



Silence is Golden Event Guide

The Event

Groups of school children are sponsored by family and friends to not talk for specified amount of time. This could be in a classroom for 10 minutes, half hour, an hour or even longer.....! Money is raised through sponsorship.



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Venue

Probably the easiest way to hold this event is in the classroom. That way the length of 'quiet time' can be set according to the age of the children. For example, a reception class may be silent for ten minutes, whereas a Year 6 class may be able to stay quiet for a lot longer.....!?

Planning and Organising

- ◆ Begin to plan the event about two months in advance.
- ◆ If you are a parent you will need to approach the school in plenty of time to ask them to hold the event.
- ◆ CLDF can provide you with sponsorship forms, Big Yellow Friday posters, Big Yellow Friday stickers and balloons.
- ◆ Why not hold the sponsored silence in conjunction with a 'wear yellow day'?

Two Months Before

- ◆ If you would like a school to support Big Yellow Friday by holding a sponsored silence contact them a couple of months in advance. If possible arrange a time to go and speak with someone at the school.
- ◆ If possible, try and get each class involved so the whole school is taking part in Big Yellow Friday!

One Month Before



- ◆ The school may wish to highlight Big Yellow Friday and the sponsored silence in a newsletter. This is a fantastic way of letting parents know about the event and raising awareness of CLDF.
- ◆ Publicity in local press can help raise awareness of liver disease in children and the work of CLDF. Call on 0121 212 6015 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

2 Weeks Before

- ◆ Talk about Big Yellow Friday in an assembly. Tell the children about CLDF and childhood liver disease so they understand why they are doing the sponsored silence. The CLDF fundraising team can provide information and tips on giving talks.
- ◆ Hand out sponsor forms to every child that will be taking part. Encourage the children to take the forms home and get as many people to sponsor them as they can. Ask the children to bring their sponsorship forms back to school on Big Yellow Friday.



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- ◆ It might be useful to arrange to have some kind of timing device to use on the day like a stopwatch or an egg timer.
- ◆ Decide whether the children will simply sit in silence or if they will have work to do at the same time.

On the Day

- ◆ Collect the sponsorship forms and the money raised from the children.
- ◆ Give each child who took part a Big Yellow Friday sticker.



After the Event

- ◆ Count each class' sponsorship and inform each class how much they have raised and also the total the school has raised. This figure could also be put in a timely newsletter.
- ◆ Remember to thank all the children for taking part! We also have Certificates of Gratitude available. Perhaps issue one to each class?
- ◆ Follow up any press coverage. Remember to ask John for help if you need it on 0121 212 6015.
- ◆ If you still have sponsorship money outstanding after the event, give everyone a date to have it in by, (we recommend two weeks following the event), or you could find yourself running around chasing sponsorship six months after the event!
- ◆ 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!