



10 simple steps to Go Bright at work

Dress down Friday or workplace style contest? Channel your inner fashionista and wear your boldest, brightest look to work. Ask your colleagues to donate and dress up to help brighten the future for children and adults living with a muscle wasting condition in the UK.

1. Sign up

Sign up to Go Bright at www.muscular dystrophyuk.org/gobright-signup and we'll post you your fundraising pack. Your pack will include lots of fundraising tips and resources to help you make the day as bright as possible. We'll also put you in touch with your local Regional Development Manager, who can help you make the most of your Go Bright fundraising.

2. Set the date

Our official day to Go Bright is 1 March 2024. If that date isn't good for you, you can choose another date that is. Make sure your boss or manager is happy for you to Go Bright on the date you have chosen.

3. Decide what to wear

It's time to embrace your bravest, boldest style! And encourage your team or workplace to get excited about their looks too. It can be something small like bright socks, or a complete colourful outfit with accessories. If you have a mandatory dress code, make sure your outfit is in line with this.

Key information

Date: **1 March 2024**

Suggested donation per person: **£3 to £5**

Hashtag: **#GoBright**



4. Spread the word

Send out an email and diary invite to everyone in your company, put it on the intranet and put up some posters around the office. You can also set up a JustGiving page to make it easy for people to donate and share the link in your emails, so people have it to hand on the day. Talk about why you want everyone to Go Bright and the difference it makes – if you have a personal connection to us then sharing this can help encourage people to take part.

5. Make it extra fun and boost your fundraising

There are loads of ways to raise money on top of donating to dress up. You could host a bake sale and encourage other colleagues to help by bringing in cakes – the brighter the better! Tombolas, raffles, and sweepstakes can also help boost funds.

6. Send a reminder

Send an email a week and a day before your Go Bright event to get people excited, and to make sure no one forgets their bright clothes and donations on the day. Don't forget to include your JustGiving fundraising link in your emails.

7. Gift Aid it

Gift Aid means we can claim an extra 25% for each donation made by a UK taxpayer, so it's a great way to make your donations go even further. Use your sponsor form to record any cash donations you receive along with Gift Aid. JustGiving will ask about Gift Aid if people are donating online.

8. Go Bright!

Today's the day to Go Bright! Brighten up your March and have fun while raising funds and awareness of muscle wasting conditions.

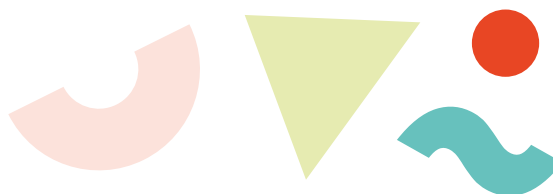


9. Share your photos

Don't forget to take plenty of photos of the day! Tag @MuscularDystrophyUK on Facebook and Instagram and @MDUK_News on X (previously Twitter) and use the hashtag #GoBright to flood your timeline with colour. Or email your Go Bright photos to events@musculardystrophyuk.org. Please make sure everyone in the photo is happy for it to be shared on social media.

10. Pay in your money

Once you have collected all your donations, it's time to pay it in. If you made a JustGiving fundraising page, then your job is done! If not, head to www.musculardystrophyuk.org/gobright-donate to find out how to send in your donations.



Thank you! Your fundraising will help us fund groundbreaking research and life changing support.

www.musculardystrophyuk.org

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