



## CONGRATULATIONS!

Thank you for signing up to become a Challenge Leader with Choose a Challenge in aid of Meningitis Research Foundation. We are thrilled to have you onboard, and can't wait to get started.

We have put together a programme for you that will help you to develop skills and support your team throughout the next academic year. This agreement explains both your responsibilities and ours, to ensure that you can achieve your goals, meet our expectations and get the most out of your Challenge Leader experience.

Below is an outline of what the year ahead should hold, including a section for Meningitis Research Foundation, for Choose a Challenge and for yourself. By signing, you confirm that you understand the commitment you're making and the benefits you will receive as a Challenge Leader.

If you have any questions about the trip at any point, please don't hesitate to get in touch with Choose a Challenge: [team@chooseachallenge.com](mailto:team@chooseachallenge.com). If you have any questions about your fundraising and the impact you and your team are having, contact Meningitis Research Foundation: [students@meningitis.org](mailto:students@meningitis.org)



## AS A CHALLENGE LEADER, I WILL:

- Design and carry out a personalised promotional plan with my Choose a Challenge Account Manager to ensure that I reach the maximum amount of people possible during my recruitment period, (e.g. attending a Fresher's Fair).
- Attend the following events hosted by Meningitis Research Foundation or Choose a Challenge:
  - Challenge Leader Training (September)
  - Challenge Information Meeting (September or October)
  - Welcome Meeting/Fundraising Training (October or November)
  - Extra meetings/Workshops/1-2-1 Catch-up Calls (monthly)
  - Pre-departure Briefing (April-May)
  - The Challenge (August-September)
- Register for the challenge in aid of Meningitis Research Foundation no later than 10 days before your information meeting.
- Ensure I'm available for my team, Choose a Challenge and my charity to reach me, providing notice to inform people when I may not be contactable (e.g. exams/holidays).
- Support with the follow-up process (e.g. phone calls, drop in sessions, Facebook messaging) after the Information Meeting to ensure I reach the maximum amount of sign-ups possible.
- Encourage participation in our Choose a Challenge extension trips.
- Act as a spokesperson for my team on the challenge, ensuring they are aware of meeting and departure times and daily plans by liaising with the Choose a Challenge team.
- Ensure my team have all of their fundraising resources, including fundraising pages, being members of relevant Facebook groups and have their buckets, t-shirts, etc.
- Support my team to help them reach fundraising milestones/deadlines with help from my Meningitis Research Foundation account manager.
- Oversee team Facebook group: posting important updates, boosting team engagement, and sharing relevant posts from the Choose a Challenge Forums and Meningitis Research Foundation Students page on Facebook.
- Hold termly face-to-face meetings with your team.
- Organise regular team socials and/or training walks to help motivate and build relationships in the team, or appoint a Social Secretary to ensure these take place.
- Each month have an in-depth phone call with your charity representative to speak through each team members' fundraising progress.
- Coordinate team fundraising activities, including street collections and events (e.g. a pub quiz).

- Run termly workshops for your team to help them prepare for the challenge. These will be provided for you and will include both fundraising and challenge information (e.g. a training and kit workshop).
- Reach my agreed individual fundraising target in aid of Meningitis Research Foundation.
- Coordinate the return of fundraising materials to Meningitis Research Foundation after the challenge including organising a drop-off point on campus.
- Comply with relevant data protection legislation (GDPR) and will not share any personal information, which may include contact details, about members of my team with any third party outside of Meningitis Research Foundation and Choose a Challenge, unless given express permission by the individual concerned.

### AS YOUR CHARITY PARTNER, MENINGITIS RESEARCH FOUNDATION WILL:

- Assign you with a dedicated charity rep from the Student Team to support you throughout the year.
- Provide adequate training, resources and information on what the charity does, where the donations will go and on how to best support your team with fundraising.
- We offer a discount structure based on effort with clear tasks at set times in the year to complete in order to receive the staggered discounts.
- Provide you with a full day of on campus promotion support from a member of the student team.
- Support with the follow up process after the Information Meeting.
- Provide the team with physical fundraising materials including buckets, t-shirt, handbook, etc. as well as access to our online resources hub.
- Regular fundraising support communications through our monthly e-newsletters along with emails and phone calls from the team charity rep.
- Provide termly 1-2-1 fundraising sessions on campus (if for any reason this isn't possible we will do this via skype/phone calls).
- Provide several fundraising opportunities for the team including at least 3 local collections per term, a raffle, the opportunity to collect in London as well as the option to have home street collections.
- Provide prior notice of any periods of when your charity rep of the student team will not be available.
- Can provide you with a letter of reference from Meningitis Research Foundation that you can provide to future employers.

## AS YOUR CHALLENGE PROVIDER, CHOOSE A CHALLENGE WILL:

- Provide adequate training, resources and information to help you fulfil your Challenge Leader position as described above to help you and your team prepare for the challenge.
- Provide all of the key logistics for your challenge.
- Provide expertise for bespoke marketing on your campus, to help you get maximum reach during recruiting.
- Provide a Choose a Challenge Brand Ambassador or Rep to help with promotion at Freshers Fairs & your information Meeting.
- Assign you with a dedicated point of contact within the Choose a Challenge HQ who will promptly answer any questions you may have and provide any necessary assistance.
- Provide you with all physical marketing materials for your challenge recruitment and ensure they are delivered to you in a timely manner.
- Provide you with all digital marketing resources including, where appropriate, a small social media budget for marketing your challenge information meeting.
- Provide an in-depth Pre-departure Briefing or Training Workshop to ensure your team are ready to go before the challenge.
- Be receptive to any comments or feedback you may have for us.
- Offer you the chance to take part in our CV building session; providing guidance on how to describe the skills you have acquired to future employers.
- Create a letter of reference from Choose a Challenge that you can provide to future employers.
- Offer an exclusive extension trip discount to your trip.