

**CHILD**  
.ORG

Christmas  
Challenge

BigGive

# BIG GIVE CHRISTMAS CHALLENGE 2025

## Award case study



Photo: [Taji Creatives](#). Features Ubah, a mum in Garissa

# WHO IS CHILD.ORG

## THE NEED

Across the world, women are still dying from completely preventable complications during pregnancy and childbirth - [particularly in Sub-Saharan Africa](#). Kenya's maternal mortality rate is 355 deaths per 100,000 live births (UNFPA, 2025), considerably higher than the global rate which is 197 per 100,000 ([UNICEF, 2023](#)). However, with improved access to quality and timely care, many of these deaths could be prevented.

## OUR WORK

Child.org works to make pregnancy and birth safer for women and infants in Kenya. We achieve this through our community-led model known as Pregnant Women's Groups, which empower women with maternal and neonatal health knowledge, support, and improved access to quality maternal health services.

We also work with health authorities to design and deliver programmes that provide essential maternal education, connect at-risk mums and babies with critical care, and work with communities to foster an environment which recognises the value of empowering women with knowledge and peer support.

## OUR IMPACT IN 2025

In 2025, over 1,400 pregnant women joined a Team Mum Pregnant Women's Group across Kenya. On top of that, we worked with County Health Management Teams to train 65 Community Health Workers to provide comprehensive maternal and neonatal healthcare.

These milestones are critical to lowering the maternal and neonatal mortality rates in Kenya - and creating environments for women and newborns to not only survive, but thrive.



Illustration by [Naddya Adhiambo Oluoch-Olunya](#)

# THE CAMPAIGN

2025 was Child.org's third Big Give Christmas Challenge. For the previous two years, we have focused on raising funds to launch Team Mum Pregnant Women's Groups in different counties in Kenya, adapting them for differing cultural and environmental climates.

Thanks to the Big Give 2024 campaign, we were able to launch Team Mum in Garissa County - where less than a third of women attend 4+ of the 8 WHO-recommended antenatal care visits. However, we knew that we needed to do more to encourage greater uptake of maternal health services in Garissa - we knew we needed to work more closely with dads and male partners.

## TEAM DAD

In Garissa, due to patriarchal norms, men are usually their household's key decision-makers. This includes decisions about a woman's healthcare, such as whether or not to attend antenatal care, or whether to have a c-section. There is also a lack of support from many men during their partner's pregnancy: including financial, emotional, or even granting permission to attend clinics. These norms can mean women miss out on life-saving healthcare.

In order to address this critical gap in support, Child.org decided to focus our 2025 Christmas Challenge on launching Team Dad in Garissa.



Illustration by Naddya  
Adhiambo Oluoch-Olunya



Team Dad will build more supportive household and social structures to make pregnancies and birth safer for women. To do this, the project will:





-  Host community dialogue sessions with 750 men: a space for men to talk about maternal health and learn how to better support their partners during pregnancy, birth and beyond.
-  Promote supportive household & social structures for pregnant women by encouraging more understanding of maternal health, as well as cooperation between couples. This will be done by facilitating couples' dialogue sessions, and creating men-only support groups as safe spaces for men to share experiences and discuss ways to better support pregnant women.
-  Work with 100 religious and community leaders to integrate messages on maternal health.
-  Train & mentor 10 Male Gender Champions to promote the importance of male involvement in pregnancy, childbirth, and postpartum care.



Photo: [Taji Creatives](#). Features Health Worker Hossein with his partner Katra

# CAMPAIGN AT A GLANCE



Our target  
**£45,000**

Total raised:  
**£55,990**

We exceeded our target by 24%

Pledger:

***Festival***  
**REPUBLIC.**

Champion:

**Reed** Foundation

**111** donors

 **49** new donors



**Please note:** some of these categories are overlapping

27 Concierge volunteers  
23 Christmas Quiz participants  
18 staff connections  
13 Ride Africa participants  
7 general\*  
6 staff members  
5 unknown connection  
4 corporate partners  
3 regular givers  
3 ex staff or intern  
3 Charity Apprentice  
1 Charity Fast Track  
2 donations to fundraising pages  
1 London Marathon runner

\*General supporters who have given one-off donations in the past



# CAMPAIGN AT A GLANCE CONT.

Largest gift:

**£20,000**



**£1,455**

in donations from new supporters  
(target was £1,375)



**£3,693**

in donations from existing  
supporters (target was £3,750)\*



**£28,342**

in major donations and Ride Africa  
fundraising donations (target was  
£25,000)

\*excluding major donors

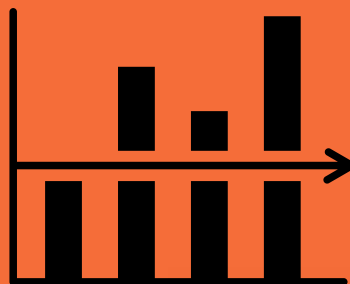
Median  
donation\*

**£20**

Average  
donation

**£301**

\*Target was £30



CHILD childdotorg

childdotorg £55,990 🙌

We are speechless. The Big Give #ChristmasChallenge has officially ended, and thanks to our brilliant supporters we didn't just hit our target - we smashed it by over £10,000! 🙌

Because of you, Team Dad is officially happening ❤️

We now have the funding to expand our work in Garissa, Kenya, and work with dads and male partners. We will bring men into the conversation around maternal health, supporting safer pregnancies and saving more lives 🙌

To everyone who pledged, donated, shared a post, or cheered us on this week: THANK YOU. You have started something incredible 🙌

View Insights

Boost Post



Liked by charityconcorce and 21 others  
8 December 2023

Add a comment...

Post



# CAMPAIGN STRATEGY

Child.org has grown tremendously since our first Big Give Christmas Challenge in 2023. We run more events, have greater online presence, and consequently have secured a larger and more engaged supporter base.

The 2025 Big Give campaign was an excellent opportunity to maximise on our larger supporter base, repeat tactics which worked during our 2023 & 2024 Big Give campaigns (and learn from those that didn't), and introduce new ideas to increase the number of donors and average donation amount.

To ensure these strategies were delivering, we laid out several SMART targets to more effectively measure the impact of our tactics on donor retention, engagement levels, and overall campaign momentum. Aside from hitting our fundraising goal of £45,000, these targets providing us with clear evidence of what truly drives results for Child.org.

In the following sections, we outline these strategies and the data that showcases how these repeat and new methods of engagement helped us exceed our Big Give target.

## OVERALL SMART TARGETS

1. Secure 120 individual donors total (up from 106 in 2024)
2. Achieve 6 4/5-figure gifts from major donors, and 7 of between £300-£999
3. Recruit 20 new donors @ £50, and 15 new donors @ £25 (£1,375 total from new donors)
4. Recruit 15 existing donors @£100, 25 @ £50, and 40 @ £25 (£3,750 total from existing donors)
5. Increase median donation to £30 (£25 in 2024)

## COMMUNICATIONS SMART TARGETS\*

6. Gain 20 new followers across Facebook, Instagram & LinkedIn
7. Achieve a post reach of 10,000 across all socials
8. Achieve 80 link clicks across all socials
9. Achieve 600 content interactions across all socials
10. Encourage 20 people to reshare our Big Give content

\*These were targets to reach within the campaign week itself.



# 1. PERSONALISED SUPPORTER STEWARDSHIP

## APPROACH

One of Child.org's greatest strengths is **our ability to build engaged communities** who join us as volunteers or event participants, and become long-term supporters. Our personalised approach and genuine warmth are key to ensuring individuals return to support us when we need it most.

In 2025, we repeated a successful stewardship practice from previous Big Gives: identifying potential major donors, developing a template "ask" email, and assigning specific staff members to lead the outreach. Crucially, each email included a personal note from the staff member with the strongest existing relationship, and was sent several weeks before campaign week.

## RESULT

This approach was instrumental in achieving the first part of SMART target #2: **securing high-value gifts.**

## LEARNINGS

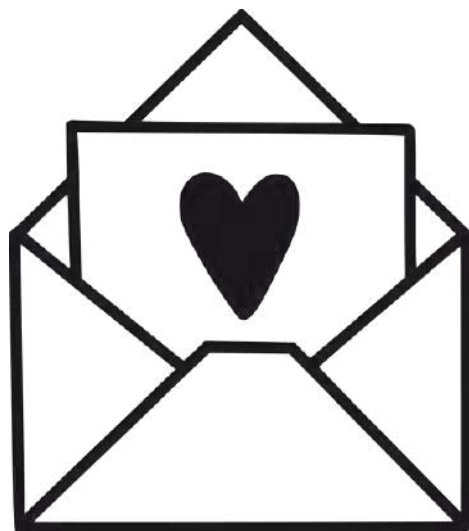
Under SMART target #2, we aimed to secure seven donations between £300 and £999. We only achieved one in this specific bracket. However, we secured four donations at the £250 level. This provided two key learnings:

### **Set a more realistic mid-size donation target:**

£250 seems the "sweet spot" for our mid-level donors. In future, we will adjust targets to reflect this £250 - £999 range to remain realistic and data-led.

### **Expand personalised outreach:**

Our success with major donors proved that personalisation works. In future, we will scale this strategy to send personalised pre-campaign emails to our "mid-level" group (those who historically give between £250 and £999). Whilst it would be more time-consuming, the ROI on exceptional stewardship is clear.





## 2. ENGAGING NEWSLETTERS

### APPROACH

During the Big Give 2024, we recognised **the power of newsletters** in helping us secure more donations - particularly towards the end of campaign week.

In 2025, we executed a similar targeted email strategy and sent:

- 3 newsletters to the main Child.org mailing list.
- 1 email to 2026 Ride Africa participants.
- 1 email to 2025 Charity Concierge volunteers.
- 1 email to Big Give 2024 donors.

### RESULT

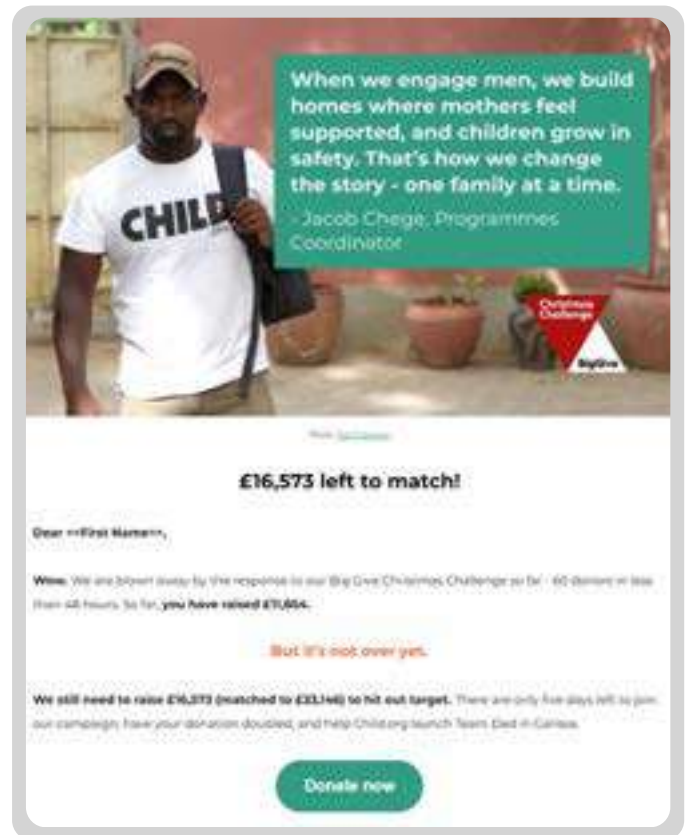
These six emails generated **107 link clicks**, which we believe was instrumental in helping us **secure 111 individual donations** in total. Whilst this was an increase from 2024 (which secured 106 individual donations), we fell slightly short of our target of 120.

### LEARNINGS

#### Send more newsletters:

Charities must strike the tricky balance between not asking enough, and donor fatigue. During this Big Give, we were perhaps overly cautious about newsletter unsubscribes, and therefore directed more effort into asking for donations via social media (despite our learnings from 2024).

However, the data shows how important newsletters are: during the Big Give campaign week, we published 76 social media posts and stories, which secured 113 link clicks. Yet **just six emails secured 107 link clicks**. Moving forward, we will be more confident in our email frequency and capitalise on a combined mailing list audience of over 12,000 individuals.



### 3. IMPROVED COMMUNICATIONS PLAN

#### APPROACH

In 2025, we wanted to significantly improve both the **quality and consistency of social media posts** published during the Big Give week. This was particularly because we saw a decrease in reach, link clicks and follower growth during our Big Give 2024 campaign compared to 2023.

To do so, we developed an improved communications plan, which made such we planned our campaign week content well in advance. A key part of this plan was to create **engaging stories through videos** - the most engaging and effective [digital media](#). We created a series of videos to tell the story of Team Dad in Garissa, as well as a trailer video to build hype pre-campaign. We began this process in August 2025 so that we would have plenty of time for edits. This would leave us time during campaign week to craft any necessary 'reactionary' content (e.g. 'only five days left and still £16,573 left to match'), as well as send personalised thank you emails to every donor.

To further grow our online reach, we:

- Published at least one post, and several stories, per day.
- Capitalised on having three Instagram accounts: [Child.org](#), [Ride Africa](#) and [Charity Concierge](#), and published collaborations posts between them.
- Experimented with hosting a livestream.
- Created a Big Give landing page on our own website, so that our Google Grants Manager could publish Google Ads about our Big Give campaign (ads cannot be linked to a website that is not our own - so we could not link ads to our Big Give campaign page).
- Sent a press release about our Big Give campaign to several media outlets.



## RESULT

The early start was a lifesaver: despite some production hurdles, we still managed to finish and polish all videos in time for their publication date *and* publish our first ever Big Give 'teaser' trailer ahead of campaign week.

We also **secured a feature in [Bristol 24/7](#)** as we had the capacity to pitch an engaging press release to several media outlets - something we hadn't found time for in previous years.

Our improved comms plan helped us achieve **four out of our five comms SMART targets:**



### 1 GAIN 20 NEW FOLLOWERS:

We gained...  
**24** new followers



**15** Facebook followers

**4** Instagram followers

**5** LinkedIn followers

### 2 REACH HITS 10,000

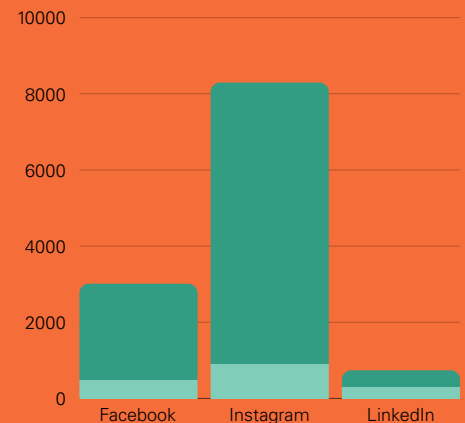
#### POST REACH:

Facebook reach **2,503**

Instagram reach **7,377**

LinkedIn reach **427**

TOTAL  
**10,307**



● Average weekly reach 2025

● Big Give week reach

### 3 80 LINK CLICKS



**113**  
clicks

### 4 600 CONTENT INTERACTIONS



**240**  
interactions

### 5 20 RESHARES



**34**  
reshares



## LEARNINGS

### **There's no such thing as too much planning**

Even with an August start to our comms outputs, November remains one of our busiest seasons and we did not have time to complete everything in our plan. Next year, we would begin implementing our comms plan even earlier in the year. In particular because we wanted to test the below approaches:

- Offline fundraising (letters and phone calls).
- Leaflet about the campaign displayed in our office building.
- Preparing more collaboration posts for our partner organisations to share.

### **The importance of personalised thank you emails**

As mentioned, Child.org prides itself on exceptional supporter stewardship. This includes a rigorous thank you process: in 2024, we sent each Big Give donor a personalised thank you message (email or WhatsApp) within 24 hours of receiving their donation.

Whilst it's hard to know the exact knock-on effect of these emails, 31 individuals who donated in 2024 also donated in 2025. Therefore, whenever we create a Big Give communications plan, we ensure it sets aside time for the team to send prompt and personal thank you messages to donors.

## COMMUNICATION STEPS

1

### **PRE-LAUNCH**

Spread the word: Give audience enough time to fundraise if they want to, and create a Save the Date link. Get audience hyped, but don't 'fatigue' supporters with too much info. Share trailer video.

2

### **LAUNCH**

Make it BIG, and encourage others to reshare. Start with our best video. Show behind-the-scenes excitement. Email relevant mailing lists, and contact Ride Africa and Volunteer WhatsApp groups.

3

### **DURING CAMPAIGN**

Publish minimum 8 posts throughout the week, alongside daily stories. Send update newsletters throughout the week. Show progress using fundraising thermometer. Send donors personalised thank you email within 24 hours.

4

### **POST CAMPAIGN**

Final thank you and total raised mass email/social media posts.

## 4. MAXIMISING ON STAFF NETWORKS

### APPROACH

In 2024, we ran a crochet event to raise money for Big Give, and used a broad digital marketing approach to garner interest (social media, our mailing lists, and Eventbrite). Despite a high marketing effort, 5 people came to the event, raising £30.

In 2025, we decided to organise a **less marketing-intensive event** (to ensure more of our efforts went towards tactics we knew worked), and organised a 'Big Give Big Quiz' at a local pub. Rather than relying on cold digital marketing, we asked staff to invite their own local networks directly.

### RESULTS

This shift in strategy was a huge success: **33 individuals attended** the quiz, **raising £375** (minimum donation was £10). The quiz was also an excellent entry point for new supporters: 28 of the attendees had never donated to Child.org before.



This helped us towards our new donor recruitment SMART target:

- Secure £1,375 total from new donors by recruiting 20 new donors at £50, and 15 new donors at £25.

Across the campaign, we only secured **9 new donors at £50, and 6 at £25.**

However, the sheer volume of new supporters (helped significantly by the quiz) meant we still raised £1,455 - above our overall target for new donations.

## LEARNINGS

### Volume over value for new supporters

We discovered that for new donors, the “barrier to entry” donation is lower than £25 and £50. In fact, the median donation given by new donors across the campaign was £20. However, running an event helped us amass a **higher volume of smaller first-time donations** than our overall target of 35 new donors (in total we recruited 49 new donors).

This barrier to entry donation might help explain why we didn’t hit our target median donation of £30 across the campaign (our **overall median donation was £20**). It was easier to aim for more donations of a smaller amount (between £10 and £20).

In future, we could either:

- Adjust our SMART target to focus on a higher volume of smaller/entry-level donations (£10 - £20).
- Test a higher minimum donation for any Big Give event we host - although we should weigh this against the risk of lower attendance.



Big Give Big Quiz 2025



# WINNING THE SUPPORTER'S CHOICE AWARD

Winning a Big Give award was a huge accomplishment for Child.org - and we could not be more grateful to our supporters for championing us. We believe there were several reasons that contributed to this win:

## 1. **Exceptional supporter stewardship**

As mentioned, Child.org prides ourselves on building excellent relationships with our supporters through personalised communications. This means that when we ask our audience for further support - such as nominating us for the Supporter's Choice Award - we already have an engaged and receptive audience.

## 2. **WhatsApp Communities**

Due to running challenge events and festival volunteering opportunities, Child.org creates several WhatsApp groups each year. These groups are not simply a useful means of communication: they become integral to building communities before, during, and after events. The groups remain active long after our events, and in fact we often see volunteers remind each other about our Big Give appeal before we do. Thus, the groups were an excellent way to ask supporters to nominate us. Not only that, but they proved a brilliant form of "social proof": as one individual confirmed via the group they had nominated us, others followed suit.

## 3. **Exceptional supporters**

Everyday, we are grateful for the community of individuals who support our work. We have seen this community come through for us at pivotal points throughout our history, such as during COVID-19 and over our last three Big Give campaigns. Whilst we work hard to deliver excellent supporter care, we know that we are also lucky to have such a brilliant group of individuals standing firm behind our work.



# OTHER KEY TAKEAWAYS

## 1 Use a redirect plugin!

In 2024, we manually changed all the 'donate' buttons on our website to direct supporters to our Big Give campaign page. Despite this, during campaign week six individuals donated a total of £1,110 via our website donate page (instead of our Big Give page). This meant that these donations were not doubled.

There are two potential scenarios for why this happened:

1. Human error meant that not every 'donate' button was changed.
2. The individuals used a donate link they found in a previous email or other form of communications.

In 2025, we addressed this challenge by using a redirect plugin. This automatically redirected any visitor who landed on our website's donate page to our Big Give campaign page. As a result, all donations during 2025 campaign week came through our Big Give page.

## 2 Have a clear plan for if you hit your target early

By day 4, we had hit our £45,000 target. We were of course delighted with this result. However, we did not have a communications plan in place in the event of this scenario. At the last minute, we created one mass mail about reaching our stretch target, and two social media posts.

This helped us raised a further £1,620 before the week was over. If we had researched and developed a clear plan for this scenario ahead of campaign week, we may have reached our £60,000 stretch target.

On the flipside, we were also aware of the support we had received and did not want to exhaust our supporters with too much communication. Nonetheless, a strategic communications plan in case of this event might have helped us strike the right balance.



### 3 Know when to call it a day

We experimented with a new fundraising ask for the 2025 Big Give: “Give it Up to Double Up”. The idea was for our audience to save money over November by pledging to spend less on a small luxury, e.g. their daily cup of coffee, or weekly takeaway. They would then donate this money to our Big Give challenge.

Supporters could make a pledge via our online form, and then use our weekly tracker to track the money they saved.

Date	What I gave up	Amount saved	My DOUBLED impact
Sat 1st	Morning latte	£3.95	£7.90
Sun 2nd			
Mon 3rd			
Tue 4th	Morning americano	£3.50	£7
Wed 5th			
Thu 6th	Morning latte	£3.95	£7.90
Fri 7th			
WEEK 1 TOTAL:		£7.40	£14.80

We began promoting our **“Big it Up to Double Up” fundraising pledge** in October, using social media, mass mails, and our WhatsApp communities. However, we only secured one pledge of £20. After a couple of weeks of continued promotion, we could see that this was not an effective fundraising tactic and stopped encouraging pledges. Instead, we focused our efforts on promoting the Big Give generally, and the importance of our Team Dad project (which we felt had a very engaging and emotive edge).

In future years, we could experiment with new fundraising asks: perhaps we needed more of a challenge-based fundraising idea? Or to begin communicating the ask earlier in the year? Nonetheless, it was a good learning that if something clearly isn't working, it's better to cut your losses and focus on what you know *does* work.

**This November, Give it Up to Double Up**

...and help make pregnancy safer in Kenya with Team Dad

Dear <First Name>,

For the third year running, Chikung has been chosen to take part in the **Big Give Christmas Challenge**. This means, for one week in December, **every donation we receive will be DOUBLED**.

This November, we're inviting you to take part in our fundraising challenge:

**Give it Up to Double Up**

For one month, pledge to spend a little less on a small luxury - maybe your daily coffee, Friday night takeaways, or your shared hotel! Then donate the money you save to Chikung during the Big Give week (2nd - 8th December 2025).

**The amount you donate will be doubled - and have twice the impact.**

[More info](#)



We would like to extend a huge thank you to everyone that made our 2025 Big Give Christmas Challenge such a success. The impact of this campaign will be life-changing. The money raised means we can launch Team Dad in Garissa, and work with community leaders and male partners to build more supportive, safer homes and communities for pregnant women, new mums and babies.

THANK YOU

Big Give | Festival Republic | Reed  
Foundation  
*and*  
all our incredible  
supporters



Photo: Taji Creatives. Features three women walking in Garissa, Kenya