



# NELSON'S JOURNEY PURPLE PICNIC CORPORATE FUNDRAISING PACK



Bringing Back  
Smiles to Bereaved  
Children in Norfolk





Thank you for signing up to support our Purple Picnic campaign. We are so excited you've chosen to support us and we can't wait to hear how your Purple Picnic goes.

**Remember, your picnic doesn't have to be conventional. Think outside the box and get creative with some fun ideas.**

All of the funds you raise will help us to continue supporting bereaved children and young people throughout Norfolk.

If you need any help or support whilst you're planning your event, our Fundraising team are always at the end of the phone by calling 01603 431 788 or you can email [fundraising@nelsonsjourney.org.uk](mailto:fundraising@nelsonsjourney.org.uk)







NELSON'S JOURNEY  
PURPLE PICNIC  
THANK YOU VIDEO







# Nelson's Journey **Purple Picnic**

bringing back smiles to bereaved children



Bringing Back  
Smiles to Bereaved  
Children in Norfolk

Join us to help raise funds for  
**Nelson's  
Journey**  
bringing back smiles to bereaved children

When:

Where:

What's Happening?





# Inspiration

Here are a few idea's to get you started!

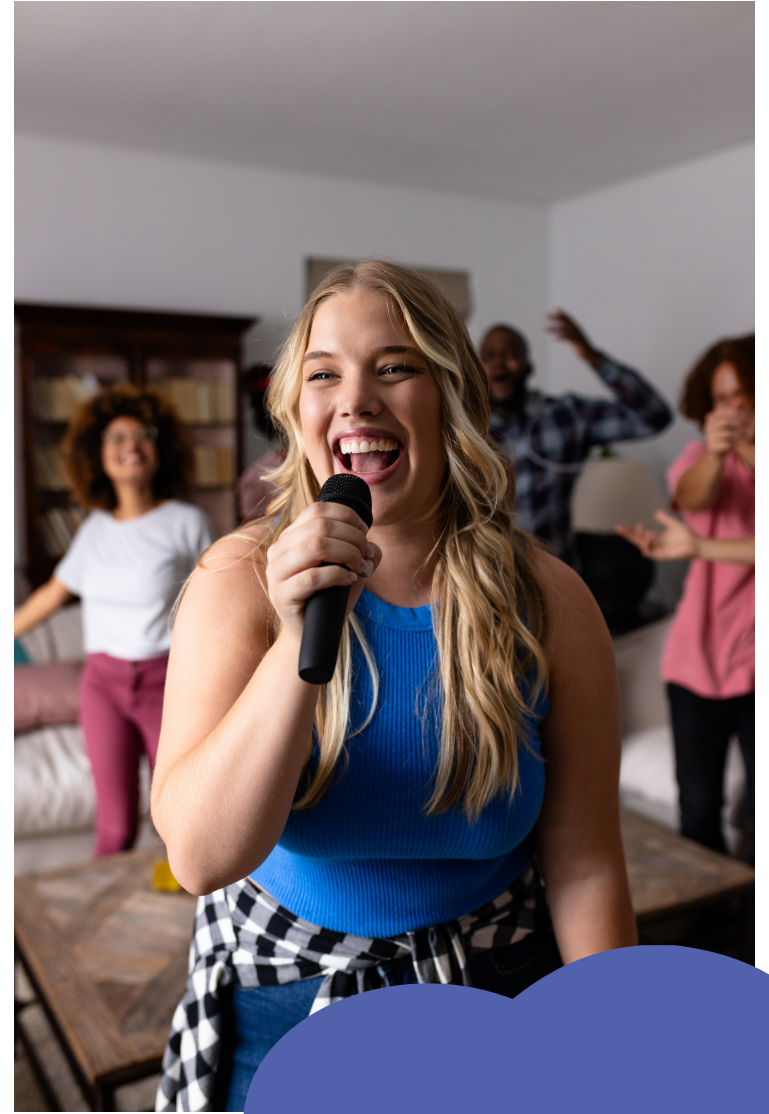
HOLD AN OFFICE AUCTION



DRESS LOUD DAY



THROW A TALENT SHOW OR KARAOKE SESSION



OFFICE OLYMPICS



SPORTS DAY

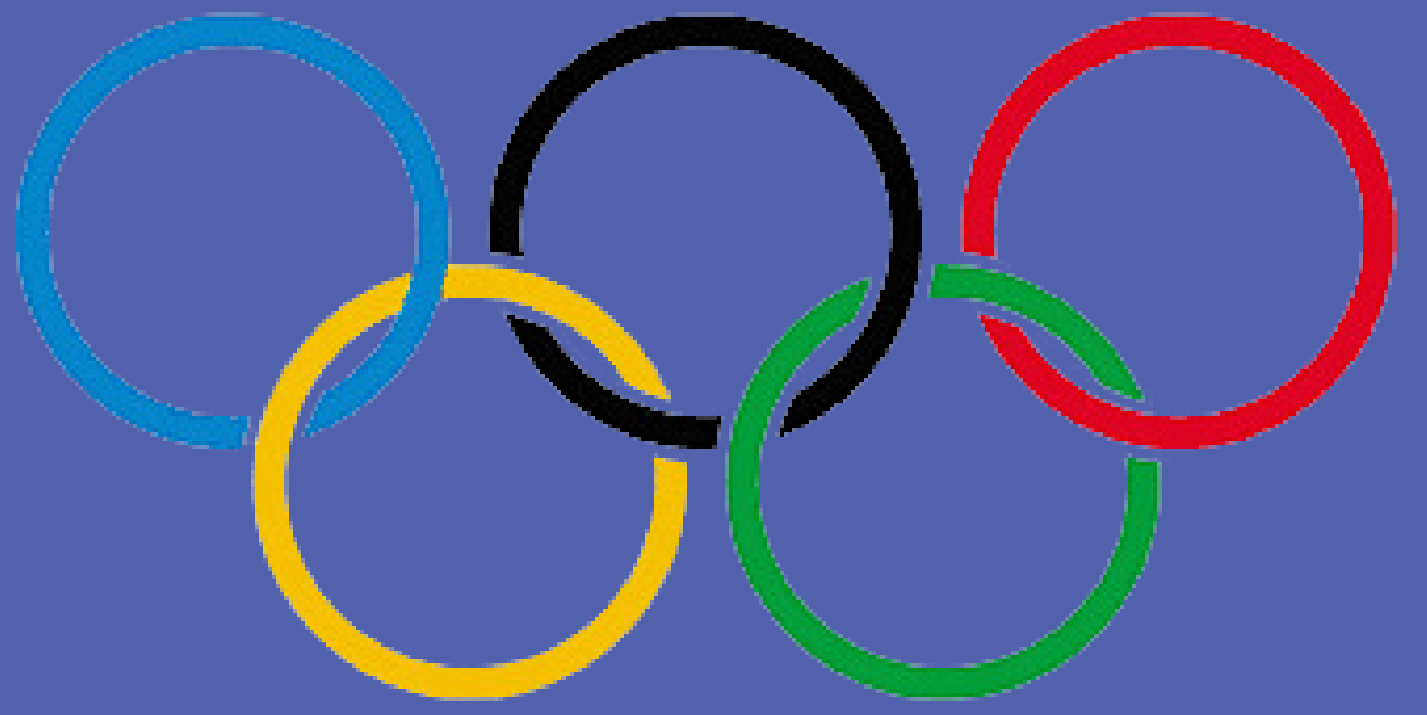


OFFICE BBQ





# OFFICE OLYMPICS



On your Marks, Get Set, Go!

Choose your teams, choose your activity and let the games begin!

Liven up your lunch break with a fun filled hour of antics.





# OFFICE AUCTION



Paddle's at the ready!

Get your team together with the opportunity to bid on a number of exciting prizes.

A few suggestions below - but think of some fun ones yourselves.

**An extra days  
annual leave!**

**Someone makes  
you tea everyday  
for a week!**

**Early finish**

**The boss buys  
you lunch every  
day for a week.**

**Be the boss for a  
day!**

**Extended lunch  
break for a week**



# BBQ or PICNIC



Everyone loves a BBQ or a picnic, so why not get the team together and enjoy the sunshine.



Bring a dish each, host some games and throw in a raffle - the perfect afternoon!

Purple is the theme so why not dress up in purple clothes, or make the food purple themed?





# Hold Your Own Bake off



Channel your inner Mary Berry and get baking in your very own Bake Off competition.



Whatever your specialty, bake up a storm and put your skills to the test.



Get your colleagues to score the creations and choose a winner!





# Bake Off Sign Up Sheet



Name	What I'm Baking



Join our 'Bake Off' to raise funds  
for Nelson's Journey

Date/ Time:

Venue:





# Bake Off Score Sheet



Name of Baker:

Name of Bake:

1

2

3

Appearance:

☐☐☐

Texture:

☐☐☐

Taste:

☐☐☐

TOTAL SCORE:



# Bake Off Score Sheet



Name of Baker:

Name of Bake:

1

2

3

Appearance:

☐☐☐

Texture:

☐☐☐

Taste:

☐☐☐

TOTAL SCORE:



# Bake Off Score Sheet



Name of Baker:

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2

3

Appearance:

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Taste:

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TOTAL SCORE:



# Bake Off Score Sheet



Name of Baker:

Name of Bake:

1

2

3

Appearance:

☐☐☐

Texture:

☐☐☐

Taste:

☐☐☐

TOTAL SCORE:





# Set Up Your JustGiving Page

The most convenient and easiest way for you to collect donations is to set up an online fundraising page by visiting <https://www.justgiving.com/campaign/purplepicnic>

Here's some tips on how to set up and promote your fundraising page:

- 1) Upload a profile photo
- 2) Set a fundraising target
- 3) Tell your story of why you are taking part in Purple Picnic, and why you're raising funds for Nelson's Journey
- 4) Share the link so your supporters can make a donation
- 5) Thank your supporters

**Good Luck!**

**We Hope You Have Fun**







## After Your Picnic...

We hope you enjoyed hosting your Purple Picnic  
and that everyone had fun.

### WHAT'S NEXT?

We would love to know how your event went.

Please email

[Fundraising@nelsonsjourney.org.uk](mailto:Fundraising@nelsonsjourney.org.uk)

Please tell us a bit about what you did, include details like this:

- Details about your Picnic, what you did, what went well.
- Photos of your event that you are happy for us to share on social media and for marketing purposes.
- How much you raised.
- How and when you will be paying in funds in to the charity.



**Thank you for supporting our work and helping to  
bring back smiles to Norfolk's bereaved children.**





# How To Pay Your Funds In

If you have not set up a JustGiving page you can send donations to us in the following ways.

## ONLINE DONATION

Visit <https://www.justgiving.com/campaign/purplepicnic> and select the give now option.

## BY DIRECT BANK TRANSFER

Please contact us at [fundraising@nelsonsjourney.org.uk](mailto:fundraising@nelsonsjourney.org.uk) for full details on how to do this.

## BY CHEQUE

Please make this payable to 'Nelson's Journey' and post to Smiles House, Octagon Business Park, Hospital Road, Little Plumstead, Norwich, NR13 5FH.

## BY CASH

You can drop off payment to our office by prior arrangement. We are open Monday – Thursday 9am to 5pm and Friday 9am to 4:30pm. Call us on 01603 431 788 to arrange this.





# Congratulations!

in taking part in the 2024

Nelson's Journey

Purple Picnic.

Thank you for raising

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to support Norfolk's  
bereaved children.

