

Your challenge leader discounts

As a Challenge Leader, you will be eligible for up to a 45% discount on your fundraising target. This is in exchange for the hard work and dedicated you put in across the year. Our programme would not be so successful without our fantastic leaders!

Recruitment and follow up (15%)

Your MRF account manager will be on hand to help you with promotion during freshers and surrounding your information meetings. However, being on campus gives you the chance to promote your challenge as much as you want. To be eligible for the recruitment and follow up discount, a minimum team size of 5 is required.

Physical promotion

- Join MRF and Choose a Challenge during campus visits
- Book or request a stall at the student union to promote the challenge when staff are present on campus
- Lecture shout outs
- Flyering where permitted/putting up posters

Virtual promotion

- Create/inherit a dedicated Instagram page and post regularly, follow relevant societies, clubs and students
- Reply to Instagram messages
- Ask sports clubs and societies to reshare the opportunity

Follow up

- Get in touch with those who sign up and introduce yourself
- Create a team group chat

Team support 1 – 10%

Once you have formed a team, the rest of the year will be spent keeping up motivation, getting to know each other and supporting your team with their fundraising.

- Ensure each team member is equipped with fundraising resources they need – we will give you the resources to distribute!
- Book a room for your team welcome workshop
- Encourage your team to book a 1-2-1 fundraising session
- Organise a group fundraising activity
- Organise a team social

Team support 2 – 10%

- Ensure team are signposted to upcoming fundraising opportunities
- Organise a group fundraising activity
- Organise a team social

Team support 3 – 10%

- Ensure team are signposted to upcoming fundraising opportunities and their 80% fundraising deadline
- Organise a group fundraising activity
- Organise a team social