



The Lullaby Trust

Pyjama Day

**Wear pyjamas, have fun,
raise money!**

**Look inside for tips on how to hold
a successful fundraising event for
children and adults to enjoy!**

The Lullaby Trust

Pyjama Day

Thank you so much for registering your nursery or pre-school to take part in our Pyjama Day.

This is a fun opportunity for children to wear their pyjamas to nursery for a day while supporting other little lives with their donation!

Your online pack is full of advice and printable materials to help you organise the day including stories, poems and colouring sheets. You can also order merchandise such as collection boxes, balloons and stickers, take a look on page 3 to find out more.

Organising a fundraiser for your nursery is extremely simple and rewarding. It is a wonderful opportunity to bring, children, staff and parents together for lots of fun and games for a good cause, close to the heart of many parents.

The Lullaby Trust is a national charity that raises awareness of sudden infant death syndrome (SIDS), provides expert advice on safer sleep for babies and offers emotional support for bereaved families. By fundraising for The Lullaby Trust you will be helping us ensure that we can continue our vital work.

We look forward to hearing all about your event. If there is anything we can do to support you please do get in touch.

Happy Pyjama Day!

fundraising@lullabytrust.org.uk
020 7802 3200



Inside your Pyjama Day pack:

- Guide with tips and ideas
- Illustrated stories, poems and colouring activities
- Posters to promote your event
- Letter to parents/ guardians explaining about the event
- Certificates for after the event
- A paying in form

All of these items are available to download in your registration email.

Extra bits you can order from us:

- Balloons to decorate your space
- Collection boxes for donations
- The Lullaby Trust Stickers
- General information leaflets about The Lullaby Trust.

To order extra materials, get in touch at fundraising@lullabytrust.org.uk or call 020 7802 3200



How your support can help

If every child donates £2 to wear their pyjamas, a fun day can raise lots of vital funds for an important cause!

£22 could pay for our bereavement helpline to provide advice and support to a first-time caller. Our support service is available whether people are newly bereaved or the bereavement was many years ago.

£70 could pay for 20 families to receive a copy of our 'Safer Sleep for Babies: Guide for Parents', containing advice on how you can sleep your baby more safely to reduce the risk of SIDS.

£107 could pay for 2 bereaved families to attend a Lullaby Trust Family Day, allowing them to spend time with their children, remember their baby who died, and to access face-to-face information and support.

£160 could pay to train 5 health professionals in safer sleep advice about how to reduce the risk of SIDS, which they can pass on directly to the hundreds of parents they each work with.



Organising your Pyjama Day

A few weeks before

- Set a date for your Pyjama Day and use the template letter in your pack to let parents and guardians know
- Make sure you include a photo consent form if you plan to take pictures on the day
- Get in touch with us at fundraising@lullabytrust.org.uk or 020 7802 3200 to order extra materials such as balloons and collection boxes
- Have an ideas session with the children about what they might like to do on the day and to get them excited!
- Put posters around your nursery or pre-school to promote the day
- Promote your event on your website, social media and newsletter to parents/guardians
- If you wish to raise money online, create a page using a platform such as Justgiving for your nursery's event
- Ask for help with organising the day from parents and staff members if needed.



A couple of days before:

- Decorate your space with balloons and posters
- Print off or photocopy as many of the stories, poems and colouring sheets as you will need
- You may want to hold a bake sale to raise additional funds. If so, set out an area for this and organise a member of staff to oversee it. Bake some delicious treats to sell!
- Remind parents and carers about the exciting plans and to kindly donate (suggested £2 per child) for their children to take part in the Pyjama Day.

The Big Day:

- Wear your snazziest pyjamas
- Collect donations
- Have story time and colouring sessions using the sheets in your pack
- Eat your picnic food, hold your bake sale or any other fun activity you have planned!

After the event:

- Collect all the money raised from the day and send it to The Lullaby Trust using the information on the paying in form
 - Print certificates for everyone who took part
 - Send us your photos so that we can share your fantastic efforts to support our work on social media and other channels (make sure you have parents' permission first though).
- If you share photos on your own social media, tag us @lullabytrust.

Top tips and ideas

- Your event can be as big as you like – why not include games and picnic food? You could even invite parents ... they could come in their pyjamas too!
- Post your children's completed colouring sheets to The Lullaby Trust to feature them on our website or social media.
- Adding extra fundraising activities, such as a raffle or bric-a-brac stall, is a great way to raise more money. Ask staff and parents to help organise these.
- Fundraise online so that you don't have to handle any cash and the donations come straight to us. Setting up a page using justgiving.com is quick and easy.

Contact us

Get in touch if you need any help with your event. We can't wait to hear your plans!

Call: 020 7802 3200 _____

Email: fundraising@lullabytrust.org.uk