



GIRLGUIDING NORTH WEST ENGLAND

MOTIVATE

sports social action through guiding

CHALLENGE

CHALLENGE PACK

WHAT IS MOTIVATE ?

sports social action through guiding

Motivate is a Girlguiding North West England project, funded by Sport England and the #IWill fund; the main aim of which is to engage more of our young members, in social action in the field of sport, to benefit their communities.

Sport attracts many young people and can provide a springboard to social action - just over half of young people say they prefer sport to other volunteering pastimes. Yet, 26% of girls aged 7-21 feel like PE is more suited to boys, and that gender stereotypes affect their academic selections (Girls' Attitudes Survey 2017).

We want to challenge perceptions and empower more girls to take the lead in sport. This project embraces sport as a way to unlock the potential of our members, whilst developing the skills and experience they need for their future. It's all about getting girls to have fun, get active, and to make a difference in their community - all through sport. Motivate will run until October 2020 and it's our goal to get as many girls involved as possible between now and then.

Whilst the main aim of the project is to encourage our young members to engage in social action linked to sport, the second part of the project aims to give our young, members aged 14-18, training in sports related skills and leadership, to empower them to deliver sports sessions to Rainbow, Brownie, Guide and Ranger units around the region, encouraging them to get active.

It's such a fantastic project, as it not only supports local communities through social action, but it helps to improve the health and wellbeing of our members and of those they engage with.

ABOUT THE CHALLENGE

This challenge has been developed by the region team to run alongside the existing Motivate programme, with the aim of engaging more units in this fantastic project.

We know how passionate our members are about supporting and bringing about positive change in their local communities, and this challenge supports you to do just that, with a focus on sport! But remember, you don't have to be sporty to participate!

Community initiatives could include running a fundraising or marketing campaign, helping to deliver sports sessions, or organising a community sport event. Working together to achieve this will be challenging and rewarding, and will undoubtedly get your unit noticed for the great work you're doing - and you may even recruit some awesome new members along the way! So, what will you do to help your local community?

HOW TO COMPLETE THE CHALLENGE

The challenge is split into 4 sections. In order to achieve your badge(s), you must complete one of the primary activities - undertaking a sports social action project in your local area - plus two of the secondary activities, from any of the sections.

You must also invite a trained Motivate Sports Young Leader (SYL) along to your unit meeting place to deliver a sports session for your unit. For support with making contact with a SYL in your area, please get in touch via northwesthq@girlguidingnwe.org.uk

Should you wish to undertake further challenges from any of the other sections, you should feel free to do so. You should also feel free to incorporate your own ideas and activities, if they are relevant to the challenge.

You should decide as a group which activities you would like to do. You can choose to complete the activities on your own, as a unit, or in another grouping of your choice.

Many of the activities require access to phones, tablets or computers, in order to undertake research to get the projects off the ground. If you don't have access to these in your unit, consider a unit trip to a local library, or, why not undertake the research outside of the unit meeting place, in preparation for a discussion at your next unit meeting.

Don't forget to refer to the appendices for support.

HOW TO ORDER YOUR BADGE(S)

On completion of one of the primary activities, plus two of the secondary activities and once you have had a sports session with a SYL at your unit, you should achieve your overall Motivate challenge badge. In addition to this, you should achieve the challenge badge relevant to the primary activity you have undertaken. There is no limit to the number of primary activities that you are able to undertake, so please feel free to work towards all four of the badges, should you wish to do so!

The primary challenge badges are 80p each, whilst the overall challenge badges are £1 each. In order to claim your badges, we require you to complete a survey providing us with information about your project(s), so that we are able to feed back to our funder, Sport England. On completion of the survey, we will send you the link to purchase your badges. The link to the survey is as follows: <https://forms.gle/Bks9VheD9ddxmtTDA>

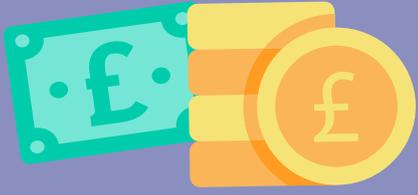


Why not try some of our top tips to make this challenge printer-friendly:

- Print multiple pages to one sheet - make sure you can still read it though!
- Set your printer to double-sided, for optimum paper economy
- Only print the pages and sections you need
- Print the challenge in black and white, to save on ink

KEEP IN TOUCH

We'd love to hear about all of the fantastic things you do to complete this challenge! So, please tweet us using the handle [@Girlguiding_NWE](https://twitter.com/Girlguiding_NWE) or email us your photos to Tesin.suleman@girlguidingnwe.org.uk.



FUNDRAISER



FANTASTIC FUNDRAISER

Is there a sports team in your local area in need of a new kit, or a club in need of some new equipment? Why not find out and see if you can help!

EQUIPMENT

- Phones, tablets or computers
- Pens and paper
- Equipment, as required, for agreed fundraising activity

METHOD

- Research the sports organisations in your local area and discuss as a group which ones you might like to make contact with. Agree as a team who should contact who.
- Phone, email or visit the sports organisations you might like to support, to discuss with them whether they might need your help.
- Write up a proposal for each of the organisations in need of support, for consideration by the group. Be sure to include the approximate amount of money needed and details as to how the funds will be used.
- Discuss as a group the fundraising opportunities available and decide together which project you would like to support. Remember, you don't have to choose only one - why not share the money raised amongst multiple organisations.
- Once your project has been agreed, discuss as a group how you might raise the funds needed.

TIP:

If you have agreed to fundraise a lot of money, you may need to undertake more than one fundraising activity. Try to think of ways that might not incur additional costs such as recycling items that you can easily gain access to, consider whether there are any local grants available, or local companies who might be able to make a donation.

- Discuss and agree your top fundraising ideas, being sure to consider all of the factors which might affect your fundraising, such as budget, weather and venue. A quiz night or a sponsored cycle are just a couple of ideas of activities you could undertake.
- Once your fundraising method(s) have been discussed and agreed, discuss as a team what roles you will need and the roles you will each hold:
 - Who will be involved?
 - Who will do what?
 - What resources will you need?
 - How will you spread the word about your fundraising activity?



TIP:

Depending on your project, roles might include finance, marketing and design.

- Agree timescales so everyone knows what they are working towards. Keep in regular contact and agree the methods by which in advance.
- Begin your fundraising!

TIP:

Once you have raised the funds needed, why not organise a presentation evening to present the cheque to your chosen sports organisation. You could invite along the local newspaper to take photographs.

TIP:

Be sure to read our Event Planning Hints and Tips in Appendix 1, if you decide to plan a fundraising event. Remember, depending on your fundraising activity, there may be a number of forms you are required to complete, as well as policies and procedures you are required to follow. Be sure to ask your leader for support with this and refer to our guidance in Appendix 6.



SUPER SPORTS BAR

Bake sales are a traditional way of fundraising. In guiding, and across many charitable organisations, food has long been used as a way to raise funds. Why not hold a stall selling sporty snacks? You could hold this in your local unit meeting place or at your local sports venue, to attract more customers. Below is a recipe for a delicious, super sports bar. Give it a go in your unit!

EQUIPMENT

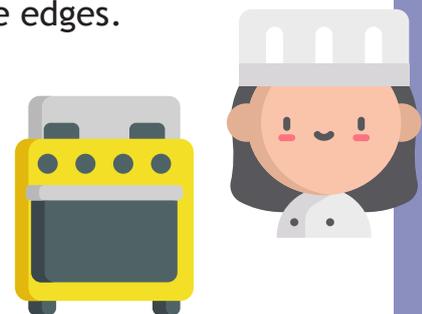
- Non-stick vegetable oil spray
- 3 cups puffed whole grain cereal (such as Kallo Organic Wholegrain Breakfast Puffs)
- 1/2 cup walnuts, chopped
- 1/4 cup pitted dates, chopped
- 1/4 cup dried tart cherries, chopped
- 1/4 cup raisins
- 1/3 cup creamy peanut butter
- 1/4 cup honey
- 1/4 cup light corn syrup (found in the baking aisle of your supermarket)
- Mixing bowl
- Wooden spoon, or similar, for mixing
- Small saucepan
- Whisk
- Foil
- Knife
- Air tight container



METHOD

- Preheat the oven to 350° F or 170° C.
- Spray a 9-inch, square, metal baking tray with non-stick vegetable oil spray.
- Mix the cereal, walnuts, dates, cherries and raisins in medium bowl.
- Combine the peanut butter, honey and corn syrup in small, heavy based saucepan. Bring to a boil, whisking constantly until the mixture bubbles vigorously and thickens slightly; after about 1 minute.
- Pour the peanut butter mixture over the cereal mixture in the bowl and stir to blend.
- Transfer the mixture to the prepared baking tray, pressing to compact.
- Bake for approximately 10 minutes, until just golden around the edges.
- Remove from the oven and allow to cool completely.
- Cut into bars, approximately 2 ½ inches x 1 ½ inches.

Remember: Members of our younger sections should ask their leader for help with this activity, particularly when boiling and pouring the mixture from the saucepans.



TIP:

These can be prepared 3 days ahead. Store in single layer, between sheets of foil in an airtight container, at room temperature.

DAZZLING DONATION BOX

Placing donation boxes around your local community might be a great way to raise funds for your local cause. Try our activity below to make your own donation box out of recycled materials. Don't forget to ask permission before leaving your donation boxes in their new homes.

EQUIPMENT

- An empty jar, tub or box, with a lid
- Scissors
- Glue or cellotape
- Pens
- Paper or card
- Wrapping paper, coloured pens, glitter - anything you'd like to decorate with!



METHOD

- Take the lid of your recycled jar, tub or box and use your scissors to cut a hole in the centre, through which the money can be donated.

TIP:

Make sure the hole is big enough to accept all coins! Take care with this, and if you're using a jar with a metal lid, make sure you ask your leader for help.

- Use your decorative items to decorate your box. Be as imaginative as possible and make sure it stands out.

TIP:

Why not decorate your box in the theme of the sports organisation you are fundraising for - do they have a kit in a certain colour, or a mascot or logo you could use?

- Use your paper or card to write a label to go alongside your box, describing who you're collecting for, and why.

TIP:

Try not to use too many words - people are likely to only glance at your box so need to quickly be able to see what it's for.

- Discuss as a group the best locations to place your box(es) around your local community. Make contact with these locations to ask if it would be OK to place your donation box(es) there, and arrange to drop them off.
- Empty your box(es) regularly to ensure they do not overflow and count the money into your fundraising pot.



CHAMPION CHARITY PARTNERS

Many large-scale fundraising events have charity partners. These charities receive a range of benefits, from fundraising to free advertising, or free places in the event. Find out more about how charity partnerships work. Could your unit be a charity partner for a local sporting event?

EQUIPMENT

- Phones, tablets or computers
- Pens and paper

METHOD

- Research some (minimum of 2) of the official charity partners of the London Marathon. Find out 3 interesting facts about each. Share and discuss with your unit.
- Write a letter to the London Marathon, asking for your unit to be the official charity partner for the 2020 marathon. Discuss as a unit what you should include in your letter to make sure that you are considered.

TIP:

Why not take it further and see if any of the sporting events taking place in your local area would be interested in working with a charity partner. Perhaps you could help to steward at an event in exchange for a free advertising stand there.





EVENT SUPPORTER



SUPPORT A COMMUNITY SPORTS EVENT OR SPORTS INITIATIVE

Sport is a great way to bring communities together. Every year, thousands of people take part in sports events, from national marathons to local park runs. Many of these events could not take place without the help of volunteers undertaking key roles, from marshalling to first aid. Many professional sporting events also rely on volunteer support - hundreds of guiding members volunteered at the London Olympics in 2012 and the event would not have been possible without them.

EQUIPMENT

- Phones, tablets or computers
- Pens and paper
- Equipment, as required, for agreed activity

METHOD

- Research events that are taking place in your local area and discuss as a group which ones you might like to support. You could do this using the internet or by getting in touch with local sports organisations, like your local Sports Partnership e.g. Active Cumbria. 'What's On..' pages are also useful sources of information.

TIP:

Don't just look at local events - there may be a national or even international sporting event happening right around the corner!

- Get in touch with the event organisers to discuss the support required at the event and what volunteer roles they are looking to fulfil. Find out who the events are for - what age, what sport, if it's a fundraiser and who can take part.
- Discuss the volunteer role options as a group and agree what you might like to do.

TIP:

Remember, not everyone in your unit needs to undertake the same roles, or even support the same event.

- Get in touch with the event organiser and give them details of everyone who will be volunteering (be sure to have their permission to do so in advance!) and ensure you take down full details of everything you need to be aware of in advance of the event i.e. time of arrival, dress code etc.
- Volunteer at the event, and have fun!

TIP:

Depending on the event or initiative you are supporting, there may be a number of forms you are required to complete, as well as policies and procedures you are required to follow. Be sure to ask your leader for support with this and refer to our guidance in Appendix 6.

MINI SPORTS EVENT

Lots of guiding units enjoy participating in sport as part of their unit meetings. Why not bring together your local guiding community, be it your local Rainbows and Brownies, or you district or division, for a sports event organised and run by your unit.

TIP:

You could even take it further and earn your Motivate Fundraiser badge, by making this a fundraising event to support a local sports organisation. You could do this by charging a £1 per person entry fee, or by selling items at the event - the possibilities are endless!

EQUIPMENT

- Phones, tablets or computers
- Pens and paper
- Equipment, as required, for agreed event

METHOD

- Research the types of events you could hold - these might include a mini Olympics, a rounders competition, a running event or a mini obstacle course.
- Discuss as a group the options available and agree which one you would like to undertake.

TIP:

Remember to consider the space you have available in which to hold such an event and any constraints, such as budget and weather.

- Once you have decided on your event, discuss who you might like to invite; would you just like it to be for guiding members, or non? Could families be invited? Do you just want to invite Rainbows, or Brownies, or all sections?
Remember: If you would like to organise an event on a larger-scale, be sure to speak to your district or division commissioner.
- Once your event and who you would like to invite has been agreed, discuss as a team what roles you will need and the roles you will each hold:
 - Who will be involved?
 - Who will do what?
 - What resources will you need?
 - Will you need any funding or do you have all of the equipment you need?

TIP:

Depending on your event, you might need a lead volunteer, marketing, finance, activities coordinator and equipment coordinator.

SECONDARY

- Agree timescales so everyone knows what they are working towards. Keep in regular contact and agree the methods by which in advance
- Begin your planning! Don't forget to create invitations to invite everyone along, including all of the key information such as date, time, venue, dress code etc.

TIP:

Be sure to read our Event Planning Hints and Tips in Appendix 1, as well as familiarising yourself with the forms you are required to complete, and the policies and procedures you are required to follow. Be sure to ask your leader for support with this and refer to our guidance in Appendix 6.



MARVELLOUS MEDAL

Part of the joy of taking part in a sports event could be winning, or simply taking part, but, no matter how you did, receiving a medal at the end of any event gives a real sense of achievement. Make someone's day and design them a medal.

EQUIPMENT

- Medal Template (Appendix 7)
- Paper or card
- Scissors
- Coloured pens, glitter, stickers - anything you'd like to decorate with!

METHOD

- Print out our handy medal template (Appendix 7) on to paper or card, or feel free to design your own medal.
- Use all of the creative items you have chosen to create a medal for a sports event of your choosing.
- Get together as a group and discuss the designs, agreeing which is the favourite.

TIP:

Why not hold a sports event and distribute your medals to anyone who takes part!



SPORT FOR ALL

There are many multi-sport events that include and celebrate athletes with disabilities, and some of these athletes even go on to become Paralympians in a parallel event to the Olympics, the Paralympics.

EQUIPMENT

- Yourself! You may also wish to have items to facilitate your discussion, such as phones, tablets or computers on which to undertake research.

METHOD

- Discuss in groups the barriers disabled athletes face in sport.
- Agree the 3 main barriers you think are the most important and discuss how these could be overcome by individuals or organisations.
- Discuss running a sporting event within your unit and the measures you would take to ensure all of your activities are accessible to athletes with a range of disabilities.

TIP:

Why not earn your Motivate Event Supporter badge by supporting a local event or sports initiative for athletes with disabilities.



MEDIA CAMPAIGNER



RUN A MEDIA CAMPAIGN

Sports organisations often need to run campaigns in order to promote an aspect of their organisation - this might be to advertise tickets for a game, advertise for new players for their team or to advertise a fundraising event they are undertaking. Unfortunately however, sports organisations don't always have the capacity or skillset in order to run these media campaigns successfully, so they may need your help!

EQUIPMENT

- Phones, tablets or computers
- Pens and paper
- Equipment, as required, for agreed media campaign

METHOD

- Research the sports organisations in your local area and discuss as a group which ones you might like to make contact with. Agree as a team who should contact who.
- Phone, email or visit the sports organisations you might like to support, to discuss with them whether they might need your help.
- Write up a proposal for each of the organisations in need of support, for consideration by the group. Be sure to include details of the particular campaign they wish to undertake and the support required from you.
- Discuss as a group the campaigning opportunities available and decide together which project you would like to support; remembering to be realistic about what's possible.
- Once your campaign has been agreed, discuss as a group how you might support this - would a poster campaign be successful? Or a press release in your local newspaper? Or, could you try contacting your local radio station to organise an interview with them. Discuss and agree your top ideas.

TIP:

Try to think of campaigns that might not incur additional costs.

- Once your campaign has been agreed, discuss as a team what roles you will need and the roles you will each hold:
 - Who will be involved?
 - Who will do what?
 - What resources will you need?

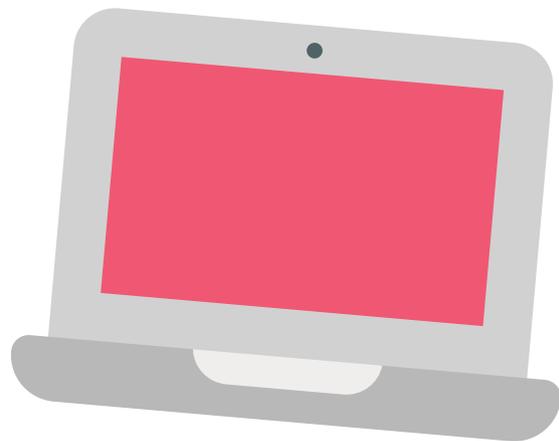
TIP:

Depending on your campaign, these roles might include finance, marketing and design.

- Agree timescales so everyone knows what they are working towards. Keep in regular contact and agree the methods by which in advance.
- Begin campaigning!

TIP:

Be sure to familiarise yourself with any forms you are required to complete, and the policies and procedures you are required to follow throughout your campaigning. Be sure to ask your leader for support with this and refer to our guidance in Appendix 6.



PROMOTIONAL POSTERS

Poster campaigns can be a great way to advertise or promote an aspect of a sports organisation in and around your local community. Often, local businesses such as convenience stores, GP surgeries and pharmacies will allow poster advertising by local organisations. Supermarkets often have a board for community advertisements too!

EQUIPMENT

- Tablets or computers
- Pens and paper
- Other equipment, as required, to assist with your design

METHOD

- Select a sports organisation in your local area for whom you might like to design a poster.
- Decide what you would like the aim of the poster to be - could it be to recruit more players for their team, to advertise ticket sales for an upcoming match, or to invite the local community along to a family fun day being organised by them?
- Decide how you're going to create your poster - you could do this by hand using pens, paper and other decorative items, or on tablets or computers using basic design software.

TIP:

Why not use the colours, logos or themes of the sports organisation you are designing the poster for, so that it is easily identifiable as a poster for their campaign.

- Be sure to include all of the important details on your poster, including contact details of the organisation, should the reader need any further information.

TIP:

Why not create a poster for a real campaign and earn your Motivate Media Campaigner badge!



INTERVIEW A LOCAL SPORTS PERSONALITY

Sports personalities don't just include footballers, golfers and tennis players who you see on the television, week in week out. Locally, you may have lots of sports teams you may not be aware of; some of the players from which may also be players on regional or national teams.

EQUIPMENT

- Phones, tablets or computers
- Pens and paper
- Other equipment, as required

METHOD

- Research the sports organisations in your local area and discuss as a group which one(s) you might like to make contact with, agreeing who should make contact with who.
- Discuss with your local sports organisations the possibility of interviewing one of their junior sports people, under the age of 18.

TIP:

Why not find out if there is a young guiding member who is also a member of a sports club in your area.

- Discuss as a group the options available and agree which sportsperson you might like to interview, remembering you don't need to choose just one.
- Contact the sports organisation of your choice and agree a time and a location for this interview.
- Agree as a group the questions you might like to ask.
- Record your interview using a recording app on your phone or tablet, or make notes of the answers.
- Write up your interview.
- Agree as a group how you might like to share your interview.

TIP:

You could share your interview with your local newspaper, or ask the sports club to share it via their website or social media pages. Or, perhaps you could share the interview in the form of a blog or vlog. If the member is in guiding, your district, division or county might like to share it on their website or social media pages. You could even share it as a case study as part of a media campaign for the sports organisation and earn your Motivate Media Campaigner badge.

TIP:

Do ensure you have the correct permissions from both the sports representative and his or her parents before conducting the interview, if they are under the age of 18.

TIP:

Take this activity further by inviting representatives from sports organisations in your local area to come along to a unit meeting to tell you about their organisation. You could then have a question and answer session at the end.



SOCIAL MEDIA SUCCESS

Social media is another great method of promoting a sports organisation and the work they undertake. It is extremely versatile and allows you to share photos, videos, flyers and links to further information. There are many different social media platforms on which information can be shared.

EQUIPMENT

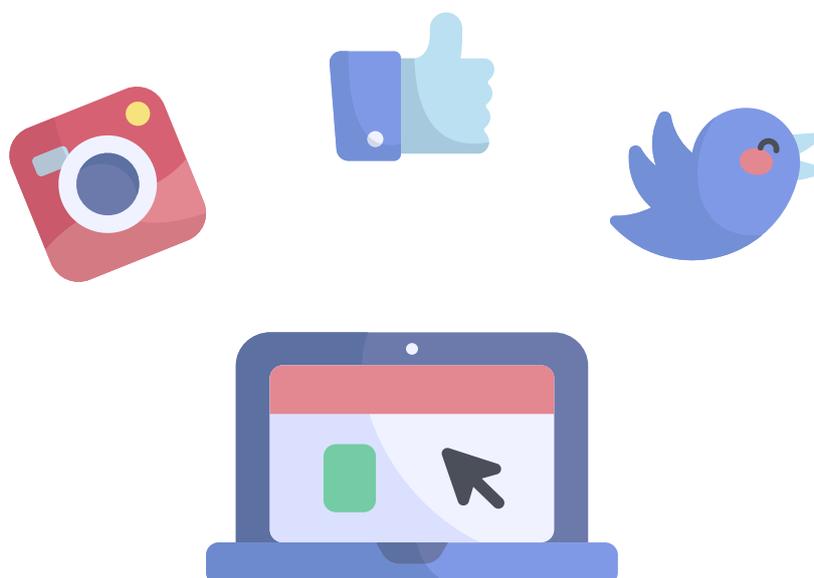
- Phones, tablets or computers

METHOD

- Discuss in your unit all of the different platforms that are available and that could be used in order to undertake a media campaign for a sports organisation, including social media pages and blogs and vlogs.
- Agree as a group which you feel would be the most successful form of promotion and why. Would this change depending on the campaign?
- Research two sports organisations in your local area and find out about how they use different platforms:
 - Do they have websites?
 - Do they have social media pages?
 - If so, on which platforms?
- Discuss whether you feel they use social media effectively and make suggestions as to how you feel they could improve their engagements.
- Discuss which two of the organisations you feel uses social media more effectively, and why?

TIP:

Take this activity further by contacting the organisations you have researched to see if they need help with their social media pages. Perhaps, if they're struggling, they will be looking for a volunteer to help them with this. Don't forget, this is a perfect way to achieve your Motivate Media Campaigner badge!





SPORT SESSION SUPPORTER



FACILITATE A SPORTS SESSION

Many sports organisations rely on volunteers to assist with facilitating their sessions, particularly for activities including younger participants, or participants with disabilities. Why not see if you can help?

EQUIPMENT

- Phones, tablets or computers
- Pens and paper
- Other equipment, as required

METHOD

- Research the sports organisations in your local area, as well as the types of activities taking place and the sports and activities that are on offer. Discuss as a group which ones you might like to make contact with and agree who should make contact with who.

TIP:

Volunteers aren't just required to help out at specialised sports organisations. Why not help at school? You could be a playground leader or could help out during a sports club for younger pupils. Ask your teacher how you can get involved!

- Make contact with the agreed organisations to discuss whether any of them require volunteers to help facilitate their sessions. Be sure to take down all of the details, such as the number of volunteers required, times and dates, whether it's a one-off event or over multiple dates, whether there is any advance planning required and whether any specific equipment or qualifications are required.
- Discuss the options available as a group, bearing in mind that some sessions may only require one or two volunteers, so it is likely that you will need to split up and facilitate different activities.
- Go along and help to facilitate, being sure to be proactive and help wherever you can.
- Feed back to the group on what you learnt. Is this something you could support on a regular basis?

TIP:

If the sports organisation needs volunteers to support on a regular basis and you are unable to commit to this, why not achieve your Motivate Media Campaigner badge by supporting them to recruit new volunteers.



LET'S PARTICIPATE

Many people feel that, as they didn't or don't enjoy PE at school, they don't enjoy sport. But remember, PE only represents a small number of sports and there are many other sports and fitness activities taking place, outside of PE lessons, that you might find more enjoyable and that don't require you to be particularly sporty. Just because you can't play netball, doesn't mean you wouldn't be great at roller derby!

EQUIPMENT

- Phones, tablets or computers
- Active wear, including trainers

METHOD

- Research the sports organisations in your local area and search on the internet or in local newspapers for sports and activities that are on offer.

TIP:

Don't just look at sports centres; there may be classes taking place at community centres and schools in your local area. Activities like Zumba and boot camps are popular choices. Other activities, such as hand ball, might also be fun to try.

- Agree a new activity that you would like to try. You could try the activity as a group, by inviting someone along to your unit meeting place to deliver a session, or you could book to attend an activity as a group or as individuals, at its usual venue.

TIP:

Why not try out a range of different activities throughout your group and report back to your unit on the success, or not, of the activity you tried; when and where was it held, what was the cost, would you do it again? You could even do a demonstration of the activity for the other members of your unit.

TIP:

Why not take it further and deliver your new activity to another unit in your local area, or at a local event. If you're aged 14-18, you could attend a region training and become a Sports Young Leader, to give you more confidence and skills to do this.



SPORT YOUNG LEADER TRAINING

As part of Motivate, we're offering free training in sports leadership to our young members, aged 14 to 18. This training is the perfect opportunity for our young members to gain new skills, take the lead in sport and face a fresh challenge. The training is open to all members in this age bracket, and there is no requirement to be 'sporty'! The training focuses on leadership and the key skill of our Sport Young Leaders is that of enthusiasm, to get other young members more active, and give them the confidence to get involved with sport, through the delivery of fun sports sessions.

As a Sport Young Leader (SYL), you will get loads of support, including a Motivate pack, full to the brim with helpful training material, which you can refer to when delivering sessions to units.

You'll also receive a t-shirt, bag and water bottle so that you are kitted out and ready for action, and you will have access to a range of sports equipment (your county commissioner will have details of where this is stored) to facilitate your sessions. You will also be reimbursed for any travel expenses, to support you to get around to deliver your sessions.

Being a Motivate SYL will look great on your CV, and you can use it towards your DofE Award, Queen's Guide Award, Section Gold Award, Young Leadership Qualification, as well as on your UCAS Personal Statement.

During the project, you'll be awarded an awesome new badge for taking part, but that's not all you'll come away with - you will gain life-long friends, skills for your future, and a great sense of achievement.

Want to start your epic journey? Join us at our next Sport Young Leader Training Day. Find out more on the region website or by contacting us via northwesthq@girlguidingnwe.org.uk



APPENDIX 1 - EVENT PLANNING HINTS AND TIPS

Below are a few key points to consider when planning an event, but for full information, please refer to the Girlguiding Event Coordinators' Guide - <https://www.girlguiding.org.uk/globalassets/docs-and-resources/residentials-and-going-away/event-coordinators-guide-to-large-scale-events-2013.pdf>

- Has your unit done anything like this before?
- Discuss what might or might not work realistically.
- Choose a date and venue - consider a date that will attract most attendees and that doesn't clash with anything else. Does the date give you enough time to plan? What about the weather at that time of year? Consider size of venue, layout, cost, parking, permits and licensing.
- Do you need support or other services such as marshalls, first aiders, a special guest or entertainment? What volunteers do you need? Write out a list of all the jobs that need doing and allocate to those who are helping.
- Write a full list of equipment required. Can anyone lend you things? Will you offer extras (tea/coffee)?
- If the financing of the event is your responsibility, budget carefully, cutting out unnecessary expenses. Make sure all expenses are receipted (venue, printing costs, decorations etc).
- Can you source potential sponsors to help with event expenses, or to provide in-kind donations? Are there fundraising packs available to help you?
- Decide on a theme and any decorations, catering, marketing, entertainment and resources needed to support this.
- What age are the participants? - do you have appropriate supervision ratios for the event, in line with Girlguiding policies? (Appendix 6).
- How will you spread the word about your event?
 - Social media
 - Newspaper
 - Posters
 - Maildrop
- Remember to familiarise yourself with Girlguiding branding guidelines (Appendix 6).
- If you are the main event organiser, will you require activity/event consent forms?
- Do you require a home contact?

- Have you completed a risk assessment?
- Do you have the required people with the appropriate qualifications? Do you need Girlguiding DBS?
 - First Aid qualification?
 - Food hygiene certificate?
 - Qualified instructors?

APPENDIX 2 - FUNDRAISING CHECKLIST

Guide to planning and organising a Fundraising Event:

www.girlguiding.org.uk/globalassets/docs-and-resources/fundraising-and-partnerships/guide-to-planning-and-hosting-a-fundraising-event.pdf

FUNDRAISING CHECK LIST	COMMENTS	Completed? 
Who are we raising funds for?		
Name of sports organisation		
What are we raising funds for?		
How much do we need/hope to raise? Is this realistic?		
How might we fundraise this amount?		
What is our final fundraising idea?		
Who's going to be involved?		
Who will do what?		
If holding a fundraising event, where and when will it be held?		
How will we spread the word about our event i.e. social media/newspapers/posters?		
*Remember to adhere to Girlguiding Branding Guidelines (Appendix 6)		
Are any support services required i.e. entertainment/marshalls/security?		
Do we need any resources to make our fundraising possible? Are there any resources readily available such as fundraising packs?		
How will we record and collect our finances? Would an online donation page be useful i.e. Go Fund Me?		
*Be sure to list all incomings and all outgoings, as well as any potential sponsors.		

Are any forms needed i.e. risk assessment or activity consent?		
<p>Have we checked all of the policies which need to be followed? (Appendix 6)</p> <p>*Does everyone have the relevant DBS checks and qualifications etc.</p>		
Do we need to take any additional measures i.e. food hygiene certificates, special insurance, licences or qualified instructors?		
<p>What do we need to do after the event?</p> <ul style="list-style-type: none"> • Collect/add up all proceeds • Thank everyone who helped • Evaluate and make notes for future events • Arrange to present the funds to our nominated sports organisation • Share your story! 		

APPENDIX 3 - SUPPORT A COMMUNITY SPORTS EVENT OR SPORTS INITIATIVE CHECKLIST

SUPPORTING AN EVENT CHECK LIST	COMMENTS	<small>Completed?</small> 
Name of sports organisation supporting		
What event are we supporting?		
Name and contact details of the event organiser		
Date of the event		
Where's the event taking place?		
Is it a local/regional/national event?		
How many participants are expected? Are they male, female or both?		
How many volunteers are required?		
Who is going to be involved and who will do what?		
Is any involvement needed before the event takes place?		
Are any forms needed i.e. risk assessments, activity consent or emergency home contact?		
What do we need to do after the event? <ul style="list-style-type: none"> • Thank everyone who helped • Evaluate and make notes for future events • Share your story! 		

APPENDIX 4 - MEDIA CAMPAIGNER CHECKLIST

RUN A MEDIA CAMPAIGN CHECK LIST	COMMENTS	Completed? 
Name of sports organisation we are running a media campaign for		
What are the objectives of the media campaign?		
Name and contact details at the organisation		
Is the media campaign for a single event or an ongoing campaign?		
How much time do we have?		
Is there a budget?		
Who's going to be involved?		
Who will do what?		
Who's the target audience?		
Which channels will we use?		
What content will we use? Is there any branding already in existence that we can use?		
How will we record and collect our finances? *Be sure to list all incomings and all outgoings, as well as any potential sponsors		
Have we checked with our leader the policies and procedures that should be followed i.e. photo permissions? (Appendix 6)		
Does the sports organisation have any policies and procedures we need to adhere to?		
What do we need to do after our campaign? <ul style="list-style-type: none"> • Thank everyone who helped • Evaluate its success and make notes for future campaigns • Share our story! 		

APPENDIX 5 - FACILITATE A SPORTS SESSION CHECKLIST

FACILITATING SPORTS SESSIONS CHECK LIST	COMMENTS	Completed? 
Name of sports organisation		
What session(s) are we assisting with?		
What are we expected to do? Is there any advance planning i.e. training required?		
Where and when is the sports session taking place?		
What equipment is needed?		
Who's going to be involved?		
Who will do what?		
List at least 2 members and their roles	1. 2.	
How many participants are expected?		
What age are the participants and are they male, female or both?		
Are there any participants with disabilities?		
Have we had sight of the session plan?		
Do we require any resources in order to facilitate the session?		
Are there any expenses we need to take into account?		
Have we checked with our leader the policies and procedures that should be followed i.e. photo permissions and activity consent?		
What do we need to do after the session? Have we thanked everyone who helped, evaluated its success and made notes for future, and most importantly shared our story?		

APPENDIX 6 - GIRLGUIDING POLICIES

Below are links to some of the Girlguiding policies which must be adhered to throughout this challenge. Be sure to get advice from your leader as to which policies and procedures must be followed, once your activities have been finalised.

SAFETY AND SAFEGUARDING

<https://www.girlguiding.org.uk/making-guiding-happen/policies/girlguiding-policies/safety-and-safeguarding-policy/>

FORMS FOR EVENTS AND TRAVEL

<https://www.girlguiding.org.uk/making-guiding-happen/resources/resource-library/forms-for-events-and-travel/>

RISK ASSESSMENTS

<https://www.girlguiding.org.uk/making-guiding-happen/running-your-unit/safeguarding-and-risk/managing-risk/risk-management-for-activities-and-events/>

GDPR

<https://www.girlguiding.org.uk/making-guiding-happen/running-your-unit/membership-administration/gdpr/gdpr-frequently-asked-questions/>

SUPERVISION RATIOS FOR EVENTS - ADULT TO CHILD RATIOS

<https://www.girlguiding.org.uk/making-guiding-happen/running-your-unit/safeguarding-and-risk/adult-to-child-ratios/>

BRANDING E-LEARNING

<https://www.girlguiding.org.uk/making-guiding-happen/learning-and-development/fundraising-and-communications-skills/branding-e-learning/>

FUNDRAISING POLICY

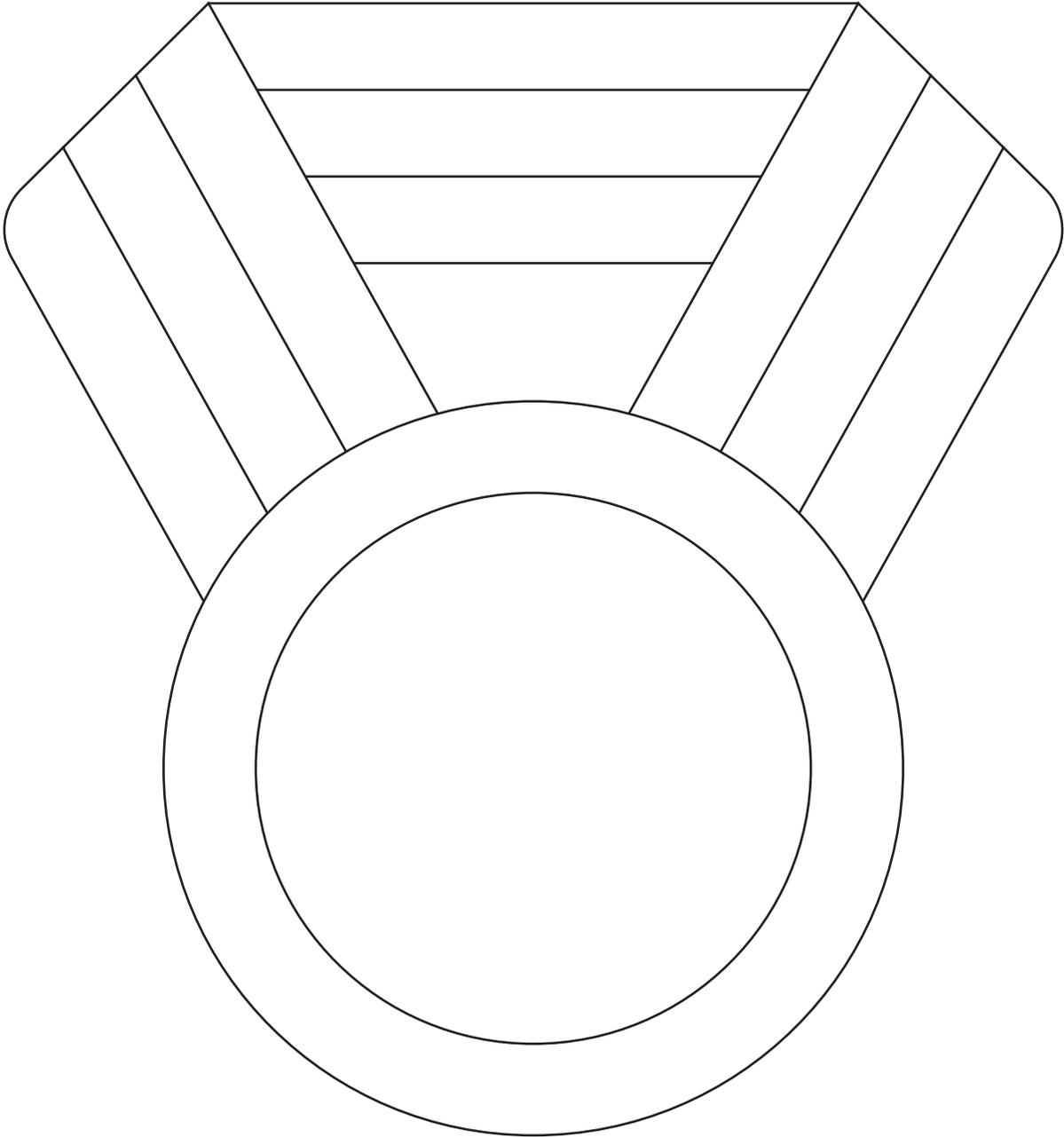
<https://www.girlguiding.org.uk/making-guiding-happen/policies/girlguiding-policies/fundraising-policy/>

FUNDRAISING - GO FUND ME

<https://www.gofundme.com/how-it-works>

In addition to Girlguiding policies and procedures, be sure to check with the organisations you are working with whether they have any policies you are required to follow, or forms you are required to complete on their behalf.

APPENDIX 7 - MEDAL TEMPLATE





SHARE YOUR EXPERIENCES WITH US!



MOTIVATE

sports social action through guiding

We would love to share your amazing Motivate experience on our Girlguiding North West England website and social media pages, in the press, online and in our promotional material, so that Girlguiding North West England members of all ages, potential members and potential supporters can be inspired by everything you've done. Share your story with us by emailing

northwesthq@girlguidingnwe.org.uk



For more information about Motivate, please contact our Region HQ on 01772 791947, or northwesthq@girlguidingnwe.org.uk

