

BIG TEAM CHALLENGE

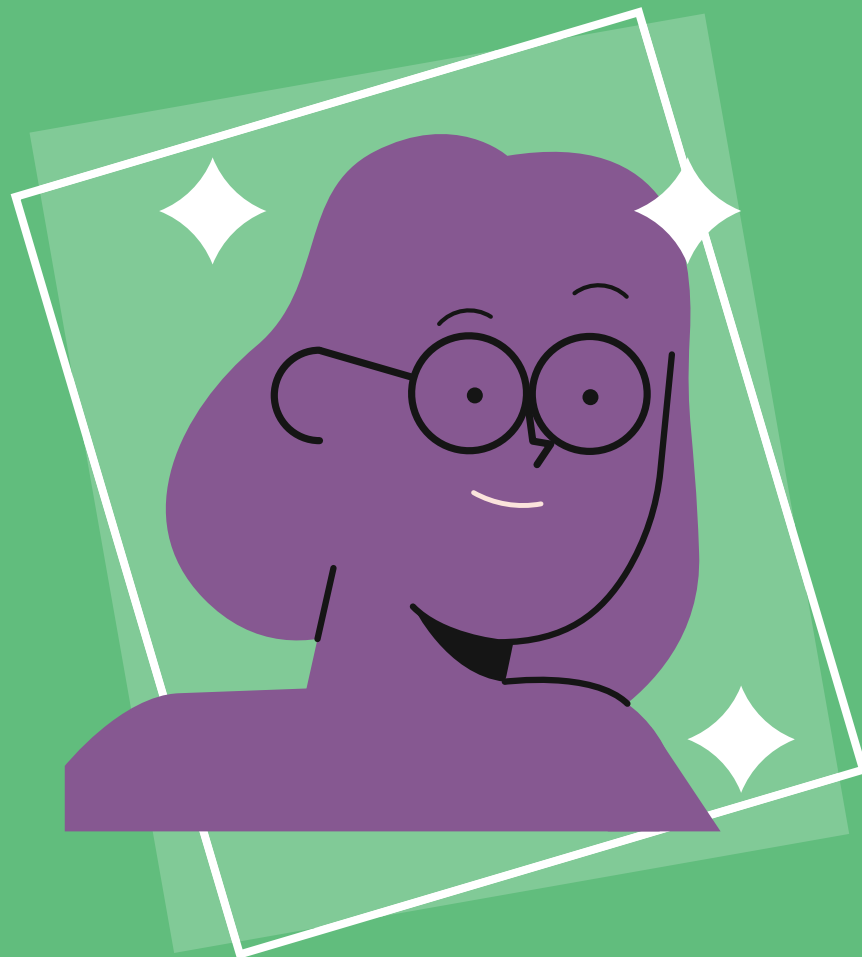
CHARITY CASE STUDY



BIG TEAM
CHALLENGE

01. AN INTRODUCTION

In 2021, we were thrilled to support the University of York in their annual Great York Walk and help transition through a difficult period for everyone.



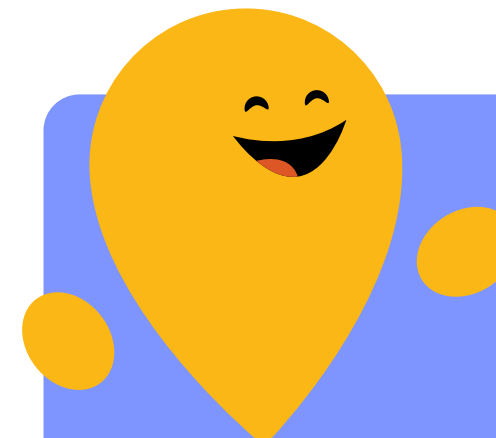
UNIVERSITY OF YORK

Established in 1963, the University of York is an academic success story with a reputation to rival Oxford and Cambridge.

With impressive research programs and over two dozen departments for study, the University of York is a pioneer in academic and social innovations.

In 2019, the University of York launched the Great York Walk to support the Mentally Fit York fund and raise money to

promote good mental health among the city's communities and beyond. The intent behind this project is to raise support for mental health research and the development and distribution of information and expertise from University students, staff, alumni, and friends.



"Through our challenge, we wanted to add to the conversation and help tackle the stigma associated with mental health, raise funding and awareness, and help to promote a proactive approach to the prevention of mental ill-health."

- Tom Piercy

02. THE PROBLEM

What was the driving force that led the University of York to choosing to run a step challenge?

A GLOBAL CHANGE OF CIRCUMSTANCE...

The ongoing Coronavirus pandemic meant The Great York walk had to go digital. In order to broaden the reach of this project and spread awareness as far and wide as possible, The Great York Walk also needed to be globally accessible.

As fundraising is a big component of this project, The University of York also needed to be able to use a fundraising platform to collect donations.

Keeping a global audience engaged in a virtual walking activity can be a challenge of its own, so an easy way to communicate with challenge participants for the duration was key for success.



03. THE SOLUTION

So why choose Big Team Challenge instead of just running something yourself?



THE RIGHT SYSTEM FOR THE JOB

The University of York came to Big Team Challenge for support in running a global virtual activity challenge in tandem with their self-established crowdfunding platform, YuStart.

While this platform had traditionally been used solely to support university students and staff crowdfunding for projects to develop skills and build community, the University opened the platform up to allow The Great York Walk participants to use it for their associated fundraising efforts. The Great York Walk 2021 was a free event and each individual was asked to aim for a total of £150 in donations.

To garner interest and attract participants, the University promoted the event to their global alumni audience and enlisted alumni volunteers to take part and create social media content as part of the challenge. Big Team Challenge's virtual step challenge routes include milestones with images and info to keep participants engaged, and the University challenge organisers took this a step further by hosting social media takeovers with participants around the

world to give a first-hand perspective on what a walk in Berlin, Canada, or China is like. With international travel limited due to the pandemic, this activity was really popular—the combination of the Big Team Challenge route map and the real-time images from the milestones challenge participants visited added another layer of engagement for walkers from around the world.

04. THE RESULTS

— **£35,675** RAISED FOR
MENTALLY FIT YORK

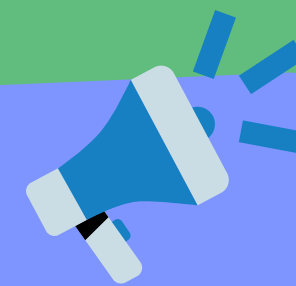
The university had 546 participants taking part, from countries all over the world.

On average each participant raised around £65 for the challenge, against our £4 participant fee. This meant that they had a **return on investment of 16 to 1!**

On top of their huge fundraising success, they also walked an incredible **118,678,216 steps together.**

That's more than twice around the world!

ORGANISER'S TIPS FOR YOUR OWN CHALLENGE



"My best tip for a charity looking to run a challenge like this is to make sure that you have a detailed communication plan ready in advance of the start of your event. From day one, it is crucial that you strike a good balance between sharing information about the impact of your participants fundraising and the progress/details of the challenge itself. The Big Team Challenge app is so engaging that it is very tempting to just focus on the details of the challenge and the next milestone on the route and without a clear communications plan it could be difficult to maintain a focus on the fundraising aspect of the event."

HOW USERS FOUND THE EXPERIENCE

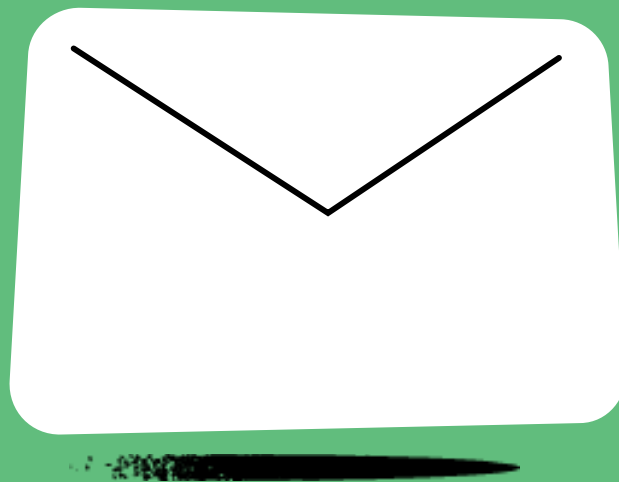
"Our walkers absolutely loved using the Big Team Challenge system and found that it really brought the event to life. It created a sense of competition amongst our groups and helped us to build a really close knit community over the duration of the 12 week challenge."



INTERESTED?

Why not get in touch to learn more and
have a try for yourself?

We can't wait to hear from you.



contact@bigteamchallenge.com