

Promo email sample:

Overdress for Work Day in aid of Lifelites

Dust off Your Penguin suit – it's dress-up Friday!

Lifelites, the charity which provides state-of-the-art technology for children in hospices, is organising a new fundraiser called **Overdress for Work Day**. This year it will be held on **3 December 2010** and is one fun day for companies and organisations to let their hair down and dress up to the nines or wear silly outfits to raise money for charity. It's the one day of the year where it doesn't matter what you wear, as long as it is exaggeratedly inappropriate for work.

Staff can give **a donation of a minimum of £2** for the right to wear ball gowns, disco wear, a diving suit or more outlandish outfits...

...or you can wear something yellow, Lifelites signature colour.

O4W Day is very simple to organise and it's the perfect way to get the team spirit going for the coming festive season.

Click on the events section at www.lifelites.org for more details or to download a fundraising pack.

Or call Lifelites for a fundraising pack on 0207 440 4200.

We look forward to seeing your photos and 'crazywear' very soon!