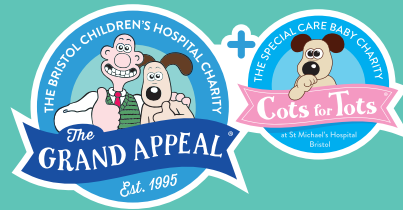


YOUR Wallace & Gromit's WRONG TROUSERS DAY! FUNDRAISING GUIDE



Raising money for
Bristol Royal Hospital
For Children

**FIRST THING'S FIRST. THANK YOU FOR
SIGNING UP FOR WRONG TROUSERS DAY!**

By taking part, you'll be helping to raise money for sick children and babies at Bristol Children's Hospital and St Michael's Neonatal Intensive Care Unit. We have lots of handy tips to get you started, but if you're still stuck for ideas, get in touch with our fundraising team on 0117 927 3888 or email hello@wrongtrousersday.org.uk

Make the most of your Wrong Trousers Day

• Step one: Plan your event

Think about where and when (it doesn't have to be on Friday 2 July) you want to hold your Wrong Trousers Day and let people know they can donate on the day using our 'text to donate' service.

• Step two: Shout about it

Remember to spread the message far and wide by advertising your Wrong Trousers Day. Try posting on social media or telling friends and family. Check out our cracking resources to make your day extra special: wrongtrousersday.org

• Step three: On your Wrong Trousers Day

It's time to let loose and have some fun while raising money for a good cause. Don't be shy about asking for donations – make sure your collection is somewhere everyone can see it and use lots of posters to draw attention to your event.

• Step four: It's time to make a difference

Once the money has come rolling in, don't forget to send it to us. Paying in the money couldn't be easier; there's a method to suit everyone.

Pay in online

Head to grandappeal.org.uk/donate Don't forget to tell us your money was raised from Wrong Trousers Day.

By post

Make a cheque payable to 'The Grand Appeal' and send it to Freepost The Grand Appeal, together with your details.

By text

To donate £1 text 1WTD to 70085 or donate £5 text 5WTD to 70085 or donate £10 text 10WTD to 70085.



At the bank

Email us at hello@wrongtrousersday.org.uk for bank details.

It's not just what you wear – it's what you do when you're wearing it!

Think outside the dressing up box, by planning some exciting events to make your Wrong Trousers Day go off with a BANG! These extra activities always raise more money.

- **Sponsor a friend:**

Who would you most like to see dressed up? Make it impossible for them to say no by collecting sponsorship – you could even choose their trousers.

- **Best dressed prize:**

Or should that be worst dressed? Compete with your family, friends or colleagues and decide who wore the most ludicrous legwear.

- **Hold a fashion show**

Don't be shy, strut your stuff... virtually. Showcase your weird and wonderful legwear online through Facebook or Instagram Live. Don't forget to add a donate button or sticker.



How your donations will help

£50

could fund 250 of the 4,600 felt-tip pens the Activities Centre in the children's hospital use every year, helping keep children distracted and busy

£100

could fund two music therapy sessions, helping children to express their feelings and focus on something other than their treatment

£200

could fund a week's stay in our family accommodation allowing parents to stay close to their child

£300

could fund artwork to make sure the hospital remains a welcoming, child-friendly environment



The difference you make

I am very aware that so many of the facilities and services that aided Lowenna's recovery, as well as that of the other children and families we got to know, are only possible thanks to your generous donations.

So, I can now only ask you, consider supporting this incredible cause. You have the chance to make a difference, and help the children and families that will unexpectedly find themselves in need of the support and care that we have been so lucky to receive.

Lowenna's mum



WRONGTROUSERSDAY.ORG

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Don't forget to photograph the day's events (with permission) and share them with us on social media by tagging #WrongTrousersDay @thegrandappeal