THE CHRISTMAS CHALLENGE
2018

Discover. Donate. Double.

STAGE ONE
APPLICATION GUIDE

Monday 21st May -
Friday 6th July
The application for The Christmas Challenge 2018 is divided into two stages. This guide will help you with Stage One and works step by step through each section of the application.

On completion of Stage One, a Pledge Guide will be made available in your dashboard to help you with Stage Two. Please note that both stages must be completed fully for your application to be submitted.

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AM I ELIGIBLE TO APPLY?

- UK-registered charity with a Charity Commission number or tax-exempt status.
- Registered on theBigGive.org.uk (free to register).
- At least one year of accounts and an annual income of £25,000 or more*.
- Charities seeking to raise between £4,000 and £100,000 towards their projects.
- Charities must not have a target for Champion funds which exceeds 10% of the charity’s previous year’s annual income.

* We have set this eligibility requirement for the Christmas Challenge because of the Big Give's improved due diligence on charities applying to the campaign. Only those charities with a gross income of more than £25,000 in their financial year are required to have their accounts filed with the Charity Commission.
REGISTERING ON THE BIG GIVE

If your charity is not already registered on the Big Give, you need to sign up here for free: https://secure.thebiggive.org.uk/charity/register

You will need to provide:

1. Your UK-registered charity number or proof of exempt status.

2. Your mission statement and charitable aims.

3. Information about your organisation's staffing structure, trustees and volunteers.

4. Your logo in JPEG, PNG or GIF format.

**NB:** Community Interest Companies are not eligible to register on the Big Give as this type of organisation does not have charitable status and cannot claim Gift Aid.

QUESTIONS?
Get in touch with the Big Give team at info@thebiggive.org.uk
STEP 1
CONFIRMING ELIGIBILITY

LOGGING IN AND STARTING THE APPLICATION

- Once registered, or if you already have a Big Give account, log in and click on the APPLY FOR CHRISTMAS CHALLENGE 2018 button on the right hand side.

- Next, you will be asked to confirm your eligibility for the campaign as per the criteria on page 3 of this guidebook.

- If you are eligible to apply, you must read the Official Guidebook and T&Cs before proceeding. Adhering to the Terms and Conditions and ensuring you understand how the matching model works is crucial to running a successful campaign.

Official Guidebook + T&Cs
STEP 2
CHECKS

YOUR UNDERSTANDING OF THE CHRISTMAS CHALLENGE

- To check your understanding of the Christmas Challenge and what's involved, you will be asked to read and confirm you understand a series of written statements about the campaign.

ESSENTIAL INFORMATION TO KNOW

- **Who** is involved and what are their roles: Pledgers, Champions, online donors
- **How** the matching model works
- **Dates / times** of each stage of the campaign

- Please read the essential resources to help you. You will be asked to confirm you have read the following:

  - The Christmas Challenge T&Cs
  - The Christmas Challenge Official Guidebook
  - The Stage One Application Guide (this document!)
  - Our resource on setting a realistic target
STEP 3
SETTING YOUR TARGET

1 YOUR CHRISTMAS CHALLENGE TARGET

You will be asked how much you aim to raise by participating in The Christmas Challenge.

Your Christmas Challenge target is the total amount or a partial amount of what you need to deliver your charity's project. The funds to hit this target come from three different sources:

- **Pledgers** - Key supporters of participating charities. They contribute to your matching pot by providing promises of funding. Pledgers can be major donors, trustees, or any other significant supporter of the charity.

- **Champions** - Partners of the Big Give. These are external funders who contribute to the matching pots and can be trusts, foundations, corporations or philanthropists.

- **Online donors** - Supporters of participating charities who make donations online when the campaign goes live. An online donor can be anyone who would like to donate to the charity but cannot have also acted as a Pledger to the same charity.

HOW ARE THE FUNDS ALLOCATED IN THE MATCHING MODEL?

**MATCHING POT**

- Pledge funds
- Champion funds

Online donations are FIRST matched by your pledge funds, until these are exhausted

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+ Online donations
Made via theBigGive.org.uk
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= TOTAL RAISED

MINIMUM: £4,000
MAXIMUM : £100,000
STEP 3
SETTING YOUR TARGET

2

WHY IS IT IMPORTANT TO SET A REALISTIC TARGET?

As your pledges are used first to match online donations before your Champion funds, you want to make sure you're able to hit your target in order to use all of the match funds ring-fenced to your project.

How much Champion match funding will be allocated to my project?

- If your application to the Christmas Challenge is successful, you will receive some Champion match funds to add to your matching pot.
- You will either receive the same amount as you have secured in pledges or a partial amount.

MORE GUIDANCE ON SETTING A REALISTIC TARGET

- For detailed guidance on how to set your target for The Christmas Challenge, read our 'Setting a Realistic Target' resource, available in your online application form.
- This will help you to plan your campaign strategically to ensure it is within your charity's capacity, giving you the best chance to access all available funding.

NB: The maximum your charity can secure from a Champion is 10% of its annual income (as per accounts last filed with the Charity Commission or other regulator).
Once you have entered your Christmas Challenge target, you will be required to show why you think it is achievable by answering questions on how you aim to raise both **pledges** and **online donations**.

To respond to these questions successfully, you need to demonstrate an in-depth understanding of your donor database. We recommend addressing the following:

**Pledgers**
- Who can you approach to give at least £100? (e.g. major donors, corporate supporters, trustees)
- What existing relationships do you have and which new individuals or organisations might your approach?

**Online donors**
- What type of donors will you target? (e.g. individual givers, regular givers, major donors)
- On average, how many donors will you approach?
- How will you approach these donors? (e.g. individual approach, telephone call, email campaigns, an event, social media, etc.)
- Give examples of when your charity has previously raised similar sums of money (what worked well, what did you learn, what would you do differently for this campaign?)
This section asks more about your charity including safeguarding policies, reserves, previous funding and contact details.

1 YOUR RESERVES

- 'Reserves' means the money a charity keeps aside to protect it against drops in income or to allow it to take advantage of new opportunities.

- As part of your application, we require you to share your reserves policy with us to explain why you are setting money aside rather than spending it on your charity's aims. Your charity's reserves policy should be available in your annual report.

- For detailed guidance and examples of reserves policies, please visit the Charity Commission website.

- You will be asked to disclose the amount your charity currently holds in free reserves from the most recent information you have available, stating the date.

- Here you will need to explain any differences in your current reserves level to the amount stated in your reserves policy.
STEP 4
KEY DETAILS

1 SAFEGUARDING POLICY
Safeguarding has been identified by the Charity Commission as a key governance priority for all charities, to protect the welfare of beneficiaries and all those who come into contact with the organisation. This question asks if you have a safeguarding policy.

2 PREVIOUS SOURCES OF FUNDING RECEIVED
To better understand your charity's fundraising practice, we ask you to list up to three recent sources of funding of which you are most proud. This helps us to understand what sources of funding you currently receive and which other funders have supported your work. These might be:

- A GRANT
- A SIGNIFICANT DONATION
- A CAMPAIGN

3 HIGH PROFILE SUPPORTERS
You will be asked to list any high profile supporters who could help promote your campaign. (This is not a requirement for taking part in the Christmas Challenge.)

*It is important to think about your wider network and new supporters as well as those who already give to your charity regularly. With a strong presence on social media, the Christmas Challenge offers an excellent opportunity to reach out to high profile individuals who may be able to offer your charity a boost.*
This section will show the name and email address of your charity's registered Big Give contact. The Big Give will send all key information about the Christmas Challenge to this contact so make sure it is correct. They will need to check their emails regularly.

You will also see your charity's postal address. Any Champion funds owed to your charity will be sent to this address by cheque after the Christmas Challenge, so please ensure it is accurate.

You can update your Big Give contact and address in the 'Charity Details' section of 'Your Dashboard' in your Big Give account area, or by emailing us at info@thebiggive.org.uk.
STEP 5
CREATING YOUR PROJECT

Submitting your project

As part of your Christmas Challenge application, you are required to submit a project. A project can be for any part of the charity’s work for which you wish to raise funds by participating in the campaign.

Funds raised in the Christmas Challenge are restricted to the project that you submit at this stage of the application process.

If any changes are made to your project between the time you submit your application and the Christmas Challenge (27th November - 4th December 2018), you must notify the Big Give immediately.

Selecting your project or uploading a new one

If you have already uploaded the project you wish to use for the Christmas Challenge, you can simply select it from the list and proceed to the next step. Make sure the information is up to date if you already have a project listed.

If you want to upload a new project, follow the instructions (see next page).

NB: Uploading a project in your Big Give account area is NOT applying to the Christmas Challenge.

You must select your uploaded project in step 3 of the application process and continue until all steps of the application form are complete.
STEP 5
CREATING YOUR PROJECT

Uploading a new project

To upload a new project, click on the button at the bottom of the page in the 'Project' section of your application, as shown below:

UPLOAD A NEW PROJECT

This will take you away from the application process and back to the 'Your Projects' upload area in your Big Give account.

You will be required to enter information for each of the areas listed below to successfully upload your project.

- Overview
- Need
- Aims
- Success
- Communication
- Budget
- Background
- Why your charity?

Remember that your project will be reviewed by prospective Champions, who will decide whether they wish to fund it, and to existing and new supporters. Taking care over the content and accuracy of your project is therefore extremely important.

When you have uploaded your new project, you must go back to your Christmas Challenge application and select it from the list to proceed.

Congratulations, your project has been successfully uploaded.
You can make your project more attractive to potential donors by adding photos, videos and quotes.
STEP 6
SUBMIT YOUR APPLICATION

Submitting your application
To submit your application, you must ensure that you have selected a project from the list. Select your project using the black button highlighted below.

Finally, review your application summary and ensure the information is correct before clicking on the submit button. **You must click submit for your application to be recognised.**

You will then be taken to your Christmas Challenge 2018 Dashboard.
Next Steps
Stage Two Application

When you submit your Stage One application, you will be automatically entered into Stage Two of your application.

Stage Two requires you to collect **pledge promises** from your charity’s key supporters.

For full guidance, please refer to the **Stage Two Application Guide** in your Christmas Challenge dashboard.
MORE QUESTIONS?

Get in touch

@BigGive  The Big Give  #ChristmasChallenge18

info@thebiggive.org.uk