



Big Yellow Fry-Day Event Guide

Event

- ◆ Invite people to your home to have a cooked English breakfast and charge them for the meal (remember to cover your costs too).
- ◆ Each of the guests will be served at least one portion of egg (fried, scrambled or omelette) and those not getting into the spirit of the event (through choice or not liking eggs!) will be asked for an extra donation.



Planning

- ◆ 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 day would be fine.
- ◆ Using Big Yellow Friday invitations, (available on request) invite as many people as you can accommodate in your home. Think about inviting people at different times to get more people attending. For a bigger scale event, see if you can hire out your local community hall or similar premises. If you are using a venue, contact them well in advance to secure the date you would like.
- ◆ BYF invitations are available from CLDF which can be used to invite people to the event.
- ◆ If the event is taking place in your home you will need at least 2 volunteers to help you on the day, (one to help you cook and the other to serve and take orders).
- ◆ Ensure that you have enough ingredients to feed all of the people invited. In order to do this, ask for payment in advance so you know how many people to expect.
- ◆ Contact local supermarkets, independent grocers etc to ask them if they would donate ingredients for the event! Perhaps your local farmer would donate the eggs? Remind them that the good publicity will be good for their business! Contact the BYF team for help with your appeal letter on 0121 212 6022 or email byf@childliverdisease.org
- ◆ Contact the local press/radio for publicity. Send a press release with information about the event: what it is, when and where it is happening, who is taking part, and why. CLDF can help with this, and even send the press release on your behalf. Just call CLDF's Press and Communications Officer, John Orchard on 0121 212 6015 or email communications@childliverdisease.org and ask!
- ◆ Approach local shops and supermarkets 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.

2-3 weeks before

- ◆ If you are using an outside venue, arrange to have access the day before to set up.
- ◆ Ask helpers, family and friends to display posters in their window at home or at work. These can be to either encouraging them to hold a similar event for Big Yellow Friday or to encourage them to attend your event if there is capacity to do so.
- ◆ Make sure you have volunteers still committed to helping you on the day.



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Day Before

- ◆ Decorating the room to make it look nice – even a few balloons can work wonders! Of course putting the CLDF name around the place reminds people where the proceeds are going and encourages people to give their support. Contact the BYF team on 0121 212 6022 and ask for balloons, collecting boxes and leaflets to have around the venue.
- ◆ Make sure you have plenty of tea, coffee and orange juice

On the day

- ◆ Remind people why they are there and encourage them to support other events going on in the area for the rest of the day.
- ◆ Ensure someone is there with a camera to capture all the fun! Send a photo (a good quality, close up shot) to papers the day after the event with a press release. This kind of coverage won't help to bring spectators but it will raise awareness about liver disease in children and the work of the Foundation – and the success of your event!
- ◆ Collect any outstanding monies and extra donations.



After the event

- ◆ Follow up any press coverage. Remember to ask for John's help if you need it on 0121 212 6015
- ◆ 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!