

Christmas Challenge

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Christmas
Challenge

BigGive



Housekeeping

Chat Box:

- ▶ Set your chat reply to 'everyone'
- ▶ Please introduce yourselves here (name and organisation)
- ▶ You can use chat to share ideas and thoughts during interactive exercises
- ▶ If you have any tech issues, post them here, too

Q&A:

- ▶ Type your questions into this box, and we'll address them at the end

Accessibility:

- ▶ Please click on the caption button to see a live transcript of the webinar

Recording:

- ▶ The webinar will be recorded and available to watch on our Youtube channel after the session

If you have any additional questions after the session, please contact us directly at [**hello@biggive.org**](mailto:hello@biggive.org) and we'd be happy to support you!

In this session...

- 01___ Introduction
- 02___ How it works
- 03___ Tips for your application
- 04___ Things to remember
- 05___ Q&A



4 Who are we?

Big Give is a match funding charity which supports charities by:

- ▶ **Showcasing your work** to Champions (like philanthropists, foundations or corporates)
- ▶ Enabling you to **take online donations** (and have them doubled!) and help to increase your **online visibility**
- ▶ Offering you **opportunities** to take part in match funded campaigns
- ▶ Helping you to increase your **resilience, profile and skills.**



We're a small team working on making a big difference!

5 2025 Impact

Total raised inc Gift Aid

£57,420,844

With an average donation of £179

Resilience



79%

received more donations

71%

bigger donations vs
comparable fundraising

61%

existing donors increasing
their donations

Skills



75%

reported having no
or only some experience
of digital fundraising

92%

reported increased
confidence in digital
fundraising

Profile



96%

reported donations
from new supporters

98%

Strengthened bonds with
existing supporters

30%

of donations
were estimated to be from
new supporters

Impact



98%

would recommend the
campaign to another
charity

74%

of charities hit their
campaign target

1591

participating charities

Application Statistics

1,945

Charities applied to take part in the campaign last year, a 26% increase from 2024

93%

of eligible charities received funding offers from Big Give's Champion partners

29%

of applications we received were from charities completely new to the Challenge

£7,096

the average amount of Champion funds offered, a 12% increase from 2024

57%

Of funded charities had an annual income under £1m, 38% under £500k

25%

Of funded charities were working internationally & **57%** included health & wellbeing as part of their objectives

55%

Of funded charities had work benefiting children aged 3-18, with **39%** focused on broader community initiatives





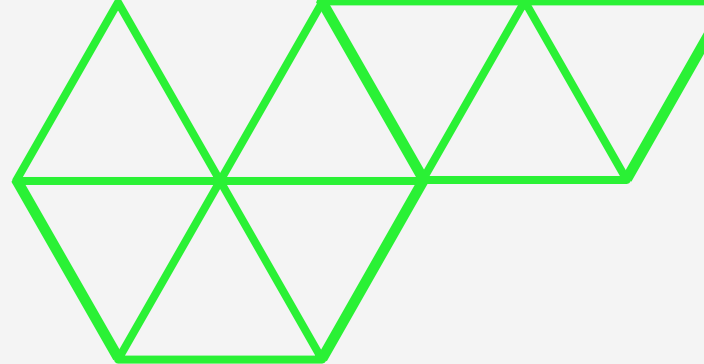
The ability to **access new funders** through the champion funding, attracting **donations from new donors**, and receiving larger or additional donations from known supporters due to the ability to double gifts were key benefits of participating in the Christmas challenge. We were **able to reach new audiences** and networks and **grow our relationship with major donors** through the campaign.





How it works

Key terms



Your match funding pot

What is a pledge?

A Pledger can be anyone in a charity's network — trustees, foundations, trusts, companies, volunteers, individuals etc who commit match funds to a charity to support their campaign. These pledges count as promises of funding and can be unlocked by a charity through online donations raised during a campaign.

Pledgers are sourced and relationships managed by the Charity.

What is a champion?

Champions are Big Give's partners. A Champion can include high-net-worth individuals, foundations, philanthropists, trusts, statutory bodies, companies and corporations. A charity can unlock the Champions' match funds through online donations raised during a campaign.

Champions are sourced and relationships managed by Big Give.

Online Donations

The public can be any individual or organisation wanting to donate to a charity via the Big Give platform. An online donation made by the public during a campaign will **unlocks the charities' available match funds.**

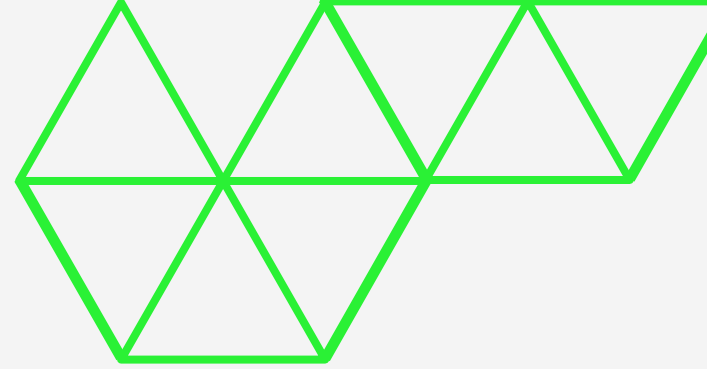
Process

Stage 1: Initial application
Deadline - 5pm Friday 3rd July

Stage 2: Pledge Collection
Deadline - 5pm Friday 28th August

Stage 3: Vetting and Notification
Deadline - October 7th

Stage 4/5: Marketing prep and Campaign
12pm, (midday) 1st December - 12pm
(midday) 8th December



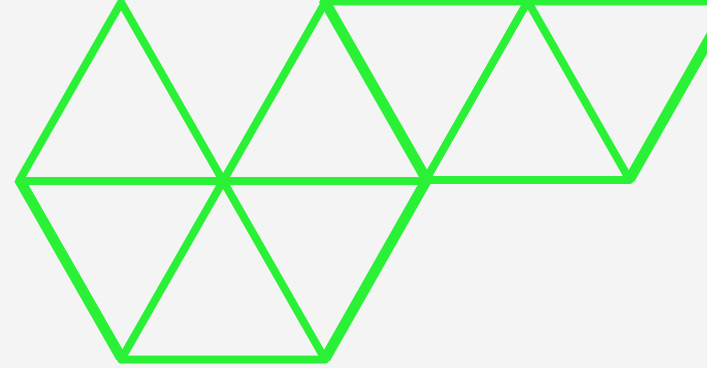
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Match Pot Example



Match Pot

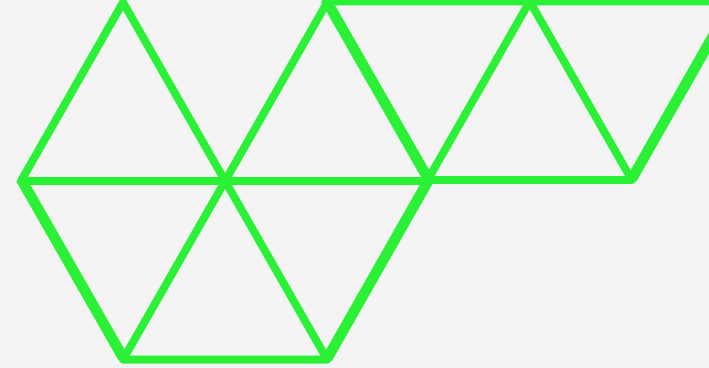
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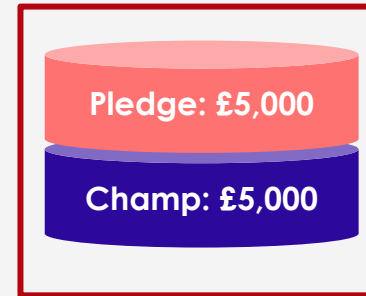
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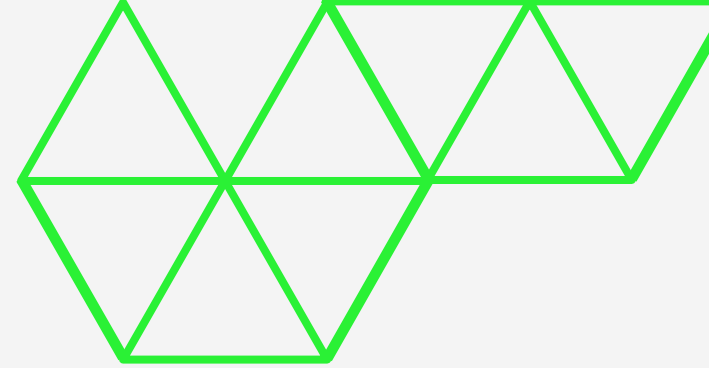
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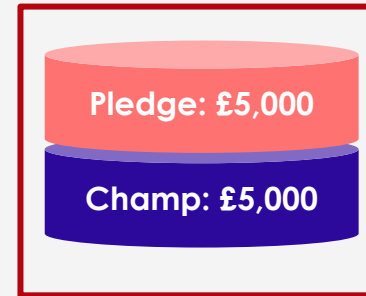
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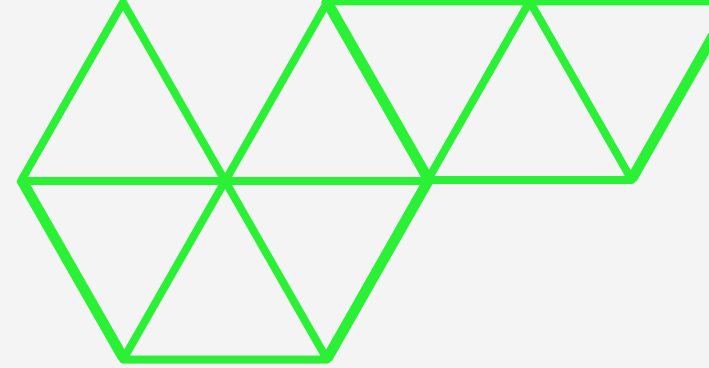
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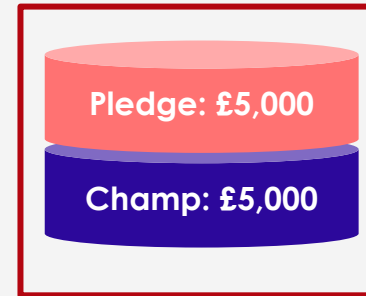
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Example: Total Raised = £20,000



Match Pot



A blurred background of a Christmas tree with lights and ornaments. The tree is decorated with various ornaments, including a large silver ball at the top, a gold ball, and several smaller lights. The background is out of focus, creating a bokeh effect with soft, glowing lights.

Application tips

16 What can you apply for?

▶ **Projects** - this can be a specific project, part of a larger project or for continued work for the same project you've applied for in previous years.

▶ **Core costs** - we advise that you carefully consider the wording. You should highlight the impact and legacy of the charity's work as a whole.


▶ **Capital costs** - again make sure you're focusing on the impact this will have on your beneficiaries.





17 A good application has...

- ▶ **A clear statement of need** - define the issue you are addressing and who benefits from your work, backed by data and evidence, providing as much detail as possible. Provide a realistic and well-structured plan.
 - ▶ **Impact and outcomes** - Clearly state the change you expect to achieve and how people will be better off as a result.
 - ▶ **A clear budget** - Include a detailed budget, showing how the funds will be spent. Applications that showcase how their plan to raise funds give Champions confidence that you can reach your fundraising target.
 - ▶ **Information on your track record** - Highlight your charity's experience, expertise, and previous success in delivering similar work.
-

18 Using AI

 AI can help with structure and clarity, but **it doesn't know your charity like you do.**

 **Proofread and edit** to ensure the application still reflects **your voice, passion, and expertise.**

 Double-check AI-generated content for **accuracy, tone, and relevance** to your charity's work.

We don't expect perfection. Your passion, commitment, and real-world impact should shine through! Keep it clear, direct & engaging.



19 Setting a realistic target

Some useful questions to ask yourself before starting your application

What's your experience?

Is this your organisation's first Big Give/digital fundraising campaign?

How confident are you with digital fundraising?

Have you done similar campaigns before?
Do you have an active audience to tap into?

What's your annual income?

Have you considered your target vs your income and if this is realistic for your org size?

Start planning

Start writing your application



20 Things to remember

Wording

Some content from your application will also be used for your campaign page, so you may want to consider how you word/phrase each section to appeal to a public audience.

Look on our website if you're interested in seeing another charities campaign page!

Match Funded




TREE AID

Multiple locations

Growing trees for food

For communities living in the drylands of Africa, trees are a lifeline. Trees provide nutritious fruit, nuts, and leaves, giving people stable supplies of food, even when other crops fail. Tree Aid works with communities to grow and care for trees to ensure they have a source of food year round.



21 Things to remember

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Case Studies

Head to our website to read impactful case studies from other charities. This is a great way to learn about the campaign directly from those who took part.



<https://biggive.org/case-studies/>

22 Things to remember

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Additional Resources

Use the information guides available in the charity portal to help you to complete your application.

Find them under the 'support' section.

Christmas Challenge 2025

Applications are open! To apply:

- ▶ Visit **biggive.org**
- ▶ Create your Big Give account
- ▶ Click on **Big Give Campaigns**
- ▶ Click on **Apply Now** for Christmas Challenge 2025

If you are unsure if already have an account with us, send an email to **hello@biggive.org** with your charity number and we can check for you.

Securing Your Pledges webinar: **Wednesday 3rd June 12pm - 1pm**