



How to raise money at your dress down day

Get the basics right!

What? When? Where? Before you start your fundraising, you'll need to make a plan of what you'd like to do, how you're going to promote it, and making sure you keep it safe and legal.

For more information on getting the basics right, and helpful hints and tips to consider when planning your fundraiser, please read the guidance in our fundraising pack.

But how do I raise money?

Whether you organise it with friends, work colleagues, at school or at your social club, this guide gives you extra ways you can raise money at your dress down day, mufti day, non-uniform day, fancy-dress day, or however else you want to call it!

- **Charge for taking part** – The easiest way to raise money is to ask everyone who dresses down to make a donation.
- **Theme** – Set a theme for your dress down day, whether it's wearing St John Ambulance colours, choosing a decade to dress from, or dressing as the career you want, or wanted, when you were growing up. Everyone who takes part makes a small donation, and the best outfit related to the theme wins a prize.
- **Penalties** – Ask for donation penalties for those who did not take part.
- **Design your own t-shirt** – Buy or ask your guests to bring a plain t-shirt, get some coloured permanent marker pens and for a donation, let guests design and colour their own t-shirts.
- **Competitions** – For a donation, set some competitions for your guests to take part in, for example: best find from a charity shop or best homemade item.
- **Sewing workshop** – As well as dressing down for the day, why not learn to make your own clothes? For a donation, either invite someone to give a short demonstration; or get the basic materials for your guests, and watch a video together, making your clothes at the same time.
- **Matched funding** – Could your company match fund the total raised?



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