Yellow Hat and/or Trunk Party
Event Guide

The Event

- Hold a themed party. This could take place at school, work or as an evening event with friend and family.
- Party-goers need to wear either a Yellow Hat an d/or trunk party
- This event lends itself to holding a raffle or auction

Planning and Organising

- Begin to plan 3 months before the event.
- You are likely to need at least two people to organise the event, so that responsibilities can be shared.
- Decide on a venue and consider how accessible it is. Remember that the choice of venue could determine the numbers.
- Think about your target audience - who will come! Plan how you can let these people know about the event and make it an appealing prospect for them. Will you use posters in public places, a notice in a local paper or rely on word of mouth? Maybe invitations by e-mail would be appropriate? Aim to hold it on BYF or at the weekend.
- Decide on menu, in cooperation with the venue. It is often more straightforward to have tickets for a fixed price which include the food but not drinks. It is best if you have a venue with a bar so that people can buy their own drinks.
- Send invitations to those you wish to attend. Big Yellow Friday invitations are available for download off the website.
- Decide on a system for selling and distributing the tickets. Consider things like whether to sell tickets before the event or to accept payment on the door (the first is usually far easier!). Be sure to nominate someone to keep a record of ticket sales; this will help you keep track of numbers and also of funds raised!

Two months before

- Publicity in local press can help raise awareness of liver disease in children and the work of CLDF. Call or email our Press and Communications Officer 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
- Start to gather prizes for a raffle. See if 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!
- 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.

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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One week before

- Confirm final numbers and catering arrangements with the venue.
- Ensure you have the prizes for the raffle and plan how you will run this – (e.g. Who will sell tickets? When will you draw the prizes?)

On the Day

- Arrive early to ensure everything goes to plan.
- Decorate the venue e.g. balloons, information etc.
- 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 CLDF on 0121 212 6015.

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. 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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