Reckitt Benckiser in partnership with Save the Children

Million Brighter Futures - Challenge Events

January 2012

Challenge Events

RBUK's Yorkshire 3 peaks challenge event raised GBP 25,000 which was matched to raise GBP 50,000

RBMexico trek challenge event raised GBP10,000

How to run a Challenge Event

Preparation

- Get sign off from GM, HR and allocate budget for event costs
- Find tour operator to manage the logistics of the challenge and review credentials (working with other clients)
- Find out capacity for specific challenge with tour operator so you can set the number of challengers
- Book date for challenge
- Set targets – number of challengers and fundraising
- Review budget – costs vs income to ensure your event is successful in making substantial profit from the event e.g. recommended ROI is 1:3
- Ensure challenge meets H&S requirements – risk assessment, emergency management plan, doctor, first aid kits and avoidance of high altitude treks (get guidance from global H&S)

How to run a Challenge Event

- Launch the challenge – dates, itinerary, details and how to apply with deadline
- Select participants to take part, communicate this with fundraising targets and deadlines
- Provide fundraising support to challenge participants – fundraising toolkit and access to resources
- Provide training advice to participants – base on tour operator recommendations (you need to manage mixed abilities carefully on the challenge)
- Provide kit lists to challengers and ensure they have necessary equipment – e.g. trekking boots, trekking socks, comfortable day packs, wet weather gear, enough water bottle capacity
- Source branded shirts for challenge – consider brand sponsorship
- Run challenge – managed by tour operator, lead RB person on challenge and consider Save the Children representative on challenge
- Take photos during challenge event and write blogs for follow up article and communicating success of event (share with global!)

Key success factors

- Plan 3-6 months in advance
- Allocate budget for event (consider brand sponsorship)
- Maximise number of challengers that can take part by promoting widely
- One person main contact with challenge participants
- Start fundraising early and ensure you provide ideas and resources
- Challengers must understand need and how funds raised will benefit children so can communicate to donors for sponsorship
- Ensure challenge meets RB's H&S Policy
- Ensure challenge is at the right level – too hard/physically challenging may divide or split the group or cause challengers to drop out or too easy/not physically challenging may lead to unsatisfied challengers!
- Have fun while raising funds for Save the Children.

For more information please contact:

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