Big Yellow Coffee Morning
Event Guide

The Event

- This event includes selling coffee and home made cakes. To keep with the theme of Big Yellow Friday how about making Lemon Drizzle Cake or use yellow icing. If you are feeling more adventurous, how about making a Friday the elephant cake?

- This type of event is also the perfect opportunity to have a stall or raffle.

Planning & Organising

- Begin to plan the event about 2 months before you want the event to take place.

- Ideally, hold the event on the morning of Big Yellow Friday; however any weekday would be fine. If you have friends with school-aged children, it is a good idea to hold it after the school run but with sufficient time to allow people to collect children at lunchtime for nurseries etc.

- Enlist the help of a couple of volunteer helpers - about two or three should be enough. Each helper is needed to bake some cakes and try and enlist their friends to bake cakes too! You can always advertise in a school newsletter for people to bake cakes and to donate items to sell at a stall. You will also need your volunteers to help out on the day.

- You could hold the coffee morning at home or if you need more space consider a church hall or community centre, although this is likely to incur a cost and reduce the amount you make.

- If you are using a venue, contact them well in advance to secure the date you would like.

- Blank posters are available from the CLDF office, which we can pre-prepare for you if you provide us with the information.

- Approach local supermarkets and shops to try and get a raffle prize. People are more likely to buy a raffle ticket if there is a good prize up for grabs! CLDF can provide a letter of authority to prove who you are raising money for. CLDF sometimes have raffle prizes available so please contact us if you are struggling to find one.

4 weeks before

- If people are unable to attend the event ask them if they would like to give a donation instead. Donation forms are available on request by calling 0121 212 3839 or donations can be made online at www.justgiving.com/bigyellowfriday2009

- If you have a child in school, try and put a notice about the event in the school newsletter. You can also appeal for raffle prizes this way.

- If you are using an outside venue, arrange to have access the day before or early in the morning to set up.

- Publicity in local press can help with numbers and also raise awareness of liver disease in children and the work of CLDF. Call or email our press and communications officer John Orchard on 0121 212 6015 or communications@childliverdisease.org for help with press releases or to ask us to send them for you! Template press releases are also available on the website - childliverdisease.org/bigyellowfriday

Children's Liver Disease Foundation, 36 Great Charles Street, Birmingham B3 3JY
0121 212 6022 byf@childliverdisease.org childliverdisease.org cldf-focus.org
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- Place an advertisement in local newspapers detailing the date, time and venue of the sale. This can be costly so it is best to only consider this if you can get it for free.

- Issue helpers and friends with posters for display in their window at home or at work.

- Make sure you have volunteers still committed to helping you on the day.

- Consider how you will decorate the room to make it look nice – even a few balloons can work wonders! Contact the fundraising team on 0121 212 6022 and ask about what we can provide or see your Big Yellow Friday flyer for more information and an order form.

1-2 weeks before

- Consider buying in extra cakes and biscuits as back up in case you sell out of home made ones!

- Make sure you have plenty of tea and coffee. You could either charge a set price for each cup or ask people for a donation (sometimes this can encourage people to be more generous!)

On the day

- Don't forget to have a float ready; about £50.00 (30 x £1.00 coins, and the rest in 50p, 20p, 10p and 5p) should be sufficient.

- Thank everyone for coming and mention where the money will be going to, if there's an appropriate time to make such an announcement. Not sure what to say? Give the fundraising team a call on 0121 212 6022 for advice.

- It is worth taking your own camera on the day, as press may be unable to attend or not bring a photographer with them. Send a good quality, close up shot to papers the day after the event with a press release. This will raise awareness about liver disease in children and the work of CLDF – and the success of your event! For more tips on taking pictures, contact John on 0121 212 6015.

After the event

- Follow up any press coverage. Remember to ask John for help if you need it on 0121 212 6015 or email communications@childliverdisease.org.

- Make time to write and thank everyone who helped in anyway with the event. It doesn't need to be an essay, but a thank you goes a long way. We also have Certificates of Gratitude available.

- Send the money you have raised to CLDF. There are a number of ways to do this:
  - Send a cheque, postal order or CAF voucher (please do not send cash) made payable to CLDF to 36 Great Charles Street, Birmingham B3 3JY
  - Online at childliverdisease.org/bigyellowfriday. Please let CLDF know so we can thank you.
  - Take the money to your local branch of Bank of Scotland and pay into CLDF's account. Sort code: 12:05:65 Account number: 00181442. Please let us know that you have done this so we can thank you.
  - Call CLDF on 0121 212 3839 and pay using debit or credit card

- Upload your photos to Facebook. See childliverdisease.org/bigyellowfriday for more information. Alternatively, email your photos to byf@childliverdisease.org

Thank you for supporting Big Yellow Friday!

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