is an endless list of tried and tested fundraising events that you can undertake to raise awareness of eczema and raise money for the National Eczema Society. Here are few fundraising ideas:

- **Sponsored Sleepover**
- **Pyjama Fun Run**
- **Pyjama Dress Down Day**
- **Themed Pyjama Evening**

The planning and the promotion of your event is important to its success and will ensure that you raise as much money as possible whilst raising awareness of eczema and the Society during National Eczema Week.

THE LEGAL STUFF

- Your Great Pyjama Party event must be within the law! If in doubt, contact the National Eczema Society fundraising team to discuss your fundraising ideas.
- Your promotional material should include our logo and say that the **“National Eczema Society is registered with the Charity Commission under the number 1009671.”** We need to see your promotional material before it is mass produced, distributed or displayed.
- You will need permits for street collections which can be obtained from your local authority. If you undertake a collection on private premises, you need to obtain permission from the owner.
- If you plan to hold a raffle then tickets must be sold on the day of the event and the draw must also take place on the day of the event. This type of raffle is easy to manage and has minimum administration. Alternatively, if you plan to sell raffle tickets prior to the event then you need to register your raffle with your local authority or the Gambling Commission. For further information check out – www.Gamblingcommission.govt.uk or your local authority website.
- Alcohol Licences. The premises on which your event will be held must have a current premises licence under the Licensing Act 2003. Under this act short term, small events can be held if the event organiser sends a Temporary Event Notice to the local licensing authority and police within ten working days prior to event.

If you have any questions or concerns, please contact our fundraising team who will be happy to discuss them.

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PROMOTING YOUR GREAT PYJAMA PARTY

- Start to promote your Great Pyjama Party as soon as possible.
- Approach local newspapers including dailies, freebies and weeklies. Don't forget local authority newsletters and local radio - tell them about your Great Pyjama Party, about National Eczema Week and why it is important to support the National Eczema Society. You will find a sample National Eczema Week press release enclosed in this pack which you can use or adapt to your local area and event.
- Our PR team at Approach PR are happy to talk to you about targeting your local press and working with your local press. Don't hesitate to contact them on **01274 722552** or email **Suzanne@approachpr.com** for assistance.
- There are a number of websites which promote local events. So get on the internet and find those "What's On" sites and get your Great Pyjama Party event listed.
- Put up posters about your Great Pyjama Party at work; use your work's newsletter or intranet to promote your event. Send emails and texts to everyone you know asking them to participate or simply support your Great Pyjama Party.
- Other places to put up posters include, your local libraries, school staff rooms, doctor's surgeries, pubs, local shops and businesses, nurseries, community centres, gyms, local leisure centres and social clubs, the list is endless.
- Use the internet to promote your Great Pyjama Party event. The Justgiving.com fundraising website is a quick, convenient and very effective way of promoting your Great Pyjama Party. Justgiving.com takes the hassle out of collecting sponsorship and donations from supporters. They also have other services to make it easier to tell everyone you know about your event and to promote your fundraising efforts. Click on www.justgiving.com for further information.
- Get everyone on board – family, friends, employers (some employers will match donations raised by employees for good causes, so ask if your company matches donations raised for charity), colleagues, neighbours, your children's nursery or school. Take every opportunity to promote your Great Pyjama Party and this will ensure that your event will be a success.
- The National Eczema Society can also help to promote your Great Pyjama Party event by advertising the date, time and details on our

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website. Just email us your details and we will do the rest. We want your Great Pyjama Party event and National Eczema Week to be a success!!

- Finally, have **FUN** and make your event **FUN**. If people are having a good time or see that you are making the effort, then they will be more inclined to give toward your cause.

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PYJAMA EVENT REGISTRATION FORM

Name:

Address:

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Postcode:

Daytime Tel No:

Email:

Type of Pyjama Event:

.....

Date of Pyjama Event:

Do you plan to contact the local press N/Y

If yes, please specify

FUNDRAISING MATERIAL

Printed Posters Blank Posters Stickers

Collection box Sponsor forms

INFORMATION ABOUT ECZEMA

If you want NES fact sheets, booklets or Exchange magazines for your event, please complete the enclosed Publication Order Form and send it back to us with your registration form.

Alternatively, you can register your Great Pyjama Party event by downloading the registration form on www.eczema.org and send it to pyjama@eczema.org. **THANK YOU**

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THE IMPORTANT STUFF!

Thank you for helping us to make National Eczema Week and the Great Pyjama Party event a success. The funds raised during National Eczema Week and throughout the year will help the National Eczema Society to continue to improve its information and advice services and invest more in medical and scientific research projects, to help those with eczema lead a better life. Please complete the form below and return with your donation.

Name:

Address:

.....

Postcode:

Daytime Tel No:

Type of Pyjama Event:

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Tell us a bit about your Great Pyjama Party Event:

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Total amount raised: £.....

Cheque should be made payable to: **National Eczema Society**

Donations should be sent to the address below

We want photos of your Great Pyjama Party. So don't forget to post us or email us your photos so that we can acknowledge your contribution to the success of National Eczema Week 2007. Keep a look out for your photos in the December edition of Exchange!!

THANKS ONCE AGAIN FOR YOUR SUPPORT

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