THE CHRISTMAS CHALLENGE
2018
Discover. Donate. Double.

STAGE TWO
APPLICATION GUIDE

Monday 21st May - Friday 31st August
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What does Stage Two involve?

Stage Two of your Christmas Challenge application involves collecting pledge promises from your charity's key supporters.

What is a pledge promise?

Pledge promises are commitments of funding made by your charity's key supporters. They form part of your charity's matching pot for the Christmas Challenge. By pledging, your supporters are promising to match online donations received by your charity via theBigGive.org.uk when the campaign is live.

Pledgers' funding is conditional upon you receiving online donations in the Christmas Challenge (27th Nov - 4th Dec).

Who can pledge to my charity?

Pledge promises can be made by an individual or organisation. For example:

- Key supporter
- Trust or foundation
- Company
STEP 1
UNDERSTANDING STAGE TWO APPLICATION

What does NOT count as a pledge promise?

A pledge is not allowed to be funds that have already been secured by your charity. For example:

- If you have held a fundraising event and raised £[x], you **are not allowed to** 'pledge' these funds for the Christmas Challenge.

- Grants or money from other funding sources that have already been received or confirmed **cannot** be used as pledges.

*YOU MUST READ AND ADHERE TO THE CHRISTMAS CHALLENGE TERMS AND CONDITIONS*

Why am I not allowed to use secured funds as pledges?

You cannot use funds already secured by your charity as pledges because pledges are **promises** of funding. Pledgers are only required to fulfil their promise and pay your charity if you receive online donations during the live campaign.
How do my supporters make a pledge?

Your supporters can pledge to your charity by completing the online form available in your Christmas Challenge dashboard.

The online form must be completed by the Pledger him/herself. Organisations can also make a pledge to your charity for the campaign. If this is the case, the online form must be completed by a suitable representative of the organisation.

**NB:** A charity must not complete the online form on behalf of their Pledgers.

What is included in the online form?

The online form asks the Pledger to complete the following details about his/her promise to the charity:

- The pledge amount and how they will pay.

- Whether the Pledger is making the promise as an **individual**, or on behalf of an **organisation**. For the former, the Pledger is asked to disclose his/her relationship to the charity. For the latter, the Pledger is asked to specify the name and type of organisation, and to confirm they have the required authority to make the pledge.

- The Pledger's contact details
STEP 3
KEY RULES FOR PLEDGERS

Key rules for Pledgers

- An individual or organisation that makes a pledge to a charity for the Christmas Challenge cannot donate online to the same charity during the week of the campaign.

  Why? This is because they would effectively be doubling their own donation.

  Pledgers can donate to a DIFFERENT charity if they wish

- A Pledger must fulfil his/her promise of funding to the charity after the Christmas Challenge has closed.

  Why? This is because pledges are conditional upon your charity receiving online donations via theBigGive.org.uk during the week of the campaign.

- The minimum an individual or organisation can pledge is £100.

  The maximum an individual or organisation can pledge is equivalent to your pledge target set in stage one of your application.
STEP 4
APPROACHING
POTENTIAL PLEDGERS

Key areas to consider

The maximum single donation during the Christmas Challenge (27th Nov - 4th Dec) is £5,000 (donors can make multiple matched donations if they wish). We recommend asking any donors wanting to donate more than £5,000 in one go to become a Pledger.

Giving to your charity offline

If you have a supporter that would like to give offline e.g. via cheque or BACs transfer, ask them to be a Pledger. All donations made during the Christmas Challenge (27th Nov - 4th Dec) must be made online at www.theBigGive.org.uk. Please note that Pledgers are still required to submit their pledge form online.

Pledges can be paid to your charity after the campaign in any way that is convenient for the Pledger. For due diligence purposes, we ask for proof of payment of your pledges following the campaign, so make sure you retain all of your records.

Tailoring your approach

Think about each of your potential Pledgers individually and tailor your approach accordingly. For example, will you communicate the opportunity to them in person, over the telephone, via email, or perhaps direct mail?
Key messages to encourage your supporters to pledge

Pledge promises are used to double online donations and could be worth four times their original value.

How? Securing pledges makes you eligible for up to the same amount in Champion match funds. If you are allocated Champion match funds, they are combined with your pledges to form your matching pot. This pot doubles online donations made to your charity via theBigGive.org.uk.

Example If you secure £5,000 in pledges from your supporters, you have the opportunity to receive an additional £5,000 from a Champion if your application is successful.

Your matching pot would therefore be able to double a further £10,000 in online donations.

A pledge brings other money to the table for your charity.

How? Securing pledges enables your charity to participate in the campaign and incentivise your individual givers to donate online when the campaign is live.

You may also receive match funds from a Champion to double more online donations.
STEP 5
MAKING AN ASK - WHAT TO INCLUDE

Key messages to encourage your supporters to pledge

Participating in the Christmas Challenge enables charities to build **new income streams** and **strengthen existing donor relationships**.

**How?** The campaign encourages you to approach new supporters as well as asking your existing donors to participate.

**In the Christmas Challenge 2017:**

- **96%** of participating charities attracted new donors
- **74%** of charities said that current supporters gave more
- **85%** increased their confidence in online fundraising
- **50%** of charities said they received a pledge promise from a new supporter
STEP 6
HITTING YOUR PLEDGE TARGET

When is the deadline to have secured my pledge promises by?

You have until 5pm on Friday 31st August to hit your pledge target.

**NB:** If you receive less than £1,000 in pledges, your application to the Christmas Challenge will be unsuccessful.

We're here to help!
The Big Give team will support you throughout the second stage of your application. We provide you with a template letter/email and a 'Key Info' resource to send to potential Pledgers explaining the opportunity. These are available in your Christmas Challenge dashboard.

**Template letter / email**

We make a commitment to respond to email queries within 3 working hours and we're happy to organise a phone call with you if you'd like to discuss your application in more detail.
Collecting your pledges after the Christmas Challenge

All of your pledge promises must be fulfilled i.e. paid to your charity, after the live campaign.

When the campaign has ended, you must contact your Pledgers to inform them of the amount they owe your charity.

If you have not used all of your pledges to match online donations, your Pledgers will only be required to pay a pro-rata amount of their pledge. The Big Give will confirm this amount with you. You should inform your Pledgers about your performance and how much they need to pay.

**Example**

If you use 50% of your pledges to match online donations, each of your Pledgers will only be required to pay 50% of their pledged amount. They may choose to pay the full amount but this is not compulsory.

The Big Give due diligence

We will ask your charity to provide proof of receipt* for your pledges following the Christmas Challenge as part of our due diligence. Satisfactory proof is one of the following:

*A scanned copy/ photo of the cheque, a scanned copy of your bank statement showing the funds have been transferred, a screenshot of the payment made via the Big Give.*
At the end of the Stage Two application period (Friday 31st August), your Christmas Challenge application will be considered by the Big Give and our Champion match funders.

You will be notified whether you have been selected by a Champion between 17th September and 5th October 2018.

If you have not been selected, you will be invited to participate in the Christmas Challenge private match fund, using your Pledges to double donations.

Please ensure your charity's contact details are up-to-date in your Big Give account as your offer will be sent by email!

Once you have received your offer, you will be required to Accept or Reject it via your Christmas Challenge 2018 Dashboard.
MORE QUESTIONS?

Get in touch

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