



help support our life-changing work

Challenge Toolkit

THANK YOU

for becoming a
part of Team UCB!



This guide is packed full of information and ideas to help you make your fundraising event a success. We have added some personal stories of people, much like you, who have been blessed by God through the work of UCB.

From fundraising ideas and legal concerns, to inspirational stories - it's all here!

If you do have any questions you can call **01782 911 000** and the team will be happy to help you.

Remember it doesn't matter how much you raise – lots of people raising small amounts, have a huge impact.

have fun whatever you decide
to do, to help support our
life-changing work

With your help we can spread God's love to many more people!



why get involved?

Every day at UCB we hear the cries of a nation. Cries of desperation, helplessness, fear and hopelessness. These are often from people who already know our Lord.

Imagine how heart wrenching and urgent those cries must be for people who do not know of God's everlasting love for them?

With your help we can change lives for good and help people like this:

'Dear Friends,

'Thank you for your great work at UCB. I literally would have been dead by suicide on a number of occasions if it had not been for UCB and the great ministry which you provide. However praise God, in time, my great adversity, God Willing, will be turned to great advantage for the expansion of the Kingdom.'

Anonymous

our mission...



To offer every person, in every place, every moment of the day the opportunity to listen, watch or read the Word of God in a relevant and engaging way.

Through UCB, God works via a wide range of media. Anyone can listen, watch or read God's Word wherever they are, both physically and spiritually, 24 hours a day, 365 days a year.

“Go near and listen to all that the Lord our God says. Then tell us whatever the Lord our God tells you. We will listen and obey.”

Deuteronomy 5:27

We need you and your friends, colleagues, neighbours and churches to raise money and help us to reach the nation with God's love.

In doing this, you can use it as a great opportunity to spread the love of God to your local communities.

what you can do yourself

There are all kinds of things that you can do to raise money for UCB. If you need inspiration, here are some ideas to try – each one also gives you a great opportunity to tell people about UCB's mission to change lives for good by the power of God's Word.

Clutter Cutter - Gather together your unwanted belongings and sell them online or at a car boot sale. When you've finished, send in your profits!

Helping Hands - Get to know your neighbours and offer to do any small gardening jobs they have for a donation.

Donate your birthday - Create a birthday fundraiser on Facebook and ask your friends to make a donation instead of giving you a gift – Facebook even add in their own small donation!

Run for fun - Set your own route and distance, or check out one of the running events being organised in your local area. Then find some sponsors and get training!

Loose change - Collect your loose change for a month, then donate the amount you've collected to UCB.

Give it up – for us! - Ask friends and family to sponsor you to give up something that you enjoy for a while, like your favourite food or Facebook. You could even go vegetarian or vegan for a month and try your hand at some new recipes.

Sponsored shave - End bad hair days by shaving your hair or beard for UCB.

Get crafty - Whether you love knitting, crotchet, card making or sewing, use your crafting skills to whip up some creations to sell, then donate the profits to UCB.



what you can do in groups

Grab some friends and start raising money for UCB! Below you'll find loads of ideas to get you started. Don't forget that you can also give out our free resources, such as the UCB Word For Today, to those who come along to any events you organise.

Bake sale - Why not get in the kitchen and whip up some lovely treats to sell? You could even hold a cake baking competition with a charge for entry.

Walk your way - Organise and promote a walk in your local area. To make it even more fun, do a walk with a difference and have a go at a three-legged walk, balance books while you're walking, or try orienteering.

Coffee morning - Fancy raising money while enjoying a relaxing morning eating cake with friends? Why not hold a coffee morning and donate any money you raise to UCB.

Game-a-thon - Challenge your gaming friends to a 24-hour game-a-thon for a small entry fee.

Fancy dress - Have a word with your boss or local head teacher and see if you can hold a fancy dress competition. Set a theme and ask for a donation from those who want to take part.

Nearly new sale - Ask for donations of nearly new clothes, then hold a fashion show with an entry fee and sell the donated items.

Hold a sports event - Raise money and keep fit at the same time! Organise a sports competition and ask local companies to support it with raffle prizes. To raise a little extra, you could also sell treats and refreshments to those who come along.

Get messy! - Organise a wet sponge throwing game or a gunge tank.

Dinner party/meal out - Host a dinner party and invite friends, colleagues, and family to bring their most mouth-watering dish to share and give a donation. For a bigger event, book a local restaurant and charge tickets for a set meal.

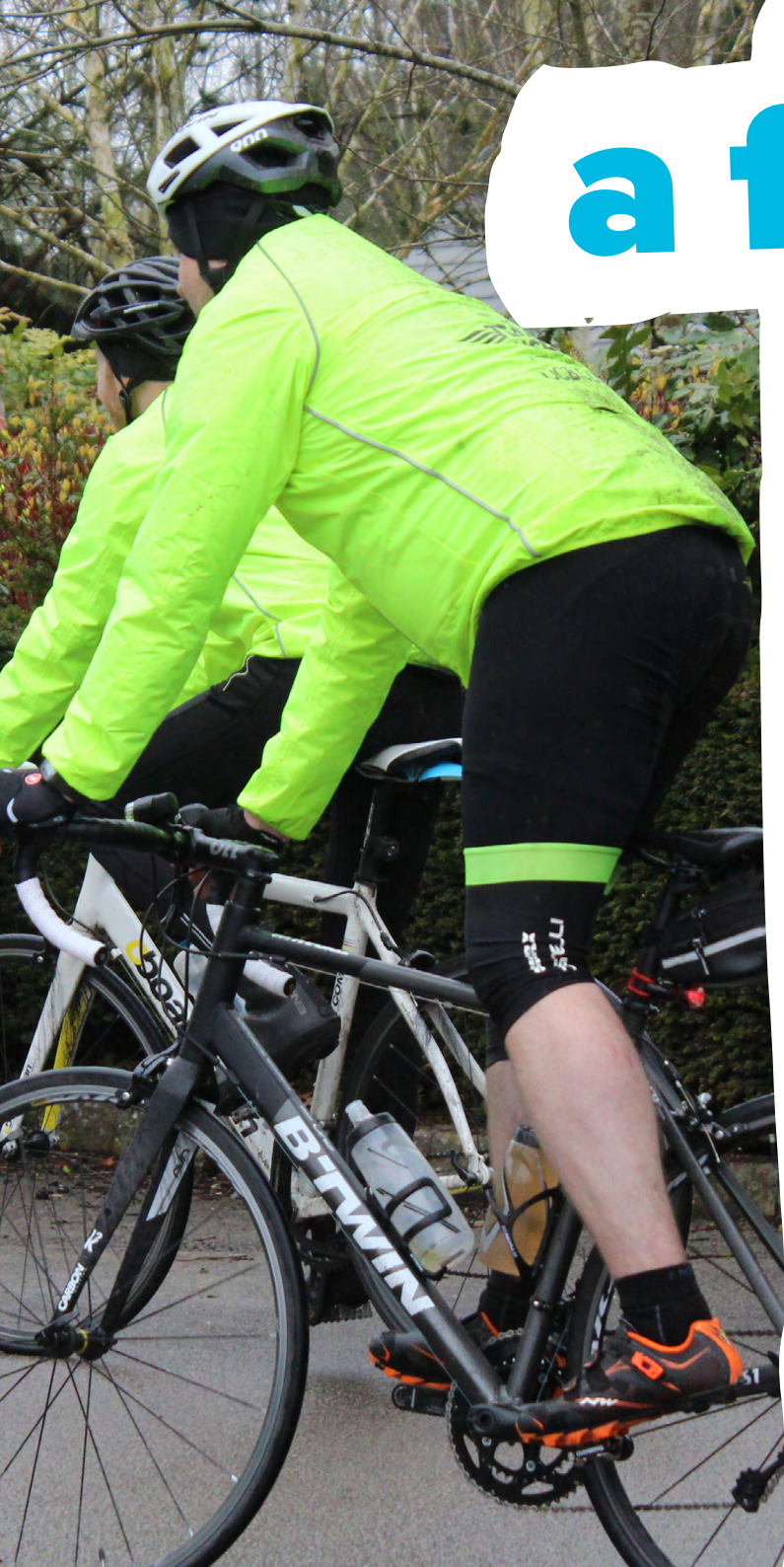
Raffle/auction - Organise a raffle or auction and ask local companies, artists, or celebrities to donate items. You could include gifts of time or goodwill too.

Quiz night - Improve your general knowledge by putting together a fun quiz. If you're not sure where to start, there are plenty of free quizzes online, so all you need to do is set an entry fee, invite people to come along, and have a great night!

Special day events - Pick a special day, such as Valentine's Day, Bonfire Night, or even National Cheese on Toast Day, then get creative and hold an event to raise money.



a fine example...



We were thrilled to be approached by UCB volunteers, Roy Emery, Dave Morgan and Karl Lees, with their offer to cycle from Lands End to John O'Groats to fundraise in support of UCB's vision to change lives for good by the power of God's Word.

The team's story

'We are all Christians and are passionate about God and His Word and are regular listeners of UCB Radio and readers of The UCB Word For Today. Sometime last year we became interested in a cycle challenge that took us from Lands End to John O'Groats. When discussions turned into 'which charity shall we support?' the obvious choice for us was UCB as we enjoy their broadcasts and value their teaching. We have a desire to support their mission and totally appreciate their need to fundraise in order to continue to fill our nation with God's Word.'

When we approached UCB with our fundraising challenge, they were really pleased and later suggested we coincide the cycle ride with their ...nationwide Easter campaign, BELIEVE. We loved this idea, it made so much sense. Eastertime provides a great platform to remind the nation that Jesus Christ died to save us.'

Roy Emery, Dave Morgan & Karl Lees

fundraising do's & don'ts

If you are fundraising for us, thank you! We want to ensure you stay legal, so please take a moment to read the following guidelines and information before you start:



Publications

Please make sure your fundraising materials (e.g. posters) include the line:

'In support of United Christian Broadcasters, Registered Charity No. 299128 (England/Wales)'. Your fundraising materials must not suggest you represent us, only that you are fundraising in support of us.

Insurance

If you organise an event that involves the public in any way, you will need to ensure you have public liability insurance. Check if your company policy covers you for such activities. United Christian Broadcasters cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event. Advice can be found at www.hse.gov.uk

Health & Safety

You need to consider health and safety and legal requirements when planning your fundraising activity. Follow the professional advice of equipment manufacturers and staff supervising any facilities. Carry out a risk assessment and make sure participants are fully briefed about the activity. Be sure you are in good health to undertake your event and if in any doubt, gain clearance from your doctor, particularly in relation to a physically demanding activity.

Money Handling

If you are raising money in the course of a business, deducting any amount to cover costs, or splitting the money raised between UCB

and another charity, you'll need a Fundraising Agreement with us. Please contact us to get one. If you choose to collect money in a public place or door to door, you'll need a licence from the local authority (you can find details about this on the local authority's website). You must ensure all fundraising money collected for UCB is paid to us. If you receive donations in a box, envelope or any other collection container you must ensure this is kept in a safe and secure location.

Raffles

If you are planning any type of lottery (such as a raffle, tombola or sweepstake), please be aware that there are strict rules about what you can do. For England, Wales and Scotland, the Gambling Commission publishes useful guidance at gamblingcommission.gov.uk. In Northern Ireland, the Northern Ireland Council for Voluntary Action publishes a good practice guide at nicva.org. As raffles are governed by many rules, we would recommend you speak to your local Licensing Authority for advice before organising one.

Children

If anyone under 16 is involved in the fundraising in any way, please make sure that they have permission from their parent or guardian, and are properly supervised by a responsible adult. Under 16s should never approach strangers about fundraising.

For more information on fundraising please see the Institute of Fundraising website, institute-of-fundraising.org.uk

make some noise



Here are some ideas for promoting your event:

Put posters up – in community centres, doctors' surgeries, clinics, libraries, shops, post offices, schools, churches, your workplace. (Ask first, of course, and don't forget that fly-posting is illegal).

Get notices read out – in school assemblies, at church services, youth groups, house groups and other events.

Media – Consider which media to contact, make a list, remembering local newspapers, radio, TV, magazines, specialist publications, company newsletters or Intranet sites and church newsletters.

Local Newspaper – consider advertising in the local 'What's On' newspaper column, or Internet page.

The local grapevine – people hear about things in all sorts of ways so tell everyone, use Facebook and Twitter, friends, family, neighbours, colleagues, customers, suppliers etc.

Nominate a spokesperson – this person needs to be well briefed on the event, as well as UCB, and ideally should be quoted in all promotions.

Write a press release – see next page for more guidance on writing press releases.

Audience – Remember to keep your target audience in mind at all times, as well as your overall objective.

Do...

Give it a date and a snappy headline that tells the story in less than seven words.

Keep it objective and factual.

Type it but keep it short, simple and preferably on a single sheet. Use approximately three sentences per paragraph. Double space the entire release so it's easier to read.

If you do have more than one page, number the pages; end the first with 'more follows'; start the second with a new paragraph; on the final page finish off with 'ends'.

Try to get all the crucial information in the opening paragraph or two - including who, what, when, where, why/how.

Include a sensible, interesting 'quote' from an identified spokesperson.

If you are promoting an event, double check you have included the correct start and finish time, correct day and date, clear and full location (including postcode) and cost. If there is no cost make it clear that it is free.

Provide contact name/s and phone number/s - make sure all your key people have a copy, and that at least one person is available outside office hours (with a copy of the release and any useful background information).

If the story is photogenic, give details of what, when and where photographs can be taken or enquire about editorial specifications and supply your own.

Add brief extra background information in a 'Notes to Editors' section if necessary.

Check deadlines in advance - make sure your release arrives in time for journalists to follow it up.

Follow up with a phone call - if it hasn't been received, send over another copy at once.

writing a press release

Don't...

Never assume the reader will know all about your concerns.

Do not try to preach – the editor will just delete it.

Rambling prose and irrelevant details detract from the impact.

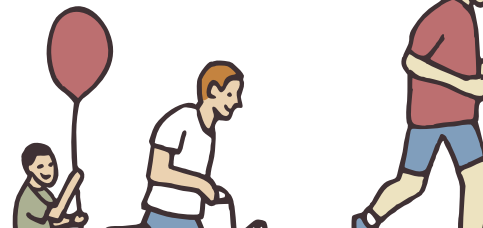
Do not use flowery adjectives or church language.

Don't pad out your release with unnecessary details – keep to the important points.

Avoid repetition, clichés, jargon, and abbreviations. Don't try to write the journalist's headline for them with clever puns – just tell the facts simply.

Never make claims you cannot prove, and avoid exaggeration - overstating your case is more likely to wreck than to win your argument.

Sloppy presentation, mistakes and bad grammar damage credibility - get someone to check for sense, accuracy, and spelling.





fundraising Success

top tips:

Have fun - choose a fundraising project that you will enjoy. If you are having a good time people are more likely to respond.

Keep it simple - the best fundraising projects are the simplest. Be realistic and cost out your event carefully.

Keep it legal - make sure everything you do is legal. Check out www.how2fundraise.org which has lots of external advice.

Do your sums - make sure you keep an accurate report of all financial transactions you make for your event. If you use a sponsor form to capture names and addresses of donors, and they are eligible, we can claim Gift Aid on every donation - cake sales to marathons! Also see if your employer is willing to match fund donations. Please don't send cash in the post.

Why are you doing it? - if you have a personal reason for supporting UCB, share it with potential supporters as it will help bring your fundraising to life.

Choose your date carefully - be aware of major sporting events and school holidays and work around them or with them.

Tell us about it - please let us know what you're planning so we can encourage you.

Tell others about it - tell your friends, family and work colleagues about what you're up to and let your local paper know. If you're online, then use the internet - it's a great way to keep friends and their friends updated - either through Facebook, Instagram or Twitter etc. Work with local media, especially if you are planning a large event - TV and radio too.

Fundraise online - especially if you are getting sponsored, use www.justgiving.com/ucb and create your own page. This way you can email it to your friends, family and colleagues!

Extras - Sell treats and refreshments to raise extra money.

Thank everyone - let people know how grateful you are for their support and when you know how much you have raised, tell them so they know what a valuable contribution they have made.

making your money grow



Online Donations - You can set up your own JustGiving page or donate to UCB at [justgiving.com](https://www.justgiving.com). It's easy to set up your own fundraising page, which can be shared with friends and family who want to sponsor you and support UCB. It includes an option for donors to Gift Aid their donations, and you can even add in donations that you've received offline.

Sponsorship Forms - We recommend that you use our sponsorship form when fundraising for us, as this will help to maximise the amount of Gift Aid that can be claimed, where applicable. You can download it from the Forms section at ucb.co.uk/teamucb

When asking for sponsorship, you will need to make sure you store people's data securely, and use the information they give you fairly and lawfully, so that you abide with the Code of Fundraising Practice. You can find out more about this at fundraisingregulator.org.uk/code.

Don't forget to send all your sponsorship forms in, along with the money you've raised, as soon as you have completed your event. We can then process any Gift Aid payments. We will not use any of your sponsors' data for marketing purposes as your sponsors have not signed up for any direct communication with us.

Gift Aid - Gift Aid allows UK charities to reclaim tax on most donations made by a UK taxpayer. That means UCB can claim an extra 25p for every £1 given by an eligible donor. That's a lot of money and it doesn't cost your sponsors anything. Please ask donors to Gift Aid their donations, if they qualify.

Double your money - Some companies will consider match funding where they will donate £1 for every £1 you raise. It's a great way to boost the money you've raised and an extra incentive for all your friends and colleagues.

paying your money in...

So, now you've raised money to help UCB continue in our work, what do you do with all those cheques and coins? Simply download the Paying In Form which can be found at ucb.co.uk/teamucb and post it in to UCB.

Please don't send cash in the post, pay it into your bank account and then write us a cheque or pay online.

Cheques

Make all cheques payable to **UCB Ltd.**

Pay online

You can pay in a lump sum for UCB online - visit justgiving.com/campaign/teamucb

Pay by phone

To pay your money in over the phone please call us on 01782 911 000.

Pay by post

If you'd like to send your money in this way, please send your cheque, made payable to 'UCB Ltd' with a Paying In Form and all your sponsorship forms to:

Team UCB

**United Christian Broadcasters Ltd
Westport Road
Stoke on Trent
ST6 4JF**



you have made a difference



Margaret organised a Coffee Morning - *"I didn't have the means to support UCB myself, so I decided to hold a coffee morning and cake sale...we now hold an annual UCB coffee morning."*

£2,332 raised!

Val organised a sponsored walk to climb up Crook Peak in the Medips because it was on her bucket list.

£646.65 raised for UCB!



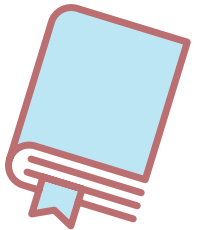
THANK YOU!

THE FUNDS YOU RAISE COULD MAKE A LIFE CHANGING IMPACT...

£20

GIVES AT LEAST 5 PEOPLE

the opportunity to experience daily teaching through the UCB Word For Today for a whole year.



£50

PROVIDES THE RESOURCES FOR 15 PEOPLE

to be prayed for, through UCB Prayerline via phone, email or post.



£100

PROVIDES THE OPPORTUNITY FOR HUNDREDS OF PEOPLE

to connect with God in their home, car or workplace 24 hours a day, 365 days a year through UCB radio.



ready to plan your event?

Head over to [UCB.CO.UK/teamucb](https://www.ucb.co.uk/teamucb)
to tell us what you're planning so
that we can support you.

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CHRISTIAN
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