

# GO PURPLE

November 2019

BORN  
TOO  
SOON

## Stop babies being born too soon

17 November is World Prematurity Day. So this November, **#GoPurple** in support of Action Medical Research and raise money for vital research that could help end the devastation caused by premature birth.

From purple bake-offs to purple pamper parties, we have lots of fun and easy ideas for you to choose from – fundraising with your friends or colleagues. See what inspires you, or come up with an idea of your own!



### PURPLE BAKE-OFF

Get into the baking spirit and hold a purple themed bake-off at work or school! Don't forget to crown a star baker before selling everybody's yummy entries.



### PURPLE DRESS DOWN DAY

Swap the uniform or work wear for a purple themed dress down day. Ask for a small donation and best purple outfit wins a prize!



### THE BIG PURPLE QUIZ

Organise a quiz at your local pub or in the office using our Big Purple quiz pack! Charge an entry fee and organise a prize for the winners. Get your quiz pack at [action.org.uk/GoPurple](http://action.org.uk/GoPurple)



### THE PURPLE COLLECTION

Ask your local supermarket if you can hold a collection in store. It's a great way to raise funds and awareness! Don't forget to sport some amazing purple outfits!



### PARK RUN PURPLE

Put your running shoes and purple outfit on and take part in a local 5k Park Run. Get your family and friends involved and gather sponsorship whilst you train!



### GUESS THE SWEETS

Fill a jar full of purple treats and get people to guess how many are in the jar. Ask for a donation per guess. Closest guess wins the sweets!



### PURPLE PAMPER PARTY

Get your friends together for a pampering night; paint your nails purple whilst enjoying some purple cocktails! Simply ask your mates to donate the amount they would usually spend on a night out.



### DONATE YOUR BIRTHDAY

Is your birthday in November? Can't decide what you'd like for gifts? Why not set up a birthday fundraiser on Facebook or JustGiving and ask for donations to Action instead of receiving presents.

# Go Purple, raise money and help stop babies being born too soon



Visit [action.org.uk/GoPurple](http://action.org.uk/GoPurple) to download materials to help with your fundraising!

You can also find helpful tips and advice about how to boost your fundraising and how to pay in the money you've raised.

