



Challenge Leader Agreement

INTRODUCTION

The purpose of this document is to outline the scope and responsibilities of the Challenge Leader role, incentives associated with the position and the support that will be provided by Choose a Challenge and the charity partner.

Challenge leaders embody Choose a Challenge's mission to create life-changing challenges that bring people together and have a positive impact on the world. Every one of your fellow students that joins you for your challenge event has the potential to raise thousands of pounds for charity, so your impact can be huge. We can't wait for you to begin your Challenge Leader journey.



CL RESPONSIBILITIES

CHALLENGE LEADER RESPONSIBILITIES

- ◇ Design and deliver a **recruitment plan** with your Choose a Challenge Campus Account Manager.
- ◇ Attend the following **events** hosted by Choose a Challenge:
 - Challenge Leader Training Day
 - Freshers' Fair
 - Challenge Information Meetings.
 - Welcome Meeting for challenge participants.
 - Any additional meetings and events where Choose a Challenge and charity representatives are present.
 - Regular catch-ups with your Campus Account Manager.
- ◇ Maintain clear and open communications with your team, Campus Account Manager and representatives of your chosen charity, providing notice of when you may not be contactable (e.g. exams, holidays).
- ◇ Register for the challenge you are leading in aid of your selected charity, no later than **10 days** before the challenge information meeting.
- ◇ Meet or exceed your **minimum fundraising target**.
- ◇ Support your team to help them meet or exceed their individual **minimum fundraising targets** with help from my charity representative.
- ◇ Encourage participation in our Choose a Challenge extension trips.
- ◇ Coordinate team fundraising activities including **street collections** and **events** (e.g. a pub quiz).
- ◇ 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.
- ◇ Oversee the **Team group chat**: posting important updates, boosting team engagement, and sharing relevant posts from the Choose a Challenge Forums and the charity's student page.
- ◇ Interact with the challenge team forum on a weekly basis to maintain an active and supportive community.
- ◇ Comply with Choose a Challenge's **privacy and data protection policy**.
- ◇ Act as a **spokesperson** for your team on the challenge, ensuring they are aware of meeting & departure times and daily plans by liaising with Choose a Challenge staff.
- ◇ Run **workshops** for your team to help them prepare for the challenge (for example, a training and kit workshop).
- ◇ Coordinate the return of fundraising materials to the charity after the challenge including organising a drop-off point on campus.

Charity Responsibilities:

- ◇ Meet with Challenge Leaders to explain their role and responsibilities prior to the start of the fundraising period.
- ◇ Be available throughout the fundraising period to support Challenge Leaders, by phone and email during regular office hours or in person with reasonable notice, providing notice of any periods when not contactable.
- ◇ Deliver any training that Challenge Leaders need to fulfil their role and give the best possible support to students signed up for a challenge.
- ◇ Support Challenge Leaders to organise and deliver at least two fundraising workshops over the course of the fundraising period.
- ◇ Support Challenge Leaders to organise and enable student-led fundraising events.
- ◇ Work with Challenge Leaders to organise large-scale events that the whole team is invited to. These could include RAG raids, other collections, fundraising challenges (virtual or physical) and anything else you would like to try.
- ◇ Track fundraising progress of student fundraisers and identify those that will need additional support to hit their targets.
- ◇ Issue regular updates to all student fundraisers with fundraising ideas and advice on how to access fundraising resources.
- ◇ At the charity's discretion, offer a fundraising discount on fulfilment of requirements, the details of which to be agreed directly with the charity.

Choose a Challenge Responsibilities

- ◇ Provide training, resources and information in support of your role as Challenge Leader.
- ◇ Assign a dedicated Campus Account Manager as your main point of contact with Choose a Challenge HQ.
- ◇ Provide all physical and digital marketing materials in support of challenge recruitment, including, where appropriate, a small social media budget for promoting information meetings.
- ◇ Assign a Choose a Challenge Brand Ambassador or other representative to help with promotion of freshers fairs and/or information meetings, subject to availability and attendee numbers.
- ◇ Deliver a pre-departure briefing to prepare participants ahead of the challenge.

CHALLENGE LEADER BENEFITS

The Challenge Leader role is a powerful CV addition, demonstrating skills and experience in project management, charity sector work, leadership and marketing. In addition, Challenge Leaders enjoy the following benefits:

- ♦ Letter of reference from Choose a Challenge on request.
- ♦ Prime position for future employment at Choose a Challenge, including as an In- Country Operative in overseas challenge destinations, internships or paid part-time and full-time roles after graduation.
- ♦ Optional enrolment on the Challenge Leader Program, a supplementary assessment accredited by the Institute of Leadership and Management.
- ♦ Choose a Challenge branded t-shirt.
- ♦ Membership in the Choose a Challenge Challenges Forum, a resource hub and nationwide network of Challenge Leaders and RAG members.
- ♦ A discount of 3% off the cost of your Choose a Challenge trip extension for every participant in your team who also books the extension.
- ♦ A 50% refund from your reg fee for overseas challenge, conditional to meeting your recruitment target
- ♦ Refer-a-Leader bonus scheme - Refer another leader to run their own challenge and earn £50. If the new Challenge Leader recruits 10+ participants, they also get £50 and you (the referer) get another £50.
- ♦ A January recruitment incentive.

BY SIGNING BELOW I CONFIRM I HAVE READ AND UNDERSTOOD THE ABOVE AND I ACCEPT THE ROLE OF **CHALLENGE LEADER**.

Name:

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Signature:

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Date:

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BY SIGNING BELOW ON BEHALF OF **CHOOSE A CHALLENGE** I AGREE TO SUPPORT THE ABOVE CHALLENGE LEADER AS OUTLINED IN THIS DOCUMENT:

Name:

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Signature:

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Date:

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BY SIGNING BELOW ON BEHALF OF THE CHARITY I AGREE TO SUPPORT THE ABOVE CHALLENGE LEADER AS OUTLINED IN THIS DOCUMENT:

Name:

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Signature:

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Date:

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Charity:

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