



The Childhood Trust  
**SUMMERGIVE**  
Helping vulnerable London children this summer



# theBigGive.org.uk

Discover. Donate. Double.



## STAGE TWO APPLICATION GUIDE

# STAGE TWO APPLICATION GUIDE (PLEDGES)

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# STEP 1

## UNDERSTANDING STAGE TWO APPLICATION

### What does stage two involve?

Stage two of your application involves collecting pledge promises from your charity's key supporters.

### What is a pledge promise?

Pledge promises are commitments of funding made by your charity's key supporters. They form part of your charity's matching pot for the campaign. By pledging, your supporters are promising to match online donations received by your charity via [theBigGive.org.uk](https://theBigGive.org.uk) when the campaign is live.

Pledgers' funding is **conditional** upon you receiving online donations when the campaign is live.

### Who can pledge to my charity?

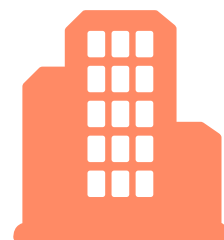
Pledge promises can be made by an individual or organisation. For example:



**Key supporter**



**Trust or  
foundation**



**Company**

# STEP 1

## UNDERSTANDING STAGE TWO APPLICATION

### What does NOT count as a pledge promise?

A pledge is not allowed to be funds that have already been secured by your charity. For example:



If you have held a fundraising event and raised £[x], you **are not allowed to** 'pledge' these funds for a Big Give match funding campaign



Grants or money from other funding sources that have already been received or confirmed **cannot** be used as pledges.

**YOU MUST READ AND ADHERE  
TO CAMPAIGN TERMS  
AND CONDITIONS**

### Why am I not allowed to use secured funds as pledges?

You cannot use funds already secured by your charity as pledges because pledges are ***promises*** of funding. Pledgers are only required to fulfil their promise and pay your charity if you receive online donations during the live campaign.



# STEP 2

## HOW DO SUPPORTERS MAKE A PLEDGE?

### How do my supporters make a pledge?

Your supporters can pledge to your charity by completing the **online form** available in your campaign dashboard.

The online form must be completed by the Pledger him/herself. Organisations can also make a pledge to your charity for the campaign. If this is the case, the online form must be completed by a suitable representative of the organisation.



**NB:** A charity must not complete the online form on behalf of their Pledgers.

### What is included in the online form?

The online form asks the Pledger to complete the following details about his/her promise to the charity:

- The pledge **amount and how they will pay**
- Whether the Pledger is making the promise as an **individual**, or **on behalf of an organisation**. For the former, the Pledger is asked to disclose his/her relationship to the charity. For the latter, the Pledger is asked to specify the name and type of organisation, and to confirm they have the required authority to make the pledge.
- The Pledger's contact details

**MINIMUM: £100**

# STEP 3

## KEY RULES FOR PLEDGERS

### Key rules for Pledgers

**1**

An individual or organisation that makes a pledge to a charity **cannot donate online to the same charity** when the campaign is live.

**Why?** This is because they would effectively be doubling their own donation.



Pledgers can donate to a **DIFFERENT** charity online if they wish

**2**

A Pledger must fulfil his/her promise of funding to the charity **after the campaign has finished**

**Why?** This is because pledges are conditional upon your charity receiving online donations via theBigGive.org.uk when the campaign is live.

**3**

The **minimum** an individual or organisation can pledge is £100.

The **maximum** an individual or organisation can pledge is equivalent to your pledge target set in stage one of your application.

# STEP 4

## APPROACHING POTENTIAL PLEDGERS

### Key areas to consider

The maximum single donation when the campaign goes live is £5,000 (donors can make multiple matched donations if they wish).



If you have a supporter that would like to **give more than £5,000** to your charity's project in one go, we recommend asking him/her to be a Pledger.

### Giving to your charity offline

If you have a supporter that would like to give offline i.e. via cheque or BACs transfer, ask them to be a Pledger. All donations made when a match funding campaign is live must be made online at [www.theBigGive.org.uk](http://www.theBigGive.org.uk). Please note that Pledgers are still required to submit their pledge form online.



Pledges can be paid to your charity **after** the campaign in any way that is convenient for the Pledger. For due diligence purposes, we ask for proof of payment of your pledges following the campaign, so make sure you retain all of your records.

### Tailoring your approach



Think about each of your potential Pledgers individually and tailor your approach accordingly. For example, will you communicate the opportunity to them in person, over the telephone, via email, or perhaps direct mail?

A pledge could be worth up to four times!

## STEP 5

# MAKING AN ASK - WHAT TO INCLUDE

### Key messages to encourage your supporters to pledge



Pledge promises are used to double online donations and could be worth **four times their original value**.

**How?** If you are allocated funding from The Childhood Trust, your pledges are joined with this to form your matching pot. This pot doubles online donations made to your charity via theBigGive.org.uk.

**Example** If you secure £5,000 in pledges from your supporters, you have the opportunity to receive £5,000 from The Childhood Trust if your charity is successful in its application.

Your matching pot would therefore be able to double £10,000 in online donations.



A pledge **brings other money** to the table for your charity.

**How?** Securing pledges enables your charity to participate in the campaign and incentivise your individual givers to donate online when the campaign is live.

You may also receive match funds from The Childhood Trust to double more online donations.



# STEP 5

## MAKING AN ASK - WHAT TO INCLUDE

### Key messages to encourage your supporters to pledge



Participating in a Big Give match funding campaign enables charities to build **new income streams** and **strengthen existing donor relationships**.

#### How?

The campaign encourages you to approach new supporters as well as asking your existing donors to participate.

### In the Big Give's most recent match funding campaign:

96% of participating charities attracted new donors

74% of charities said that current supporters gave more

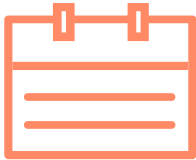
85% increased their confidence in online fundraising

50% of charities said they received a pledge promise from a new supporter

# STEP 6

## HITTING YOUR PLEDGE TARGET

### When is the deadline to have secured my pledge promises by?



Consult your campaign dashboard or communications from us to see when you need to hit your pledge target by

**NB:** If you receive less than the minimum £1,000 in pledges, your application will be unsuccessful

### We're here to help!

The Big Give team will support you throughout the second stage of your application. We provide you with a template letter / email to send to potential Pledgers about the opportunity. This will be available in your campaign dashboard.



### Template letter & email

We make a commitment to respond to email queries within 3 working hours and we're happy to organise a phone call with you if you'd like to discuss your application in more detail.

# STEP 7

## WHEN DO PLEDGERS FULFIL THEIR PLEDGE?

### Collecting your pledges after the campaign



All of your pledge promises must be fulfilled i.e. paid to your charity, **after** the live campaign.

When the campaign has ended, you must contact your Pledgers to inform them of the amount they owe your charity.

If you have not used all of your pledges to match online donations, your Pledgers will only be required to pay a pro-rata amount of their pledge. The Big Give will confirm this amount. We may contact your Pledgers to chase payments.

#### Example



If you use 50% of your pledges to match online donations, each of your Pledgers will only be required to pay 50% of their pledged amount. They may choose to pay the full amount but this is not compulsory.

### The Big Give due diligence

We will ask your charity to provide proof of receipt\* for your pledges following the campaign as part of our due diligence. Satisfactory proof is one of the following:

- *A scanned copy/ photo of the cheque*
- *A scanned copy/screenshot of your bank statement showing that the funds have been transferred*
- *A screenshot of the donation made via the Big Give*

# NEXT STEPS

## NOTIFICATION STAGE



At the end of the stage two application period for the campaign you are applying for, your application will be considered by The Childhood Trust.

If your charity has received Champion funds from The Childhood Trust, you will be notified by the Big Give via email



...



You will then need to accept or reject your offer within 5 working days

We will also notify you by email if your charity has **not** been selected to take part in the campaign

For full guidance, please refer to the **Notification Guide** which will be made available in your campaign dashboard on completion of stage two application.



# MORE QUESTIONS?

## Get in touch



@BigGive



The Big Give



BigDinner19



SummerGive19



info@thebiggive.org.uk



The Childhood Trust

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