

The Concept

Give away as many £10 notes as possible to people and challenge them in 2 months to increase it to as much as they can, through their own artistic, practical and creative ways by using their own initiative and entrepreneurial skills, and then give it all away to 10 local Charities, Local Projects and Good Causes.

Initial Purpose

The £10 Challenge was developed specifically to help our local community and to connect us with them in positive ways.

What we have succeeded to do so far:

1. Build relationships with and between local people, local shops and businesses.
2. Build relationships with and between many local individual volunteer workers, charities and local groups.
3. Build relationship with the local press who usually run regular stories during the £10 Challenge.
4. Help a lot of small local groups and smaller charities running some great projects who struggle to secure any funding from government and who struggle to fund raise because of their size, e.g. Brownies, Cubs, Junior football teams, feeding the homeless, Foodbanks etc. Instead of giving our initial outlay of £1,000 to 10 local good causes, i.e. £100 each, we were able in year 1, to give each of them £1,000 (more on this later).

When we run the £10 Challenge

We start towards the end of September as dates fit really well with the new autumn season. After the summer holidays everyone gets focussed. This timing works beautifully. We finish the Challenge by the end of November so it's done before the Christmas rush. It's 8 weeks and again we feel more than long enough so it doesn't dawdle, fade or become laborious. It gives time for people to plan and execute those plans. Having run it three times now, it seems to work perfectly.

8 weeks also allows people to start small and re-invest about half way through and even diversify their ideas, e.g. one man bought a bucket, sponge and washing liquid and did car washing for a month, every Saturday. He then reinvested his £300 into buying a used car during the 2nd month, doing it up and selling it for £700 by end of November. This is probably our most entrepreneurial person yet.

Equally the person who takes a £10 note and comes back with £20 is just as important to the Challenge.

Preparation and run up to Launch

Middle of August

Via social media we invite people to nominate their favourite LOCAL charity, project, group or good cause. This gets people inside and outside the church nominating. Everyone has a favourite good cause. Some nominations come in verbally and some in writing.

This generates a lot of interest as we explain that we want to fund raise on behalf of these LOCAL charities, projects, groups or good causes. Approximately 20 were nominated the first year, and over 60 the 2nd year.

Start of September

We close nominations after several reminders telling people that time is running out via Facebook and Twitter.

Then the leadership group of the church choose 7 from the list of nominations to be recipients of the funds at the end of the £10 Challenge, and of course we then contact them to ask if they are happy to be chosen and to have their group included in our print material. From the list of charities, groups and projects not chosen we then select a 2nd list of 10 which is submitted to a public vote once the Challenge has commenced. From this vote, the top 3 at the end of October are added to our 7 to complete the list of 10. None of the projects chosen in list one or list two are church based. 100% of what comes in, goes out. We keep nothing for ourselves.

End week 1 of September

We go to print, printing postcards that can be used during the Challenge by those participating, so they have something which explains what the Challenge is and who the beneficiaries are (who we are fund-raising for). These have been enormously helpful for those doing the Challenge but also

raising awareness in people who were being asked to give, about the £10 Challenge, its purpose and aims.

By End week 2/3 of September

Print materials arrive and we are ready to make up the £10 Challenge packs which are handed to people at the Launch. Invitations have been given to local dignitaries, councillors and key people who make things happen in the community.

The LAST Sunday in September – 25th Sept 2016

We turn over the whole Sunday meeting to the launch and make it as dynamic and inspirational as we can.

An envelope is handed to everyone as they enter. In it is an A5 card (and a pen) which asks for their name, age, email or Facebook or Twitter name. At the bottom is a commitment “I agree to take the £10 Challenge” which they sign. They then take the card to a table at the end of the meeting where they collect a 2nd envelope with 10 postcards they can hand to people to explain the Challenge (as mentioned above), a list of 30 ideas on how to make the £10 grow and, of course, a real £10 note. We have planned security as the box last year contained 300 envelopes, that’s £3,000.

The Public Vote

This is a very important element. The 2nd list of 10 is put onto an online polling system - PollDaddy is free and we invite the public to choose 3 from the 10. We run this vote for the first month of the Challenge.

It gives the general public a sense of ownership and a chance to have your say in what you are raising funds for. This seems to be very well received by people and it also gets the Challenge noticed by more and more people. What happens is, people who nominated one of these 10, are encouraged to get their friends voting etc. Some are very proactive in promoting this vote (and therefore the Challenge itself) to their friends. In the 1st year we received over 700 votes. In year 2 we received over 3,000.

Social Media

We use Facebook and Twitter as our main forms of communication (as well as Sundays for the church itself), posting what people are doing, how they are getting on, photos of what they are doing etc. All this generates interest and awareness on other people’s Facebook pages and Twitter feeds. Throughout the Challenge we continually post as it raises awareness and keeps people interested and inspired.

Newspapers

The two months is amazing, we ask people to send in stories and we choose appropriate ones we think the local newspaper will be interested in, e.g. we had a 3 year old boy doing paintings (canvas and paints) and selling them to family, friends and neighbours (go back buy more and repeat) and at the opposite end of the scale we had a couple in their 80's who invited all their neighbours for a coffee morning (spent their 2 x £10 notes on coffee, tea, milk and biscuits, and used the proceeds from that to offer their neighbours a Sunday lunch by donation, coming back with over £250 between them. This also raises awareness and keeps people interested and inspired.

Conclusion Date

In 2016 it all ends on Sunday 27th November.

We invite everyone to bring their money along with them. We ask them beforehand to put money in an envelope (a minimum amount of change if possible, but ideally in the form of a cheque), write on the outside of the envelope the amount inside and place it in a box at the beginning of the meeting. This box is removed by our treasury team to be counted during the meeting. By the end of the meeting they have collated the amount brought in and a total is given to the leader of the meeting and the computer operator.

We invite all 10 recipients to stand while the drums roll and the amount is revealed on the screen. We have absolutely no idea how much will be collected. In year 1 the screen revealed the figure of £10,255.57. It was emotional for everyone, especially those small projects which instantly knew that much funding could keep them going for up to a year. Each walked away that day with a cheque for over £1,000.

After the morning meeting we invite everyone who took part to a free buffet along with the representatives of the charities/projects etc to give them all a chance to network and talk through what they did. It's a great chance for the charities to thank people.

Final thought

In year 1 we initially gave out £10 notes amounting to approx £1,000; this generated £10,255.57 which we then gave away to 10 local Charities, Local Projects and Good Causes. In year 2 we initially gave out nearly £1,600 and eventually gave away £15,584.61. In year 3 we initially gave out £1,400 and eventually gave away £18,011.75. The church keeps nothing.

Would you be involved in 2016? We believe the ongoing success of this initiative is simple ... get more people involved ...