

**Christmas
Challenge**

BigGive



Big Give Christmas Challenge 2024

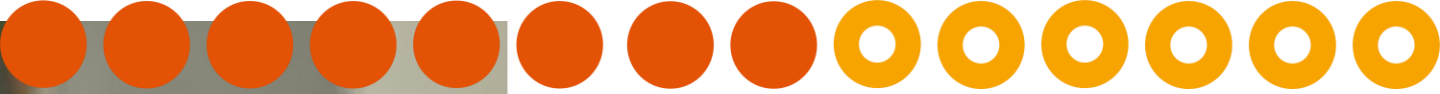
Awards Application Case Study

**HOME
START**

**Banbury, Bicester &
Chipping Norton**



***Because
childhood can't
wait...***



About Us

Our aim is to provide early support to families and young children who are finding it hard to cope; those facing a wide range of challenges and stresses including isolation, low self-esteem, physical and mental health issues - *because childhood can't wait.*

Supporting children in the earliest years with trained home-visiting volunteers remains the core of our service. In addition, our staff offer family support and open-access Stay and Play sessions. We have a range of volunteers, trustees and staff within our team, people from different areas, backgrounds, ages, ethnicities and life experiences. We connect with other local agencies to widen our reach and through communications media, we aim to raise our profile and extend our involvement with the wider, diverse local community. As part of the Home-Start UK family, we work closely with the Home-Start Oxfordshire consortium. Together we seek to build our resilience, including access to future sustainable funding.

We are a part of the Home-Start UK federation.

Below are the four aims from
Home-Start UK:

Growth / Voice / Inclusion / Impact

Working as a Home-Start movement, we adapt our local response to the needs and contexts of the Banbury, Bicester & Chipping Norton communities. Through this approach, we achieve more together.



GROWTH.

A collective ambition to reach significantly more families



VOICE.

Home-Start will stand alongside families to make the case for support



INCLUSION.

Home-Start will advance inclusion and equity in all we do



IMPACT.

Local Home-Starts will be stronger together

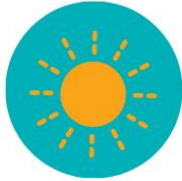


Our Impact



82

families received 1:1 support



751

individuals supported



2214

hours of volunteer time given (inc. trustees)



156

children received 1:1 support



59

volunteers supported families and the charity's work

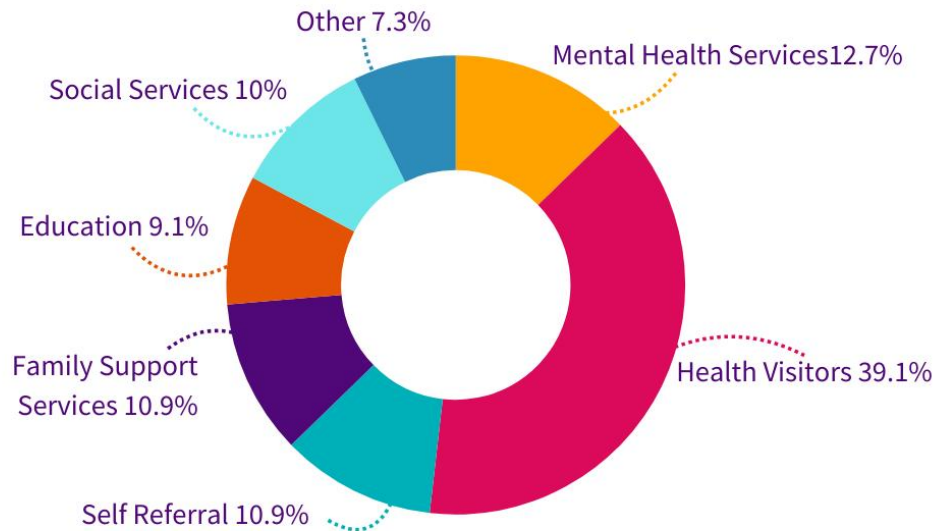
Referral reasons



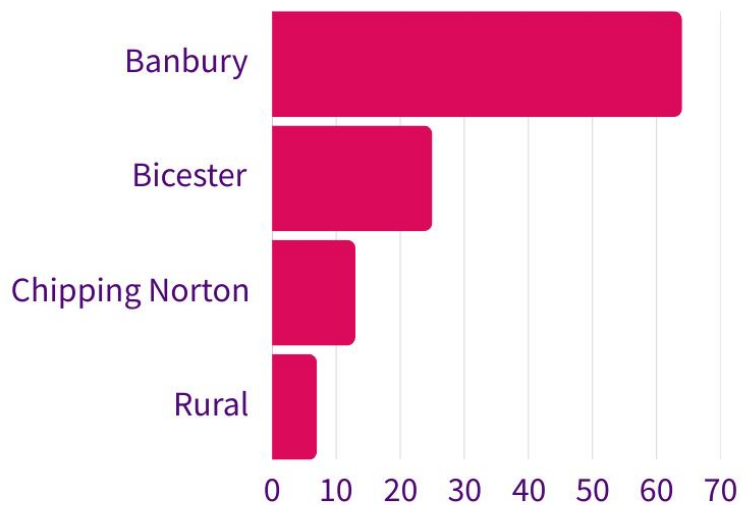


Our Impact

Source of referrals



Locality of families supported



92%

of parents reported higher self-esteem



91%

of families felt less isolated



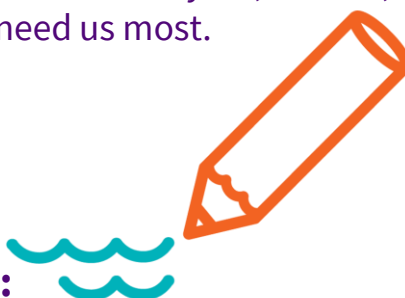
80%

of parents said they were more involved in their child's development

Our Big Give Christmas Challenge 2024

Campaign Overview

We participated in our inaugural Big Give Christmas Challenge campaign last year, 2023. It not only helped us raise vital funds but also elevated our profile by associating us with a well-known national platform and provided access to significant donor resources that would otherwise be out of reach. Our first campaign was a resounding success, and we were eager to build on that momentum this year, in 2024, ultimately enabling us to support more families when they need us most.



APPLICATION

Why did we apply and setting our target:

- Soaring demand for our services, with local families needing our support more than ever, means that exploring ways of diversifying our income streams is a top priority, having historically relied heavily on funding from Trusts and Foundations as well as local councils.
- Utilising the Big Give's match funding platform was a crucial contributor to our fundraising efforts last year considering we are a small, local charity with a small fundraising budget and limited resources.
- Last year, with no experience of running a Big Give campaign before, we still managed to exceed our target of £10,000 - this boosted our confidence in believing that with more planning, streamlined campaign efforts and drawing on our key learnings, we would be able to increase on our previous year's target.
- We set a very ambitious target of £20,000 this year – **DOUBLE** our target from last year.
- This ambitious target meant the path ahead required careful planning, focussed areas of development from learnings gained during our first campaign experience, and a consistent approach to connecting with our potential donor base.
 - Last year, with limited proficiency and no real forward planning, everything felt rushed and last-minute.
 - We felt motivated and confident we could rise to the challenge of this year's aspiring goal and deliver a successful campaign.
 - We knew that we needed to identify key themes to focus on:
 - **Development** of our social media methods and marketing skills
 - **Creativity** - with a small existing support base we needed to extend our reach and get creative with our awareness approach
 - **Impact** – connect with supporters through highlighting the massive difference their contributions make to the families we support.
 - **Community collaboration** – improving the utilisation of community-based assets.

Our Big Give Christmas Challenge 2024 Campaign Overview

PLEDGES

Building on corporate connections and securing champion funding:

- At the beginning of 2024, we embarked on a mission of improving our connections with local organisations in the hope that fostering close corporate relationships would increase our pool of potential pledgers for this year's campaign.
- Alongside those efforts, we already had a small group of solid individual supporters that we were confident would agree to pledge.
- We made efforts to reach out to a network of both familiar and unfamiliar local businesses, knowing that we had to get double the amount of pledges compared to last year, which was a huge task in itself.
- We got success in securing pledges from some of those organisations and additionally gained great support from individuals closely linked to our charity with the work we do being very close to their hearts.
- A total of £5,000 in pledges was secured.
- We were delighted to receive champion funding for the second time from The Monday Charitable Trust...this time receiving £5,000 (double the match funding amount from last year).

Could you
pledge
money to
Home-Start?

- 1 Pledge at least **£100** to our **Big Give** campaign
- 2 Your pledge will be **match funded** to support our great work
- 3 Fulfill the pledge after **10th December 2024**

Christmas Challenge
Big Give

HOME START
Banbury, Bicester & Chipping Norton



Monday
Charitable Trust



HAWKINS
TRUSTED IN CONSTRUCTION



Our Big Give Christmas Challenge 2024 Campaign Overview

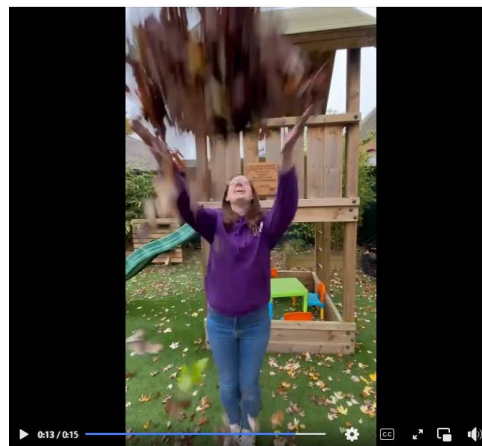
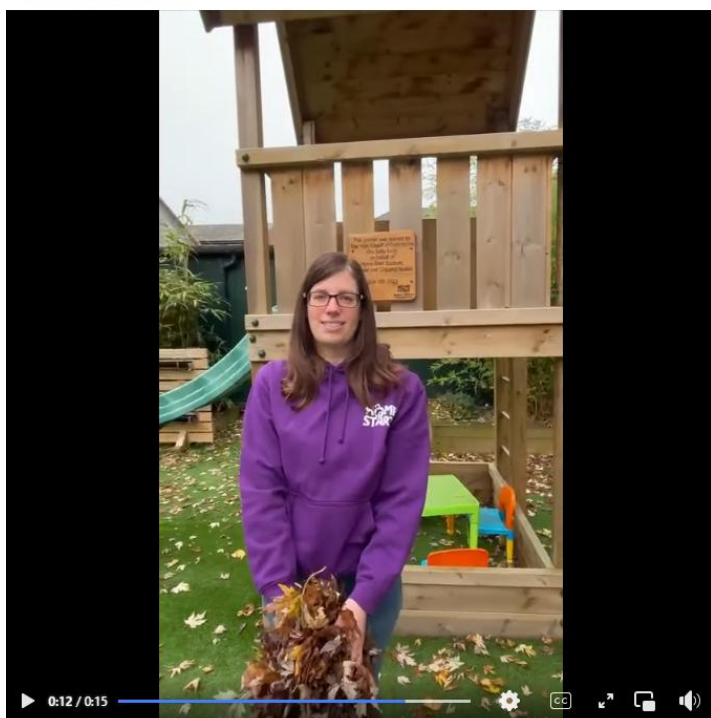
CAMPAIGN STRATEGY

Planning and marketing:

- One of our strengths lies within our passionate team of staff, volunteers and trustees – having whole team involvement in our campaign was a fundamental strategy that worked well for us last year.
- Building our donor base through a collaborative team approach where everyone involved reached out to their circle of connections proved powerful.
- Requesting that everyone include a specific Big Give Christmas Challenge email footer in the lead up to and during the week of online giving, share social media content on personal pages and local group pages, distribute campaign flyers at events, and spread the word to family and friends were all good examples of successful strategies used in raising awareness of our campaign.
- We did not have a campaign budget, therefore utilising our social media reach was a vital marketing tool for us in the lead up to and during the campaign week.
- To improve on supporter engagement, we endeavoured to ramp up our social media creativity and pushed ourselves to create fun, relatable and interesting content that we hoped would capture the attention of our followers and lead to more online donations.
- Having a well thought out and prepared campaign schedule was something that we didn't quite manage last year, so this year we put a lot of focus into this important planning step knowing how beneficial it would be to helping us reach our extremely ambitious target.

Hey, Louise, what would you DOUBLE...

#HSBBCN #BigGiveChristmasChallenge #BecauseChildhoodCantWait #Play
#DoubleTheDifference



Our Big Give Christmas Challenge 2024 Campaign Overview

POST CAMPAIGN

Stewardship and thanking donors:

- Being able to connect with our supporters, provide regular updates, and express our gratitude for their generosity is something that we hold in high regard and continuously implement as good practice at our charity.
- Highlighting the impact of support on beneficiaries is also a crucial message to convey.
- The Big Give Christmas Challenge provided the perfect opportunity to share in the Christmas magic when thanking those who supported us with their pledges, online donations and activities/events/sharing of our social media content.
- A key learning from our previous campaign was to make sure we connected with our pledgers as soon as possible to minimise any last-minute pressures in collecting and uploading proof of their pledge donations – this worked well for us and tied in with our Christmas stewardship plan.

💖💖 That's a wrap on our 2024 Big Give #ChristmasChallenge efforts! We are absolutely blown away by everyone's generosity and the heaps of support we've received has been overwhelming! 🥰🥰

THANK YOU again to everyone that has contributed to positively impacting local families' lives - this funding is truly going to make such a BIG difference to those who need our support most - BECAUSE CHILDHOOD CAN'T WAIT. 💖💖💖

#HSBBCN #BigGiveChristmasChallenge #BecauseChildhoodCantWait



Campaign Plan

Pre-Launch

W/C 11th November:

- Announcement on social media (12th November = 3 weeks to launch of live donations)
 - Save the date
- Ask volunteers and close supporters to join our fundraising efforts – e.g. host an event and provide suggestions of activities/events that might be fun
 - Add piece to vol newsletter
 - Add piece to website
 - Circulate specific email
- Secure possible radio appearances

W/C 18th November:

- Send out request to staff and trustees for support by sharing social media posts, talking about Big Give to others when the opportunity arises etc.
- Social media focus on our impact and why we do what we do etc.
 - Share volunteer story video
- Contact Instagram followers with ask and/or reshare of our Instagram posts
- Contact stewardship list previously contacted about pledging (includes last year's donors)

W/C 25th November:

- Social media
 - Staff videos 'What would I double?' incl. countdown of launch
- Reminder for staff/trustees and friends of HSBBCN to share link to donate/reshare social media posts etc.
- Appearance on Puritans Radio and 3Bs Radio
- Christmas Fayre event

Campaign Week

W/C 2nd December: **LAUNCH WEEK**

- Monday: Social Media post one day to go until live donations
- Giving Tuesday: Launch day
- Wednesday and Thursday: Stay & Play group cake sale
- Thursday: Social Media post update on amount raised so far
- Friday: Share family story video on social media

W/C 9th December

- Press release in Banbury Guardian highlighting community fundraising efforts for Christmas Challenge
- Monday: Social media post – highlighting champion funder, pledgers, community fundraising efforts etc.
- Tuesday: Final total + celebrations + thank you

Post Campaign

- Email stewardship: Personalised Thank You and Merry Christmas emails to champion funder, each pledger and all online donors opted in for Comms
- Pledge collections
- Big Give survey completion

Spotlight on Community Fundraising Events

This year we focussed on using a community-based asset approach when exploring ideas of fundraising events we could participate in where proceeds raised would be donated and therefore doubled through the Big Give Christmas Challenge platform. This was a successful avenue of fundraising to employ and we will definitely build on this for next year's Christmas Challenge campaign.

One area to develop further that didn't quite meet engagement expectations this year is encouraging our team of volunteers to host some small, low maintenance fundraising events. Next year we will be mindful to start working on this area earlier on in our planning timeline.



Examples of successful community fundraising efforts included:

- *A local tennis club holding a tennis tournament*
- *One of our trustees and her young son baking gingerbread men to sell to local families in their local community*
- *Our Stay & Play drop-in group arranging some of cake sales*
- *A couple of our volunteers and our Family Support Worker creating handmade items to sell at a local Christmas Fayre*

These fundraising endeavours invited further publicity through an article publication in a local online newspaper – The Banbury Guardian. This is another exciting avenue to pursue further next year where we have now established a good relationship with one of the newspaper's journalists who is willing to shine the spotlight on our Big Give campaign efforts in more detail and with a few more articles if we wish next year.

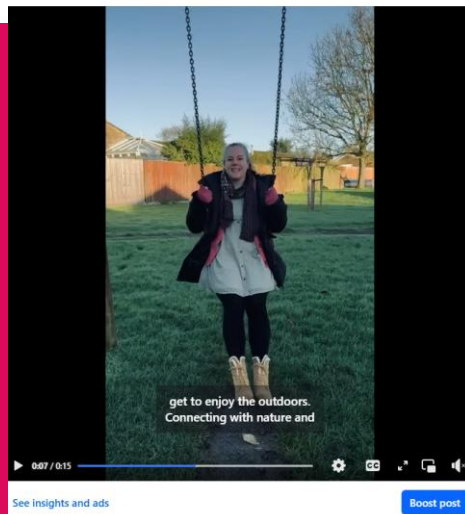
[Click here to read article](#)

Spotlight on our Social Media and Marketing



We are a small, local charity and reflecting on our first experience of participating in a Big Give Christmas Challenge, we knew that this year we needed to improve on our social media content creation. With no campaign budget or financial capacity to boost/promote our campaign, with paid adverts for example, we needed to think more creatively on how to better engage our followers and potential donors. This was a fantastic learning opportunity for those involved in raising our awareness and utilising newly found skills in marketing this campaign.

Here's your second video treat on our 2 for 1 Tuesday. This time it's Emma swinging into your Facebook Feed sharing what she would DOUBLE... 🌱🌱🌱
Don't forget to save the date for our Big Give #ChristmasChallenge week - 3rd-10th December. For every donation received we get the opportunity to make DOUBLE the DIFFERENCE to families' lives - when they need us most. 💖💖
#BecauseChildhoodCantWait #HSBBCN #ChristmasChallenge #BigGive #DoubleTheDifference



We enjoyed creating authentic video content of each of our staff members sharing what they would double in terms of our impact on the families we support.

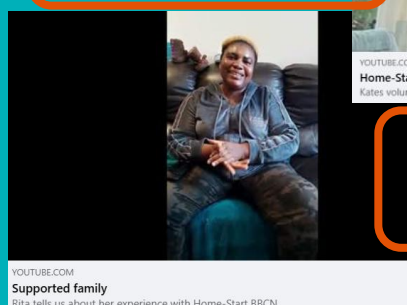
With our Big Give Christmas Challenge campaign fast approaching, we've spent some time thinking about what we'd love to DOUBLE, in terms of our impact or what would make DOUBLE the DIFFERENCE to the local families we support. 🌱🌱🌱
All donations we receive between 3rd December and 10th December will be matched = TWICE the IMPACT! 🌱🌱🌱 (<https://donate.biggive.org/campaign/a056900002TPU0cAAH...>)
Over the coming days, our staff here at HSBBCN will share with you what they wish could be DOUBLED. 💖💖
🌱🌱 Today, we've asked Karen to share what she would DOUBLE...
#BecauseChildhoodCantWait #HSBBCN #ChristmasChallenge #BigGive #DoubleTheDifference



These videos totalled over 2000 views on our Facebook profile – we felt very impressed by this considering we have less than 900 followers.

On Instagram, where we generally experience less engagement, we still saw over 600 views (with just over 400 followers on our page).

[Click here for volunteer story](#)



[Click here for family story](#)

Focussing on our impact, we created volunteer story and family story videos – both on YouTube. These truly get to the heart of what Home-Start is all about and contribute to evoking emotions and connecting with potential supports who have a mutual mindset.

Spotlight on our Social Media and Marketing



We'd love your support!

Give to our Big Give Christmas Challenge between 3rd December - 10th December and your donation will be doubled *

*whilst match funds last

Donate here:



HOME START

Banbury, Bicester & Chipping Norton

"In the last year I would have crumpled had it not been for the support from HOME START."

Supported parent

Making use of additional resources created by the Big Give team were also helpful. Easy to use templates, wording and hashtags, plus great downloadable assets available on the Trello board certainly supported implementation of our marketing campaign.



A new and creative strategy we applied to our campaign this year was raising our profile through radio appearances. Using the radio as a platform to talk about our Christmas Challenge campaign was a great way to reach a wider audience and diversify our potential donor base.

An additional advantage of making connections with the various radio stations, was they in turn shared our social media coverage on their own platforms. The radio DJs were particularly supportive and encouraging, spreading the word of our campaign with their own close circles and networks. Long-lasting relationships were created – providing us with opportunities that would otherwise not transpire, if not for our Big Give campaign.



The Results

WE SMASHED OUR TARGET!!!

With almost 2 days still to go until online donations closed, we had exceeded our £20,000 target.

£12,506
Online
Donations



£5,000
Pledges



£5,000
Champion
Funding



£22,506
TOTAL

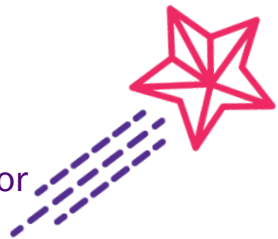
- **113%** of our target was raised
- **46** online donors = approx. average donation of £270
- **11** pledgers
- **1** champion match funder
- **40%** of pledge donations came from new supporters who hadn't previously financially supported our charity
- Additional £1,721.50 was claimed in Gift Aid
- Approx. 10% of our total projected income for the financial year was raised during our Big Give Christmas Challenge campaign
- This translates into positively impacting the lives of **over 75 direct beneficiaries**, brightening the lives of local young children and their families



"In the last year I would have crumbled had it not been for the support from Home-Start Banbury, Bicester & Chipping Norton."

- Supported parent

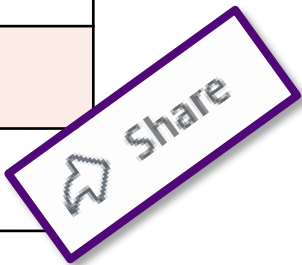
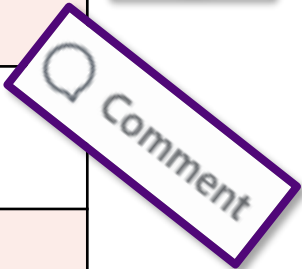
Further Insights



With social media being a fundamental tool in driving momentum for our campaign and recognising that significant effort was put into developing and streamlining our social media marketing methods, we analysed some key engagement statistics.

Facebook was our main platform where significant engagement was seen, compared to less on Instagram and very little on LinkedIn. For that reason, for the purposes on looking at snapshot of our social media campaign, we will focus exclusively on Facebook data.

	2023 Campaign	2024 Campaign
Total number of pre-launch content posts	6	14
Total number of post engagements* on pre-launch content	55	176
Total number of campaign week posts	9	7
Total number of post engagements* on campaign week content	126	79
Overall Big Give related posts	15	21
Overall post engagement*	181	255



* engagement measured as combined number of likes, comments and shares

This snapshot of data shows that there was a significant shift in the distribution of social media posts between our first and second campaign. This year, our pre-launch content was increased yet our overall percentage of engagement per post remained very similar. This suggests that the combined changes in our social media campaign of improved content quality (more videos, more authentic and relatable posts vs. images with text and stats) along with bulking up number and frequency of pre-launch posts contributed to the success of not only **exceeding our target**, but **more than doubling the success** of last year’s campaign.

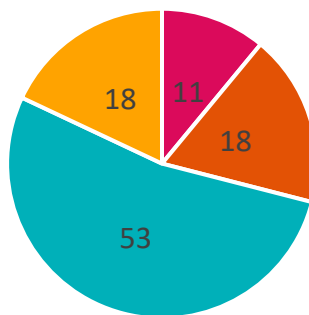


Further Insights



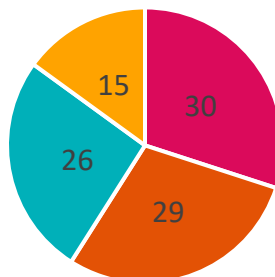
- Analysis of donor type and donations received shows that majority of funds raised came from existing donors.
- 18% of these donors showed increased generosity compared to last year, which is an extremely positive statistic to note.
- Completely new donors were equally as generous in the amounts donated as compared to supporters already known to us.

Percentage Distribution of Donor Type



- Completely new supporter
- Existing support but 1st financial gift
- Existing financial supporter
- Existing financial supporter with increased donation this year

Percentage Distribution of Amounts Received



- Completely new supporter
- Existing support but 1st financial gift
- Existing financial supporter
- Existing financial supporter with increased donation this year





Key Learnings and Concluding Thoughts

We were absolutely delighted to have reached and then exceeded our target. Reflecting on learnings from our first campaign last year and being able to apply those to execute a successful Big Give Christmas Challenge 2024 campaign was extremely fulfilling.

We are not a large, national organisation with an abundance of resources, so concentrating on our strengths, acknowledging our weaknesses, and enhancing our skills in key areas was crucial.

WHAT DID WE LEARN?

Producing and adhering to a detailed scheduled was extremely helpful.

Creativity was key in capturing interest.

Making sure pledgers are known to you with reliable contact information stored.

Understanding there is a fine balance between too little and too much marketing and this is a difficult skill to procure (one that we are yet to master, we think).

Clearly defining roles and responsibilities of everyone involved was essential for a streamlined and organised campaign.

Preparing events, media, and communications in advance resulted in a much less stressful campaign.

Pushing ourselves out of our comfort zones to create more relatable, interesting and engaging video content on social media was a beneficial experience for everyone – creators and viewers alike.

Fostering relationships with potential corporate donors needs to consistently occur throughout the year in order for a higher likelihood of financial support during the Christmas Challenge – this is something that we endeavour to develop further throughout 2025, as it has proven challenging this year.

We gained valuable experience in communications, in using graphic design tools such as Canva, in public speaking through radio appearances, and in overall campaign management.

Collaborative, community efforts created a great sense of comradery and we will definitely look to utilise this more in future campaigns.

Making use of the Big Give editable assets saved on time and our own resources.

Meaningful stewardship is vital.



Key Learnings and Concluding Thoughts

‘No great achievement is possible without persistent work.’

- Bertrand Russell

This certainly holds true for our ongoing learnings from participating in the Big Give Christmas Challenge. We are proud to have demonstrated great reflection, growth and determination through persistent hard work and adapting when required - ultimately achieving success. We got **creative**, **developed** targeted skills, connected with our **community** and shared **impact** stories.

With the support of the Big Give we have embraced the opportunity to explore uncharted territories and build on experiences from our initial efforts in 2023 (resulting in over **DOUBLE** the amount raised this year). Most importantly, we now have the ability to **DOUBLE** our positive impact on local families in need.



“The Home-Start team have been amazing – gave help and support with all our needs. My volunteer was amazing – she helped with cooking ideas.”

- Supported Parent

**Christmas
Challenge**

BigGive



**Banbury, Bicester &
Chipping Norton**

Thank you to the Big Give for providing an opportunity to raise and match essential funds for our small charity. There should be no parent that feels alone in the critical task of raising children.

Thank you for helping us to ensure that more parents are able to access the early support that they need, **because childhood can't wait.**

Thanks to our pledgers, donors and champion funder, The Monday Charitable Trust. Our staff, trustees, volunteers, families and friends have also all been an integral part our success.

Thank you for helping us to make that possible.

Home-Start Banbury, Bicester & Chipping Norton

Britannia Road Children's Centre
Grove Street, Banbury
OX16 5DN

T 01295 266358

W www.home-startbanbury.org.uk

Charity Registration no. 1114860