

HOW TO

...organise a Big Blue Day!



Get people together, in blue, to celebrate our seas and raise funds for marine conservation!



Holding a Big Blue Day couldn't be simpler. It can be as big as you like, either with friends, family or colleagues, or by opening it up to your community. Blue clothes, blue cakes, blue raffles, even blue hair, you'll find some popular ideas for your Big Blue Day in this guide.

Big Blue Days can raise anything from £50 all the way up to £10,000 for marine conservation!

Any time!

A great day to celebrate our seas is World Oceans Day, held on 8th June every year. Or how about on World Water Day or World Turtle Day? Or even a blue birthday?

You could turn around the Monday blues by holding a Big Blue Day on a Monday!

Or how about holding a sustainable fish supper on a "Fish Friday"?



Anywhere!

At home, at school, at work, on the beach or even on a boat! You can hold your Big Blue Day anywhere.



Anyone!

You'll need some keen volunteers to help you. How about your colleagues, school friends, family, your sports team or community group?



Anyhow!

Let your imagination go crazy. You can do anything for your Big Blue Day, but whatever you do, do it in blue! Here are some popular ideas to add to your event:



...a marine creature costume competition?



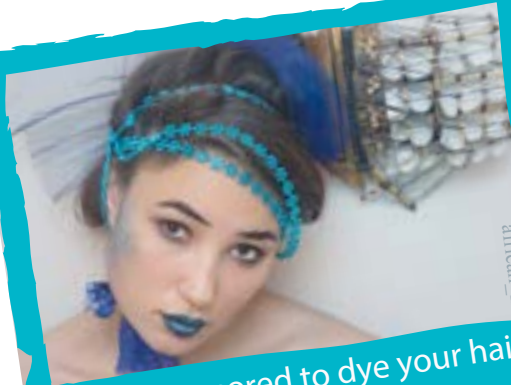
...hold an ocean quiz?



...bake some blueberry muffins to sell?



...face painting in return for donations?



...get sponsored to dye your hair blue?



...blue cocktails?



...a blue raffle?



...host a sustainable fish supper. See www.fishonline.org for the latest seafood advice.



...decorate your desk, office or classroom in blue?

Tip!
Ask local businesses to donate prizes.

What do I need?

Your equipment needs will vary depending on your Big Blue Day activities, but here are some basics:

- A sign or poster to display on the day letting people know how they can donate.
- We can send you some MCS leaflets to display.
- A secure place to keep the donations – ask us for an MCS collection box, or use a collection bucket or lockable tin if you have one.
- You can also take a look at our fundraising "Do's and Don'ts" guide for more guidance.

Promoting my event

This is key, particularly if you're opening your event to the public.

- Download the Big Blue Day poster.
- Email your contacts with event information.
- Tweet, Facebook and blog.
- If your event is open to the public, take a look at our "Top tips for organising your fundraiser."

Event complete?

Once your Big Blue Day fundraiser is over, please fill in our "Collected Funds Form" and email or post it to us along with your donation. Please make cheques payable to 'MCS'.



Questions?
Please get in
touch with the
Fundraising
Team.

We love hearing about what you've been up to, so please email any photos or news to fundraising@mcsuk.org and we will add you to our Wall of Fame!

Thank you for supporting MCS!



We went blue for **Big Blue Day**

8th West Bromwich Girl Guides 'Big Blue Day'

Kimberly White, age 13, organised a Big Blue Day for her Girl Guide group.

"It was brilliant! We made a big poster, leaflets, tie-dyed blue t-shirts and hundreds of blue cakes. We had a turtle tuckshop, face painting, a blue raffle, and even a mermaid marine nail painting bar! As well as guess the famous fish, guess how many blue pencils in the tub, and guess how many blue sweets in the jar.

We had a "whale" of a time, raising almost £130 towards saving our seas!"

