



How to organise a brilliant JIMJAM

What sort of event will it be?

Think of an event that will capture the imagination and interest of your friends/colleagues/school mates. What would they find fun and a bit different – which wouldn't be too difficult for them to do?

Here are some ideas:

- Sponsored sleepover** – In your home, workplace, sport club, campsite, or somewhere a bit unusual! Provide refreshments and activities, have fun with games like quizzes, Charades, Who am I, a cake 'bake-off', etc.
- Jimjams to work** – Make sure the boss agrees first! Everyone brings in a small donation in return for coming to work in pyjamas. Hold a 'best JIMJAMS' competition with prizes for the cutest, smartest, wackiest!
- Jarmy Army events** – Recruit your children and their friends to carry out JIMJAM days at school or at home: JIMJAM birthday parties, school mufti days, sponsored JIMJAM walks...
- Dinner parties & nights out** – Wear PJs rather than DJs! Dine in or go out with friends in your best JIMJAMS with donations from all taking part. Add a raffle, quizzes with prizes, auction a 'volunteer' to do the washing up!

Choose a date

It is always a good idea to check with a few people first that they will be available before setting a date, to avoid clashing with other events.

Organise the venue

If it is at home, make sure you have enough beds and bedding, or else ask guests to bring their own. If it is at an unusual venue, check on heating (it will need to be warm when sitting in jimjams!), seating and/or sleeping facilities, parking/public transport, bathroom and kitchen facilities; TV and DVD player for movies.

Catering

All good events involve refreshments! Think about a theme – pigs in blankets, jammy sandwiches, pyjama paella, nightie biteys, nightie nibbles, moonlight munchies, candlelight curries...



Raising funds

To maximise support for The Walton Centre, request a small donation from all participants, maybe £1 for a mufti day, £5 for a nightie night, £20 for a JIMJAM dinner.

Add a raffle – ask for prizes to be donated by participants and other supporters.

Organise fun games and ask for small donations for taking part, with small prizes for winners - perhaps ask for bids to nominate someone to do the washing up or donations for volunteers to carry out services such as a back massage, hair styling or manicure.

Send invitations

Set up an event on Facebook; email a photo of yourself in your best jimjams with details of the event; set up a Whatsapp group to send a series of messages building the excitement! Set up a page on Justgiving or Virginmoneygiving to ask for sponsorship (search for Walton Neuroscience Fund in the list of charities on the website).

Take plenty of photos

Be sure to take lots of photos and send them to: fundraising@thewaltoncentre.nhs.uk for us to add to our JIMJAM gallery and include in our Facebook page and other publicity.

Promote the event

If appropriate, tell your local paper and radio station about your event, either beforehand if you are looking for sponsorship and/or participants, or afterwards to thank participants and announce your fundraising total. Our Fundraising or Communications teams can help with this; contact fundraising@thewaltoncentre.nhs.uk or communications@thewaltoncentre.nhs.uk.

Tell us how it went

Do get in touch after the event to let us know how it went and how much money you have raised. We will send you a Great British JIMJAM certificate of appreciation, to display on your wall for all to see.

Tell supporters how it went

Do let everyone know what they achieved through your JIMJAM event and thank them, on our behalf, for supporting The Walton Centre.