

The Culbokie Challenge Information Pack

CULBOKIE COMMUNITY TRUST

THE CULBOKIE CHALLENGE MAY 2018

YOU choose your own personal challenge.
Get friends & family to sponsor you to complete it.



ARE YOU UP FOR A CHALLENGE?



Interested? Email event@culbokiect.org or call Alison on 01349 877259 and we will send you an information pack or download from <http://www.culbokie.org>

Information Pack

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Introduction to the Culbokie Challenge

All locals are invited to take part in the Culbokie Challenge in May/June 2018 to help raise money for the Culbokie Community Hub at Glascairn (see page 6). YOU decide what your challenge will be and ask friends and family to sponsor you to complete it.

Your challenge can be anything you want and it's best if it is something that you'll feel good about doing and will enjoy doing. For example, it could be something you want to do out of sheer enjoyment just for fun, or something to improve your health or fitness, or maybe something that will help others or improve the environment. You can do it on your own or in a team, with friends or family. Here are some examples:

- A 24 hour digital detox
- A knit-a-thon
- Walking 2 km (or more) every day for a month
- Going vegetarian for a month
- Visiting all the trig points on the Black Isle
- Writing a letter a day for two weeks
- Something else of YOUR choice

Your personal challenge will have its own page on CCT's Local Giving web platform which we can help you set up. This will make it very easy for your friends and family, far and wide, to see what you are doing and to sponsor you. You will also be able to update them on your progress. Gift aid will be added to all donations from taxpayers through Local Giving.

If you have any difficulty in setting up your challenge or want advice on any aspect, please email us at event@culbokiect.org with your question, you can give a phone number and one of our fundraising team will call you, or call Alison on 01349 877259.

**DO SOMETHING FOR YOURSELF
RAISE MONEY FOR THE
COMMUNITY
HAVE FUN !**



Challenge Ideas

Fundraising A -Z



A Abseil
Aerobics

B Boxing Bus pull Bungee jump Baked bean bath	C Cycle Cook-a-thon Chocolate ban	D Dance Dress up Do a dare!	E Eating competition Expedition	F 5K Fun run Facepaint
G Golf Give up something you love	H Hike Head shave Half marathon	I Ice bucket challenge	J Juggle Jailbreak	K Knit-a-thon
L Local race Log throw	M Mud assault course Marathon	N Night walk No swearing	O Onesie day Office dare/activity	P Pledge Pyjama day
Q Quiet time Quit a habit	R Run Row-a-thon	S Swim Sky dive Sleep out	T 10K Triathlon Three peak challenge	U Underwear day (on the outside)
V Be a vegetarian /vegan for a month	W Wax Walk World record attempt	X X-plain why your chosen cause needs money	Y Yo-Yo competition Yoga day	Z Zorb Zumbathon

Happy fundraising! fundraise.localgiving.org



How to set up your fundraising page

Culbokie Community Trust has an account with Local Giving, an online charity fundraising website. As one of our fundraisers, you can set up your own fundraising page on Local Giving. This will enable you to promote your challenge through a unique web page, to receive online donations from sponsors and for gift aid to be collected (25% of donation value) if the donor is an individual UK taxpayer.

Instructions

1. Go to <https://localgiving.org/culbokiect>.
2. Click on the orange button near the bottom 'Fundraise for Us'.
3. Fill in the registration page and select a password – click Register. You only have to do this step once. Use your e-mail address and password to log in for future visits.
4. You are now at 'Create New Fundraising Page'. You can edit this page at any time in the future if you change your mind about anything.
5. Fill in the details of your challenge:
 - a. Give your challenge an eye-catching title.
 - b. Under 'My Story'
 - i. Explain your challenge and how / when you are going to do it.
 - ii. Explain what you are fundraising for. You can either use your own words or you can use the paragraph in italics below*.
6. Fundraising dates – give an early start date to give your sponsors lots of time to contribute. Give a finish date at least a week or two after the end of your challenge so that you can collect any final payments.
7. Event dates – enter the date(s) of the actual challenge.
8. Upload a photograph of yourself or something to do with your chosen challenge. This photo should ideally be on the device you are using to set the page up.
9. Choose a unique URL (web address). This will go in the box after localgiving.org/. This will be the web address that you will e-mail to all your friends and family to ask them to sponsor you. They will instantly be directed to your page explaining your challenge and why you are doing it. You can also promote this web address through your favourite social media.
10. Team Fundraiser / official event section. We are not organising any official events – so just enter as 'team fundraiser'.
11. Use the boxes to categorise your challenge.
12. Click on box 'I am happy to share my e-mail address with'. It will later add Culbokie Community Trust – so CCT will be able to communicate with you.
13. Set a fundraising target – be ambitious. If people know you have set a challenging target they will want to help you to reach it, you can always alter it later.
14. Click save changes.
15. THAT'S IT. YOU'RE DONE!

** I am raising money to help build the Culbokie Community Hub which will give a new physical and social heart to the village. It will be a venue for activities supporting the general health and wellbeing of the whole community. The Hub will include a café, health room, toddlers play space, community shop and activities space all set in a village park which will include growing spaces and activity areas.*



How to manage your fundraising page

So, your fundraising page is set up and you have invited all your friends, family and other contacts to sponsor you. Here are a few tips on how to manage your fundraising page until your challenge is finished and the final donations have arrived:

1. It's really easy to thank each of your supporters when a donation comes in as follows:
 - a. Go to the 'My Donations' section in your account.
 - b. You'll find a 'Send Message' button next to each donation. Click on this button.
 - c. Write your message and send it to your supporter. If you write a really special message you can save it as a template to make it easier to use next time you want to thank a supporter. You can save up to three different messages using a drop down menu.
2. Some people prefer to donate offline by giving you cash or sending a cheque. To record this sponsorship make your way to the 'edit page' button and fill in the amount you have raised in the 'raised off-line' box. Gift aid will still be claimed on donations if a gift aid form is sent to the donor for completion and then returned to CCT. Forms can be requested from event@culbokiect.org.
3. Some people may indicate that they will make a donation once you have finished your challenge. Don't forget to go back and remind them to do this before your fundraising page closes. You can always extend the open period if needed by going into the 'Edit Page' section of your web site.
4. There is an excellent help page on www.localgiving.org. Just put your question in the search box.

**Thank you for taking part in the
Culbokie Challenge**

The CCT greatly appreciates your contribution to the Community Hub.



Suggestions of how to raise money from your challenge

Once you've set up your fundraising web page and set yourself a challenging fundraising target, you need to get the word out and make it really easy for people to support you. Here are a few suggestions:

1. Ring or speak to your best and closest contacts to ask them to support you. The personal touch is always most effective. Follow up with a personal e-mail giving them your fundraising web page so that they can easily make a donation and claim gift aid.
2. Send an e-mail round to all your friends and family asking them to sponsor you. There is a suggested text for an e-mail below– although you may want to personalise some of them.
3. Put details of your challenge on Facebook or other social media along with your fundraising web page address. Your social media friends may be happy to make a contribution to your cause and share your post.
4. Ask your employer to support you. They may be reluctant to make a cash donation but you could ask them instead to:
 - a. Put an e-mail around all employees telling them what you are doing and circulating your fundraising web page.
 - b. Hold a dress-down day for £10 and then donate the proceeds to your challenge.

Suggested text for sponsorship request

Dear Friend

I am writing to ask if you will sponsor my personal challenge to raise money to build the Culbokie Community Hub. This will give a new heart to my village and will provide a venue for activities supporting the general health and wellbeing of the whole community. It will include a café, health room, toddlers play space, community shop and an activities space all set in a village park which will include growing spaces and activity areas. The charity spearheading this project is the Culbokie Community Trust.

My personal challenge will be to (*describe challenge*) which will take place on (*date/s*).

If you donate to my page online, you can claim gift aid* and give the Culbokie Community Trust an extra 25% at no additional cost to you. If you prefer to donate offline you can send a cheque to me at (*address*). If you would like CCT to receive gift aid on your off-line donation I will send you a gift aid form to complete and return to CCT so we can make the claim on your behalf.

Here is the link to my fundraising web page [localgiving.com/your unique url](http://localgiving.com/your_unique_url).

If you can't sponsor me, maybe you can help me by spreading the word about my challenge and sending the link to my fundraising page to your friends, family, neighbours and colleagues.

Your support would mean a lot to me.

Best wishes

**Gift aid can only be claimed by an individual UK taxpayer donating his/her own funds*



The Culbokie Community Hub

The Culbokie Community Hub will provide a vibrant new heart to the village on land adjacent to the village shop that was purchased by the Culbokie Community Trust in 2015.

Phase 1 of the project will provide a building as a venue for activities supporting the general health and wellbeing of the whole community. It will include a café, health room, toddlers play space, community shop and activities space. The building will be set in a village park which will include growing spaces and activity areas. Some of the benefits / opportunities we aim to develop for the community in Phase 1 include:

- Work experience in the café or community shop provided in conjunction with mental health charity Birchwood Highland
- Volunteering opportunities, for example helping with hub activities, helping in the community gardens or becoming a local befriender
- Sociable meals in the café, including for example a shared table to encourage mixing, family friendly meals or a weekly takeaway
- Clinics and self-help classes with support from the NHS
- Local library services such as children / adult reading groups, mobile library visits and a library corner with support from High Life Highland
- New hobby groups where local people can come together to share skills, such as knitting, photography or history
- A weekly youth evening with snacks in the café
- A care hub in conjunction with Highland Home Carers
- Intergenerational activities, for example helping people to get the best from their smart phones and tablets
- Working together in the gardens to grow salads, vegetables and herbs that can be used in the café kitchen
- Arts and crafts exhibitions that will provide an outlet for local artists and crafters and provide enjoyment for café users

The total cost of Phase 1 is around £1million. We aim to raise 5% of this, or £50,000, from local fundraising. To date we have raised around £15,000.

There are likely to be a second and a third phase of the project in due course.

Phase 2 is the development of a commercial building which will have units available for rent. This will provide opportunities for local businesses and social enterprises to locate to the village bringing jobs, work experience placements and new services for residents. It will also result in increased footfall in the café.

Phase 3 will involve the development of some very small accessible houses, including some affordable units, suitable for those with health and mobility issues. We hope that these will have a degree of support alongside the availability of local care.

