

# Gold Leadership Awards



## Innovator EXPLORER CHALLENGE

Use your knowledge of campaigning to get involved with a cause you feel strongly about.

Is there a problem you would like change? Research the problem and find a charity, organisation or community group who are working to support the cause you are interested in. Contact them to see how you can help.

Alternatively, you can choose to raise awareness of an issue which is directly affecting your centre. Choose an activity to help you raise awareness. It could be something as simple as birthday fundraiser, creating a crowdfunding page or sharing links or leaflets to the charity's appeals.

Always confirm with your coach what you are going to do before you start and get parental permission where required.

### Examples of charitable ideas:

- Create and display posters
- Create and hand out flyers (although you should consider if this is an environmentally friendly option)
- Create a post for social media, \*you could include a short catchy reel to highlight the cause
- Host a fundraising event. Advertise it to raise awareness for the cause and create a buzz around the event. Examples could include;
  - Summer fete
  - Open day
  - Charity auction
  - Craft sale (make and sell cards or other crafts)
  - Second hand clothing sale
  - Car wash
  - Bake sale
  - Quiz
- Set yourself a challenge (for example, attempt a world record) and set up a crowdfunding\* page for sponsorship or donations in aid of a chosen charitable campaign
  - Sponsored run/walk/ride
  - Rideathon <http://www.bhs.org.uk/rideathon>
- Run a competition online or at your centre
  - Raffle
  - Lottery
- Come up with a slogan or logo for the campaign and create clothing or accessories to display it on
- Write a letter to your MP
- Create an online petition
- Contact local media.\*\* You could write a letter or article to your local newspaper or and see if you can get it published. You might want to tell them about a fundraising event you are doing or something you have achieved and at the same time this will raise awareness for the cause you are supporting. You might even try and contact your local radio and television stations.

<https://www.easyfundraising.org.uk/fundraising-ideas/#animal-charity-fundraising-ideas>

*\*Most social media sites and crowdfunding platforms have an age limit for use of over 18, so any activity would need parental permission and support from your coach.*

*\*\*If you are doing anything on behalf of another organisation or charity always ask their permission first and ask before contacting any third parties such as media.*

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## Checklist for achievement:

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| <ul style="list-style-type: none"><li>• Know what campaigning is and its purpose.</li></ul>                                       | <p><i>Raising awareness and encouraging people to support a cause. The ultimate aim being to bring about change in order to solve or improve a problem. Fundraising is often part of campaigning.</i></p>   |
| <ul style="list-style-type: none"><li>• Know the process of putting together a campaign</li></ul>                                 | <p><i>Six steps; identify the problem, research the problem, come up with possible solutions, plan how to raise awareness, frame the campaign, create the message.</i></p>  |
| <ul style="list-style-type: none"><li>• Know some examples of activities that can be done to raise awareness of a cause</li></ul> | <p><i>Fundraising events, posters, social media posts, fundraising competitions, fundraising challenges, writing letters to MPs, petitions, media coverage.</i></p>   |
| <ul style="list-style-type: none"><li>• Know how campaigns are designed to influence others</li></ul>                             | <p><i>Campaigns are designed to target a specific audience. When framing a campaign you need to; know the audience, and think from their perspective.</i></p>   |
| <ul style="list-style-type: none"><li>• Identify a cause to support</li></ul>   | <p><i>Choose a cause which means something to them and their values. May need to work together in a group to choose something all participants want to support.</i></p>   |
| <ul style="list-style-type: none"><li>• Find out how to best help support the cause</li></ul>                                     | <p><i>Find a charity or community group already campaigning for the cause and look into how they can help. This may involve contacting the charity. If supporting a cause affecting the centre it may be useful to see if anyone else is already supporting the cause and get in contact.</i></p> |
| <ul style="list-style-type: none"><li>• Raise awareness for the cause (this may also involve fundraising)</li></ul>               | <p><i>Choose at least one activity to raise awareness (this may or may not involve fundraising)</i></p>   |

## Things to consider

- When discussing different campaigns or issues/problems there could be some content which could be potentially upsetting. Makes sure to tell participants only to share what they feel comfortable with and to let them know that they should always speak to a parent, guardian or yourself if they are upset by anything.
- Always watch YouTube clips before showing them to participants to make sure the content is suitable.