



## Turn your Town Yellow Event Guide

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### The Event

- ◆ Encourage the local shops and businesses in your local town to decorate their windows in yellow and to get involved in fundraising through raffles, tombolas, guess the number of yellow items in the jar and Find Friday competitions and any other ideas they can come up with!
- ◆ Shops can be encouraged to give a percentage of their takings on the day or week of Big Yellow Friday.
- ◆ Depending on the support you receive, this event can be help just on Big Yellow Friday or can be help for a week or even a month.
- ◆ By promoting Big Yellow Friday in this way, the local community will be enthused and hold other events. Perhaps the local school will hold a wear something yellow day or the WI ladies holding a Big Yellow Coffee morning.
- ◆ With this event, the possibilities are endless.....



### Planning and Organising

- ◆ Begin to plan 2 - 3 months before the event. Go round local business and take them a flyer or pack so they know exactly what they are being asked to support. If you have a personal story, then this can encourage people to take part.
- ◆ You are likely to need at least two people to organise the event, so that responsibilities can be shared but the more volunteers you can gather the bigger the event has the potential to be.
- ◆ Visit the businesses in your town to discuss what your plans are and how they can help.

### Two months before

- ◆ Publicity in local press can help raise awareness of liver disease in children and the work of CLDF. Call our Press and Communications Officer John Orchard 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 ([www.childliverdisease.org/bigyellowfriday](http://www.childliverdisease.org/bigyellowfriday))
- ◆ Start to gather prizes for a raffle. See if the local traders or store branches will donate items. You will only need a few items otherwise it will go on for too long. Don't forget to buy the raffle tickets! If you are holding the raffle over a number of days, tickets for the event will need to be printed and there are different raffle rules. The BYF team can give you advice and CLDF also has raffle guidelines available on request.
- ◆ Consider how you will decorate the shops and businesses to make it look nice – even a few balloons can work wonders! Speak with each business individually to discuss their requirements. Contact the BYF 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. Don't forget to order your Find Friday competition sheets.



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### One week before

- ◆ Ensure you have the prizes for the raffle and plan how you will run this – (Eg. Who will sell tickets? When will you draw the prizes?)
- ◆ Ask the shops and businesses to begin selling “Find Friday” squares so that a winner can be announced at the party.

### On the Day



- ◆ Decorate the shops and businesses and ensure each has all the material they require. Remember to thank them for their help and support in turning the town yellow.
- ◆ 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.
- ◆ Draw the raffle and Find Friday competition winners

### After the Event

- ◆ Follow up any press coverage. Remember to ask for our help if you need it on 0121 212 6015.
- ◆ 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](http://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](http://childliverdisease.org/bigyellowfriday) for more information. Alternatively, email your photos to [byf@childliverdisease.org](mailto:byf@childliverdisease.org)

**Thank you for supporting Big Yellow Friday!**