

It's time for some fundraising fun in your pyjamas!



The biggest pyjama party yet!

It's back! And this time we want to make it bigger and better than ever.

This October clear a space in your calendar and pull on your PJs to raise money for those affected by a neurological condition. We need your help to make it as successful as last year!

More than 12.5 million people in the UK suffer from a neurological disorder, either from birth, through injury, or a slowly developing illness. The National Brain Appeal is dedicated to raising much needed funds for The National Hospital for Neurology and Neurosurgery, Queen Square.

It is one of the world's leading centres for the diagnosis, treatment and care of patients with a wide range of neurological disorders and neuromuscular conditions including multiple sclerosis (MS), brain cancer, epilepsy, Parkinson's disease, stroke, Prion disease, and brain injury. To find out more about how your fundraising will make a difference, visit nationalbrainappeal.org

Thank you for your support and we look forward to hearing all about what you get up to in pyjamas this year!

Inside your fundraising pack

To kick-start the party, here is how to make the best use of the materials found in your fundraising pack. Enjoy!



Nightcap: wear it with pride
Wear your nightcap to work or school for the day. Contact us if you want to buy extras, or visit our shop online.



Invitations: save the date
Send your invitations as early as possible and ask friends, family, colleagues or classmates to save the date.



Poster: tell all your friends
Personalise the poster template to promote your event. Put it up in your classroom, staff room or office to make sure that everybody knows how to get involved.



Stickers: use them to spread the word
Use the stickers as entry passes or thank yous for your event.



Balloons: a party isn't complete without them!
Whether you're hosting a glamorous cocktail party or inviting friends for pyjamas and pizza, decorate your venue in style.



Pin badge: show your support
If wearing your nightcap to work or school is not allowed then wear your pin badge to show your support.



Sponsorship form: raising money
Make copies of your sponsorship forms and ask your friends and family to circulate them.



Different ways to wear your PJs



Pop them on at home and throw a party. Last year, Nicola Smith organised her own pyjama party with friends



Wear them to work, like the team at Nedbank Private Wealth



Have a PJ day at school, like the kids and teachers at Courtyard AP Academy, London

How to get started

1 Decide where you'll wear pyjamas

Will you host a pyjama party at home? Or invite colleagues or class-mates to join you at work or school in sleepwear? Maybe you could get sponsored to walk, run or cycle in your PJs. It's up to you!

2 Pick a date and invite everyone you know

Our Pyjama Party runs during the month of October each year. We always have a designated Pyjama Day - check out our website for specific dates. If these dates don't work for you, don't worry - you can arrange your pyjama party earlier or later in the year.

When you have decided on a date, invite everyone as early as possible so they can get it in their diary. You can use the invitations in this pack, set up an event on Facebook or you could use EventBrite or Meetup. For an active challenge, you can invite people to sponsor you online by setting up a JustGiving page.

3 Fundraising - how much can you raise?

A fun night in with your friends is the perfect fundraising opportunity. Ask your guests to donate on the night towards the cakes, nibbles, drinks, pampering treatments or whatever you have on offer! Then let the party begin...

You can also put the fun into fundraising by organising games tournaments, quizzes or a karaoke night. Or, if you have friends who are good at crafts, why not ask them to host a mini workshop and invite guests to donate to learn a new skill.

Workplace events can also be great fun. Ask colleagues to wear their favourite pyjamas or onesies for the day and suggest a donation for doing so. Or charge a penalty fee for anyone who doesn't! The same goes for schools - kids of all ages love wearing onesies and are happy to donate a small fee to dress down. And, while you're at it, you can raise even more by holding a cake sale, raffle or film screening.

It's as easy as one, two, three!

Inspiring stories



School Pyjama Party: The teachers at Heswall Primary School, Wirral
"We decided to join in with Pyjama Party at the school because it looked like such good fun. We had a great time dressing up in the old-style nightshirts - and needless to say, all the kids loved it too! They came into school wearing pyjamas and onesies and made a small donation to dress down. We made more than £300, which we were thrilled about! It was such a wonderful atmosphere in the school that day, and we were helping a great cause at the same time." John Lawrenson, Headteacher, Heswall Primary School.



Two weeks in PJs: Michele Matthews
"Michele's niece, Laura-Jayne, was just 30 when she had a suspected stroke. Her face dropped, speech slurred, and she lost feeling down her left side. But tests showed it wasn't a stroke - slowly her speech came back and the use of her arm, but she was left with no feeling in her lower left leg.

Laura was referred to The National Hospital and diagnosed with Dysfunctional Neurological Syndrome (DNS). After five days of neuro-rehab the results were incredible, by day four she was walking around Queen Square with no crutches.



Michele spent a fortnight in PJs going about her daily business receiving lots of donations and sponsorship, which totalled a whopping £2,000! "I wanted to raise as much money as possible to thank The National Hospital for giving my niece her life back," said Michele.

How to pay in your donations

After your event, add up your donations and get your fundraising to us as soon as possible. You can do this in a number of ways:

By cheque
Use the paying in form on the reverse of your welcome letter.

Bank transfer
Please contact the team on 020 3448 4724 if you'd like to make your donation this way.

In person
We love meeting our fundraisers so if you are near The National Hospital, call us and arrange to bring in your donations.

Then, phew! You're done... Say a big thank you to everyone, put your feet up and relax.




Thank you so much for your support and don't forget to email us your photos to pyjamaparty@nationalbrainappeal.org and share them on Facebook, Twitter, Instagram and Pinterest.

We're so grateful for your help!

Get in touch with us

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The National Brain Appeal is the working name of The National Hospital Development Foundation. Registered Charity Number 290173

Campaign photography by Christine Donnier-Valentin
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