



THE GRAND CHALLENGE



GROUP INFORMATION PACK

Hello Culture Changers!

The highlight of our mission here at CVM is hearing the stories of men finding faith through our grassroots network: you. The work that you are carrying out on the ground is rewriting the British male culture with the message of Jesus. It is massively encouraging to see the grassroots network grow, mature and multiply. We now have more than 500 men's groups meeting weekly across the UK to support and inspire men who haven't yet encountered the good news. It's no secret that the CVM mandate is to reach one million men with the message of Jesus, and to see you guys carry this vision to your villages, towns and cities is simply fantastic.

As you know, one of the trademarks of the CVM movement is 'excellence'. We want to produce excellent resources to equip you guys on the ground. In recent weeks we've seen men come to faith through the Beechy & Willmott Podcast, the Code, Codelife Unlocked, to name but a few. However, we want to stay on the cutting edge of resources and communications for many years to come.

For this to happen, we are constantly praying for men to raise funds for our national efforts in evangelism. It is with this in mind that we invite you and your men's group to tackle The Grand Challenge.

We are asking every CVM group to plan and carry out a charity event to raise at least £1000.

This document includes all the tools you need to take up The Grand Challenge, and we hope you take a few minutes to read it.

We want to thank you for your continued support in reaching men all over the land for the sake of the Gospel.

In Christ,



Carl Beech
General Director, CVM

Why Events?

Sponsored events are some of the most popular charity fundraising ideas.

From round-the-world treks to fasting for a day, sponsored events offer donors the opportunity to pick a donation level that suits their budget, whilst also raising a lot of money for the participant's charity or cause.

We want to challenge all groups that are partnered with us to raise £1000 or as near to it as possible, to support frontline evangelism in the UK and beyond, and further the cause of reaching a million men for Jesus.

This information pack is designed to empower and help you in the planning through to completion of a charity event and raise the profile of CVM.

So sit back, read through this pack and think what you can do to help reach a million men for Jesus.

Step One - Plan

Decide on a sponsored event that suits your group's interests, time and budget. Logistics are important here; you may want to go on a two week expedition to Mount Everest, but is that realistic? It's important to sort these details in the planning stages so you don't find yourself cancelling or postponing the sponsored event at the last minute.

Give yourself a generous planning stage to cover all the angles. Take an evening to discuss ideas and brainstorm the possibilities. Agree at the start of the meeting that whatever is decided will be supported by every member. And remember, a fund raising event is an ideal opportunity to involve your friends who wouldn't call themselves Christians. Standing shoulder to shoulder with someone outside of your comfort zone is a great way to start a friendship.



Step Two - Pick

Here are some ideas that have worked well for us in the past:



- * **Extreme sports** – abseil, skydive, bungee jump
- * **Crazy ideas** – haircut/dye, baked bean bath, custard boots
- * **Activities** – Travel abroad, bike, run, swim
- * **Give something up** – Sponsored fasting; or give up smoking, chocolate, TV or texting

(How about all the members of the group go to church dressed as an action hero?)

Activities like 'baked bean boots' can be done in only a few hours, soliciting donations from those around you; or, you can choose a more challenging physical activity like a hike to Machu Picchu in Peru or running a marathon or 10K. Whatever the event, make it fun and inclusive.

Essential CVM info:

Address: The Hub, Unit 2 Dunston Road, Chesterfield S41 8XA

Email: admin@cvm.org.uk **Tel:** 01246 452483 **Website:** cvm.org.uk

Registered Charity No.: 1071663 (England & Wales)

Facebook: facebook.com/CVMen **Twitter:** twitter.com/CVMen

Step Three - **Publicity**

A great way to find donors outside of your immediate family, co-workers and friends is to get publicity for your sponsored event.



Well ahead of the event, contact local media (television, newspaper and websites) and tell them what you're doing. Ask them to publish an article about it; you can even ask them to sponsor you directly. Local and free papers in particular are always looking for human-interest stories like this, but it won't hurt to drop an email to a national newspaper too.

Whilst media coverage of your sponsored event is fantastic, getting publicity before you embark is even more important, because this raises money for your cause.

Publicise early and often!

Ask your church if you can promote it through the notice sheet, or better still, by getting up the front and telling everyone about it. You can also create flyers and use social networks (such as Twitter or Facebook) to get attention for your sponsored event. (CVM has ideas, resources and printing contacts for these types of flyers if needed.)

People are interested in crazy charity events, so take advantage of this.

The press and the public are more likely to take an interest in your sponsored event if it is new or interesting so get creative. Even a popular sponsored activity like a bungee jump can become more interesting if you do it in costume, blindfolded, or from the top of your city's tallest building. Get creative with the 'unique selling point' of your sponsored event.

Step Four - **Payment**

There are lots of collection resources available for sponsored events. Websites like 'JustGiving' make it easy for donors to give money online from a credit or debit card. This also adds legitimacy to your cause.

Don't overlook cash collections though. Both early on and during the event itself, you can make quite a lot of money by soliciting donations in person. In particular, if you are doing an event like an abseil, ask a trusted friend to be on the ground, in the crowd, collecting donations.

Finally, you can do a lot of online fundraising and telephone fundraising from the comfort of your own home.

CVM has a JustGiving account which makes it very easy to set up a page specifically for your event and the money will go straight to CVM. You can then advertise the event and add the JustGiving link so that sponsors are directed to that page. They then can get more details of your event and donate very easily and securely.

Go to justgiving.com/cvmen for more information.

Please contact CVM head office with all the details of the sponsored event and then we can set up the page and send you the link back for you to advertise.

Other online services are available - but remember, it needs to be easy and accessible to encourage as many people as possible to give.

If you use social networks, regularly add links to your fundraising page and ask your friends to share/retweet it for you. You can also add regular updates (with photos or videos if possible) of your training and preparation for your challenge.



Step Five - **Pray**

Before, during and after the event, pray. Pray that people would come to Christ through your efforts. Pray that people would give generously to the cause. Pray that those involved would become more united as a result of the event.

Go for it guys. Surprise yourselves!