

# CRICKET united BLUE BALLS DAY

SATURDAY 13 AUGUST 2016  
INFORMATION PACK



IN SUPPORT OF



**LORD'S TAVERNERS**  
Giving young people a sporting chance

Registered Charity No. 306054



**CHANCE TO SHINE**  
Spreading the power of cricket

Registered Charity No. 1123385



Supported by  
**ROYAL LONDON**

Registered Charity No. 1120088

# CONTENTS

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- 3. Cricket United – Background.....
- 4. Welcome.....
- 5. A Unique Opportunity.....
- 6. Your Blue Bails Day.....
- 7. How to Get Started.....
- 8. Tips and Techniques for Fundraising.....
- 9. Match Day Income.....
- 10. Frequently Asked Questions.....



# CRICKET UNITED

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## What is Cricket United Day?

- Cricket United is a simple idea. Three charities, one aim: to change lives through cricket.
- Cricket United Day is a joint fundraising appeal by three leading cricket charities: Lord's Taverners, Chance to Shine and the PCA Benevolent Fund.
- The aim is to raise awareness and funds for the charities to help improve lives through cricket.
- Cricket United Day is the UK's biggest cricket awareness and fundraising day and takes place at the Kia Oval.

## Where did the idea come from?

- Our three charities have enjoyed very good relations over the years, and for some time we've thought there's more we could do together.
- We drew inspiration from the McGrath

Foundation day held annually during the Sydney Test, and Cricket United was born. While the McGrath Foundation turn the SCG pink, Cricket United Day aims to turn the Kia Oval light blue.

## Who is supporting Cricket United Day?

- We are grateful to England & Wales Cricket Board and Surrey County Cricket Club for their continued support.
- We have been overwhelmed by the positive response from cricket fans, players, media and sponsors who have really embraced the idea.

## How can Clubs support the day?

- Participate in the Blue Bails Day campaign and fundraise for both Cricket United and your club.



# WELCOME

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It gives me great pleasure to welcome you to Blue Bails Day. Thank you for getting involved in the programme - you're a true blue supporter!

Blue Bails Day is a simple and fun way of helping your local community. We're asking cricket clubs to get involved and raise funds for Cricket United this summer. We'll provide the blue bails. You turn your club blue for the day!

It's all part of a joint 'Cricket United' appeal by three cricket charities close to my heart: Lord's Taverners, Chance to Shine and PCA Benevolent Fund. They have joined forces to raise funds and improve lives through cricket.

By taking part in Blue Bails Day, you'll not only be helping these three fantastic charities, you'll also be helping to fundraise for your own club. It's a win-win.

Good luck and go blue!

Thank you.

Alec Stewart

Surrey Director of Cricket



# A UNIQUE OPPORTUNITY

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Blue Bails Day provides a unique opportunity in more ways than one:-

- Every club at grass roots level requires funds for development and has commitments and targets which are hard to meet through membership and bar takings alone; a Blue Bails Day can contribute.
- The opportunity for the local community to support the club and develop cricket in the local area.
- The opportunity for sponsors and local companies to offer further support through this unique platform.
- Become part of what we hope will be a national blue bails day for cricket in the future.
- Have the chance to win a visit from a local cricketing hero.



# YOUR BLUE BAILS DAY CONTROLLED AND MANAGED BY YOU

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Becoming part of Blue Bails Day provides a unique opportunity to support the joint fundraising appeal by the UK's three largest cricket charities.

The unique aspect of this campaign is that you 'the club' retain control of your day and manage it to the levels that you so desire and retain some of the income from the day for your own use.

Use your blue bails on Blue Bails Day but you can fundraise on a day that suits your club. You can even fundraise throughout the season if you'd prefer.

All fundraising activities are at the discretion of the club. If you have innovative ideas to generate fundraising revenue, you are free to explore them and if required we can offer support, enthusiasm and guidance where possible to help make your day a huge success.

We want to ensure that Blue Bails Day is as easy as possible to participate in and that you make it as blue and fun as possible.

[www.cricketunited.co.uk](http://www.cricketunited.co.uk)  
#cricketunited



# HOW TO GET STARTED

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It's easy; simply register your participation of Blue Bails Day [www.cricketunited.co.uk/blue-bails-day](http://www.cricketunited.co.uk/blue-bails-day). Once they have received your registration you will receive a confirmation email and your club will be added to the Blue Bails Day club section on the Cricket United website. Your Blue Bails Day pack will be distributed to an agreed delivery address. Clubs will receive the following for their £100 minimum donation:

- One set of blue bails (option to source additional bails for 3rd/4th XI matches @ £25.00 per set)
- 3 Blue Bails Day Promotional Posters
- Sample packs of Yorkshire Tea
- Downloadable Blue Bails Day branding pack, media kit and fundraising ideas
- Automatic entry into the Local Cricketing Hero competition
- Cricket United branding for Umpires to complement their official attire

Make sure you are following Cricket United on social media. @CricketUnited on Twitter and Instagram and like our Facebook page, [www.fb.com/cricketunited](http://www.fb.com/cricketunited) and help spread the word by using the designated hash tag #BlueBailsDay

## Local Cricketing Hero competition

On registering your Club in the Blue Bails Day your club will gain an automatic entry into the 'Local Cricketing Hero' competition. If your club wins the competition, the local cricketing hero may be available to attend a colts training session and/or end of season awards evening.

The Cricket United team will work closely with the winning club in the lead up to the visit and will be provided with detailed information about his involvement on the day/evening and the times that he is available. \*Please note, there is a separate local cricketing hero competition in each participating county and the player will only be available for the portion of the day/evening, so we will confirm exact timings and activities with the winning club closer to the date. The Local Cricketing Hero competition will be drawn on Monday 4th July.

# TIPS AND TECHNIQUES FOR FUNDRAISING

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We want to help you as much as we can, so we've come up with a few fun ideas for you to consider. Why not make them part of your day's activities?

- Create your own club's online fundraising page – everyone can send the link to friends, family, colleagues asking for a small donation.
- Sausage sizzle – a good old favourite of any sports ground.
- Games – get the kids involved for a small entry fee in a tug of war, egg & spoon race or three legged race during the tea interval. Easy favourites to roll out for minimal costs.
- Bake stall – encourage people to bake something for the stall and sell on the Blue Bails day.
- Fines – a fun way to raise money is to fine people for a variety of offences on and off the pitch, during the summer and/or on Blue Bails Day.
- Raffles – organise your own club raffle.
- Best idea for making Blue Bails Day blue - it could be people using blue bat grips, getting dressed up in blue or using bunting. Your members efforts could contribute to your photo for the 'Bluest Blue Bails Day' competition and create some fun amongst your members.



# MATCH DAY INCOME

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Not only does Cricket United want to raise funds for the three largest cricket charities in the UK, we want to help you raise valuable funds for your clubs.

It is the discretion of the club as to how much you decide to donate to Cricket United. We appreciate all your hard work on this initiative and would greatly welcome what you deem feasible and fair.

The only request that we do have is that a minimum donation of £100 is made by each club entering, regardless of how many teams you choose to participate in the campaign. Any other donations to the cause can be made at your discretion.

You will be informed about how to make your donation when you register for Blue Bails Day.



# FREQUENTLY ASKED QUESTIONS

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## What is Blue Bails Day?

Blue Bails Day is a fundraising and charity awareness day for cricket clubs. Members will have the opportunity to turn their bails, clubhouses and supporters blue for the day to raise funds for cricket charities and their own club.

The programme is part of the joint 'Cricket United' appeal between the UK's three leading cricket charities, the Lord's Taverners, Chance to Shine and PCA Benevolent Fund.

## What is in the Blue Bails Day Pack?

If you register to participate in the Blue Bails Day you will be provided with the following for the minimum donation of £100:

- One set of blue bails
- 3 Blue Bails Day Promotional Posters
- Sample packs of Yorkshire Tea
- Downloadable Blue Bails branding pack with downloadable branding and fundraising ideas
- Automatic entry into the Local Cricketing Hero competition
- Cricket United branding for Umpires to complement their official attire

## How much do I need to fundraise?

The minimum amount to fundraise is set to help offset any costs to run the programme, is £100 per club. It's important to note that your club will not receive their Blue Bails pack until the initial donation has been received by Cricket United.

## What are some fundraising ideas?

Firstly, remember that all fundraising is great fundraising. There are so many simple ways to fundraise and we are here to support you and help you. Check out our Tips and Techniques for Fundraising in this document and on the Cricket United website to find out all the simple ways you can increase your fundraising.

## What happens if it rains on your Cricket United Blue Bails Day?

If only we could control the weather! In the unfortunate event it's a little wet on your Blue Bails Day and you have to postpone to a later date - don't worry - just let us know.

## What support will I receive from Cricket United?

The Cricket United team are here to support your Blue Bails Day. No question is too big or small, so please ask!

The team is small, but we hope to be able to answer your queries promptly.

## What happens after I register? How do I know that my club has been confirmed to participate?

On receipt of your registration you will receive an email confirmation. This email will also provide you with information on when you will receive your Blue Bails Day starter pack to help get your Blue Bails Day underway.

## Can I order more items from the Blue Bails Starter Pack?

There is the opportunity to order more blue bails, and/or some Cricket United caps when registering your participation in the Blue Bails Day campaign. If you find that you require more stock once you have started your planning, simply contact Cricket United and we will get the relevant stock out to you as soon as possible.

## When do I need to make my donation to Cricket United?

All donations will need to be made to Cricket United by Monday 5th September.

## Where does the money go?

Your money will be equally distributed between the three largest UK cricket charities. This is how your money can make a difference:

### Lord's Taverners

Like most young people in the UK with a disability, Carly found opportunities to play sport hard to come by. Since the Lord's Taverners Disability Cricket Championships gave Carly her first taste of the game she hasn't looked back, training regularly and growing in confidence. She has made some great new friends, including one Sir Vivian Richards!

### Chance to Shine

11 year old Harry has autism and previously hated school sport. He would always argue with his classmates. Harry's behaviour changed when he found cricket through Chance to Shine. He learned to control his temper and to work as a team. He absolutely loves cricket and even sleeps next to his bat!

### PCA Benevolent Fund

48 years after attending the inaugural meeting of the PCA, former Lancashire and Nottinghamshire captain Jack Bond had an emergency hip operation funded in his hour of need. The 82-year-old was in intolerable pain when he contacted the Benevolent Fund and within days he had a successful operation and was planning his return to work on the groundstaff at Old Trafford!

## How do I find out more information about Cricket United?

To find out more about the Cricket United and how you can help make a difference, please visit Cricket United and encourage your friends to do the same.

Website – [cricketunited.co.uk](http://cricketunited.co.uk)

Facebook - [facebook.com/cricketunited](https://facebook.com/cricketunited)

Twitter - [twitter.com/CricketUnited](https://twitter.com/CricketUnited)

Instagram – [instagram.com/cricketunited](https://instagram.com/cricketunited)



w: [cricketunited.co.uk](http://cricketunited.co.uk)



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