



# Your guide to festive fundraising this Christmas Pyjama day!

Get prepared for **Thursday 15 December** by ticking off your **Christmas Pyjama Day checklist**

- Sign up** to Christmas Pyjama Day for extra ideas to help you raise funds on the day
- Dig out your best festive pyjamas, onesie, or slippers!
- Decide whether you'll be hosting your Christmas Pyjama Day at work, school, home or elsewhere!
- Today's the day! Donate your **£3** for taking part by texting **XMASPJ** to **70123**.
- Gather up your friends, family or colleagues and give them their invites.
- Be sure to snap your Christmas Pyjama Day and share it on social media with the hashtag **#ChristmasPJDay**. Extra points if you tag **@AlzResearchUK!**
- Want to raise some extra funds? Set up a for people to sponsor your Christmas Pyjama Day.
- Have a fabulous festive Christmas Pyjama Day, and feel proud of yourself for raising funds for vital dementia research.
- Take a look at our website for any extra festive posters and games.
- Send your friends, family, or colleagues a reminder a few days before your event.

## Getting involved

There are a number of ways to join the party on Thursday 15 December, whether you get involved from home, at work or out in your community. Take a look at the [website](#) to download your festive fundraising pack, which is full of top tips to help you get your colleagues, friends, or family in the PJ Day spirit.

## Levelling up your fundraising

From hosting your own Mighty Quiz and testing your friends or family's festive knowledge, to putting your colleagues to the test with a Christmas Battle of the Bakes, there are a number of ways to make your Christmas Pyjama Day even more exciting. Head to the [website](#) for some more inspiration.

## Be loud and proud of your fundraising!

You're helping to make breakthroughs possible with your festive fundraising, and we think the world should know about it! Be sure to share your Christmas Pyjama Day far and wide, whether that's creating an event on Facebook, or posting your selfies on Instagram.