CHRISTMAS CHALLENGE 2018
GUIDEBOOK FOR CHARITIES

12pm (midday) Tuesday 27th November -
12pm (midday) Tuesday 4th December
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What is the Christmas Challenge?

The Christmas Challenge is the UK's largest online match funding campaign. The campaign is run by the Big Give online donation platform.

It offers supporters of participating charities the opportunity to double their donations. For example, an online donation of £100 is doubled to £200. If Gift Aid is claimed, the donation could be worth £225. Donations are doubled whilst matching funds last.

Who matches the donations?

The matching pot used to double donations is made up of two parts.

Part of the matching pot is funding that the charity secures in the run up to the campaign. The other part of the pot is funding from external 'Champions' who are sourced by the Big Give.

The Christmas Challenge 2018 opens at 12pm (midday) on 27th November (#GivingTuesday) & closes 7 days later, at 12pm (midday) on 4th December.
THE RULES

You are required to read the full Terms and Conditions in order to participate in the Christmas Challenge. These can be found on our website. We would like to draw your attention to some key details here.

- When the campaign goes live at 12pm (midday) on 27th November (#GivingTuesday), online donations are doubled until a charity's matching pot is exhausted or until 12pm (midday) on Tuesday 4th December, whichever is earlier.
- For donations to be doubled, they must be made to the charity's project on theBigGive.org.uk with a debit/credit card by the cardholder during the live campaign.
- Donations are initially doubled by Pledge funds. Once these have been exhausted, donations are doubled by Champion funds until these have been used up or the Challenge ends.
- Donors can make multiple matched donations of up to £5,000 per single donation.
- Your Pledgers are not allowed to donate to you during the live campaign. This is because they would effectively be doubling their own donation. They are, however, welcome to donate to another charity.
- Pledges must be paid after the live campaign (after 4th December). Receiving a pledge in advance is in breach of the Christmas Challenge Terms and Conditions.
- Unmatched donations are welcomed after a charity has hit its target. This will increase your chance of being nominated for “The Christmas Challenge Awards”.
- All donations and Gift Aid claimed on theBigGive.org.uk are subject to a 4% processing fee.
- Donors can claim Gift Aid if they are eligible. Gift Aid will not be doubled.
WHO IS INVOLVED?

The Christmas Challenge neatly brings together all types of charity supporters under one campaign. Here's who is involved:

**Champions** are partners of the Big Give. They are external funders who contribute to the matching pots of participating charities and can be trusts, foundations, corporations or philanthropists. **Champion funds are ring-fenced for the charities they are supporting. The amount of Champion funds received by charities is dependent on their performance in the live campaign.**

**Pledgers** are key supporters of participating charities. They contribute to the matching pots by providing promises of funding. Pledgers can be major donors, trustees, or any other significant supporter of the charity. A pledge must be a minimum of £100. **Pledge funds are ring-fenced for the charities they are supporting. The amount of pledge funds received by charities is dependent on their performance in the live campaign.**

**Online donors** are also supporters of participating charities. They make donations online to participating charities when the campaign goes live on theBigGive.org.uk. An online donor can be anyone who would like to donate to the charity but cannot be someone who has also acted as a Pledger to the same charity. Donors can make multiple matched donations of up to £5,000 per single donation. All donations must be made using a debit or credit card.
Secure additional funds via a Champion sourced by the Big Give.

Incentivise your donors by offering to double donations.

Optimise your fundraising by running this campaign at Christmas time, when donors are at their most generous.

Reap the rewards offered by match funding: Research has shown that 84% of donors are more likely to give in a match funding campaign; 36% of donors are likely to give more (Walker, 2016).

Bring together fundraising streams by running a campaign which can include trusts/foundations, corporates and individuals.

Secure new major donors who can act as Pledgers and have their donation leveraged up to 4 times and attract new individual supporters.

Increase your income through Gift Aid: 85% of donations made on the Big Give are Gift Aided.

Receive tools and support from the Big Give team to help you run a successful campaign.

Join a national movement of giving as the campaign launches on #GivingTuesday and the social media buzz of the #ChristmasChallenge18.

In the Christmas Challenge 2017, two of the top charity benefits were attracting new individual givers (95% of charities received donations from new supporters) and increased confidence in online fundraising.
We believe the benefits far outweigh the costs, but here is exactly what's involved in participating in the Christmas Challenge.

No fee to join the campaign

4% admin fee* on all donations & Gift Aid made on the Big Give

* 4% fee covers operating costs and the processing fee of the Big Give's external payments processor

The Christmas Challenge will require time and work from you and your team. You will need to ensure that you follow all of the communications sent by the Big Give team. You will need to be prepared to secure pledges (promises of funding) from key supporters, and to market the campaign to online donors. The Big Give will be on hand to support you and provide a variety of resources to help you run a successful Christmas Challenge campaign.
WHAT IS INVOLVED?

The campaign is broken down into stages. For each stage, there are resources in your Christmas Challenge dashboard.

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

APPLICATION STAGE ONE DEADLINE: 5PM, FRIDAY 6TH JULY

1 APPLICATION - STAGE 1
Charities apply to take part in the Christmas Challenge on theBigGive.org.uk

21ST MAY - 6TH JULY

Submitting a project: You must select a project for your Christmas Challenge campaign. Funds raised in the Christmas Challenge are restricted to this project. A project can be for any part of a charity's work. You can raise funds for the entire project or just for part of it.

Setting your target: You must set a realistic target for your campaign in order to access all of the matching funds available to your charity. Online donations received during the live phase will firstly be matched by your pledge funds until these have been used up. Then, donations will be matched by a Big Give Champion if your charity has been successful in its application. When your matching pot has been exhausted, donations will no longer be doubled. Please note you only receive the matching funds used to double online donations. If you don't hit your target, you will not receive all of the available matching funds.

Example target:
£3,000 Pledge promises secured + £3,000 Champion Funds offered + £6,000 Online donations target for the live phase = £12,000 OVERALL TARGET

Donations beyond your target: Exceeding your target could help you win a Christmas Challenge Award!

Read our Stage One Application Guide and resource on setting your target to make sure you do this realistically and effectively.
WHAT IS INVOLVED?

Stage Two application is when you are required to secure your pledges. These are promises of funding which will form part of your matching pot.

APPLICATION STAGE TWO DEADLINE: 5PM, FRIDAY 31ST AUGUST

2

APPLICATION - STAGE 2
Charities secure Pledge promises. These are promises of funding from a charity's major donors used to double online donations during the campaign.

21ST MAY - 31ST AUGUST

Securing your pledges
A pledge is a promise of funding that is conditional upon your performance in the Christmas Challenge. You are required to secure pledges as part of the application process.

Please note:
If you do not secure at least £1,000 in pledges by the deadline of 31st August, you will not be eligible to take part. You will not be able to secure any further pledges after the deadline of 31st August, so make sure you hit your target by this date to increase your chances of accessing funds from a Big Give Champion.

Your application is complete once you have collected all of your pledges.

Who is a Pledger?
We recommend approaching major donors, trustees or other key supporters who can make significant contributions. A Pledger can be anyone who wants to contribute a minimum of £100. The maximum pledge is your full pledge target. Remember that Pledgers cannot make online donations to your charity during the live campaign (27th November - 4th December).

Read our Pledge Guide which will be available in your Christmas Challenge dashboard. Log in to your charity account to access this dashboard.
WHAT IS INVOLVED?

Charity applications with pledges are reviewed by the Champions and decisions are made about the allocation of their funds. Applications are automatically submitted once the deadline has passed (as long as the minimum pledge target of £1,000 has been met).

CHARITIES NOTIFIED BETWEEN 17TH SEPTEMBER - 5TH OCTOBER

3 POTENTIAL RESPONSES FROM A CHAMPION:
- a) Offered the full amount of Champion funding (same amount as your pledges)
- b) Offered a partial amount of Champion funding (your pledges remain the same)
- c) No Champion funds offered

Example - Receiving less in Champion funds than pledges:
- £5,000 in pledges secured +
- £2,500 offered by the Champion +
- £7,500 online donations target
= £15,000 overall target

Charities who are eligible to participate in the campaign but are not allocated Champion funds will be able to take part in the Private Match Fund. This is where they will use their pledge funds to match online donations only.

The Big Give works alongside our partner Champions to assess the information submitted during the application process. Champions select the charities to whom they would most like to provide match funding and charities are notified of the decision by Friday 5th October at the latest. Charities must accept or reject the offer within 5 days.

You may receive an offer of a lower amount of Champion funding with the option to accept or reject the offer. Please note your pledge target will remain the same and pledges must be used up first during the live matching.
WHAT IS INVOLVED?

Charities need to market the campaign to their supporters, promoting the project for which they are raising funds and communicating how to make an online donation when the campaign goes live.

THE MARKETING PHASE STARTS FROM MONDAY 8TH OCTOBER UNTIL THE CAMPAIGN GOES LIVE ON TUESDAY 27TH NOVEMBER

4 MARKETING

The Big Give and participating charities market the Challenge to their supporters

This stage is your opportunity to make your Christmas Challenge a success.

Marketing the campaign well is crucial to ensure you use the match funds available to your charity when the campaign is live.

Charities will need to write and implement their own marketing strategies to communicate with new and existing donors. Make sure that you communicate why it is such a good opportunity to give, and how to make a donation online via theBigGive.org.uk.

The Big Give will provide a package of marketing support including an expert-led webinar & guidebook outlining communication channels & creative ideas.

Remember to encourage donors to keep giving once you have hit your target.

You could win a Christmas Challenge Award!

5 THE CHRISTMAS CHALLENGE

The campaign launches on #GivingTuesday and online donations are doubled

The campaign goes live at 12pm (midday) on 27th November (#GivingTuesday) and runs for 7 days until 12pm (midday) on Tuesday 4th December.

Match funds will be available until midday on Tuesday 4th December or until you have hit your target, whichever comes first.
HOW DOES THE MATCHING WORK?

During the week of the Christmas Challenge, donations made to participating charities are doubled. Each charity has a matching pot made up of Pledge funds and Champion funds to double online donations made via theBigGive.org.uk. Below is an example of how the matching model works for a charity with an overall fundraising target of £12,000.

1. The matching pot is formed of Pledge funds and Champion funds.

As online donations to the charity are received, they are matched initially by the pledge funds. Once the pledge funds have been used up, online donations are matched by the Champion funds.

2. When the campaign launches, online donations to the charity are doubled by the Pledges.

3. When all of the Pledges have been used, online donations to the charity are doubled by the Champion.

Champion funds are ring-fenced for each charity. Charities can access these match funds until the campaign closes on 4th December or until their target has been hit, whichever comes first.
How do I access the Christmas Challenge resources? When you log in to your Big Give account, you will have a Christmas Challenge dashboard where you can find all the resources you need. You can also email info@thebiggive.org.uk anytime if you need support.

How does the online matching work for donors? A donor will be told if matching funds are available or not when they make a donation. If so, the funds are reserved for 15 minutes to complete the donation. If the donation is not completed in time, the matching funds are released back into the charity's matching pot. Donors are made aware of this.

When will my charity receive the money? Online donations will be paid into your bank account within 4 weeks, and Gift Aid 8-10 weeks, by our partner payments processor, Charity Checkout.

After the campaign ends on 4th December you will have one month to collect your pledge payments and submit proof of receipt to the Big Give. Once this has been completed, you will receive the Champion matching funds owed to you by cheque.

What due diligence do you carry out? The Big Give carries out due diligence on applications and works with our partner Champions to ensure that selected charities meet our criteria. We also carry out due diligence on pledges to ensure that these have been paid after the campaign ends on 4th December. Donors have made donations on the basis that they are being matched so you must ensure that you receive your pledges to honour this commitment to donors.

What happens if I don’t hit my target? You will not be penalised for not hitting your target and will still receive all donations made to your project and any Champion match funds used. Any donations you do receive will be doubled as per the matching process explained in this document. The amount of match funding you receive depends on how many online donations you receive during the live campaign. This amount is calculated pro rata and this applies to pledges and Champion funds.

What happens if I exceed my target? Any donations made to your charity after your matching pot is exhausted will not be doubled. However, charities which hit their targets will be eligible for The Christmas Challenge Awards and could win additional funding. More information on The Christmas Challenge Awards will be available on our website.
MORE QUESTIONS?
Get in touch

info@thebiggive.org.uk

@BigGive, The Big Give, ChristmasChallenge18

Thank you!

theBigGive.org.uk