

CREATE
ARTS.ORG.UK



THE CRE8IN8 CHALLENGE 2023

RUNNER PACK

Get ready for eight consecutive days of running from 8-15 January 2023

WELCOME TO THE CRE8IN8!

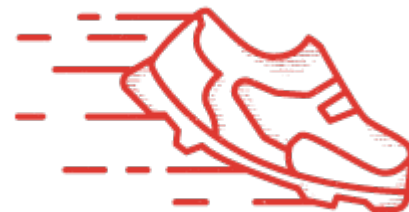
Thank you for taking on a unique
running challenge this January.



**LACE UP YOUR TRAINERS AND GET READY TO RUN
EVERY DAY FOR EIGHT CONSECUTIVE DAYS FROM
8-15 JANUARY AND HELP US CHANGE LIVES
THROUGH THE POWER OF CREATIVITY!**



CHOOSE YOUR DISTANCE



Whether you're a seasoned runner, a gentle jogger or a family looking for a fun activity ... there's something for you with The CRE8IN8 Challenge.

800 METRES A DAY

Perfect if you're looking to start your fitness journey or if you're looking for a fun activity to do with the children!

"I'M GOING TO RUN 800 METRES EVERY DAY FOR ALL THOSE YOUNG CARERS WHO LOOK AFTER PEOPLE. IT'S FANTASTIC."

Sienna (6), CRE8IN8 runner 2021

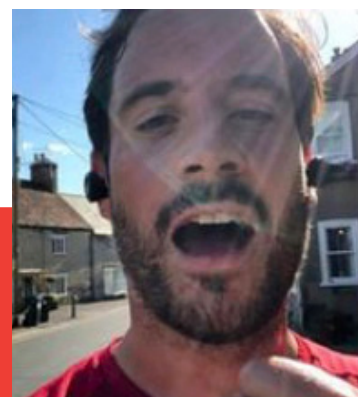


8 KILOMETRES A DAY

Already a runner? This is the challenge for you. Why not challenge your friends and workmates to enter with you and set up a team.

"IT'S A GREAT CHARITY, AND IF YOU WANT A PUSH TO GET FIT AND BE HEALTHY, IT'S A GREAT COMBINATION."

Mark Sainthill, CRE8IN8 runner 2020



A HALF-MARATHON A DAY

Can you do 168km in eight days?! This is one for those runners really looking to test themselves.

YOUR IMPACT

Every penny you raise will help disadvantaged children and adults access the transformative power of the creative arts.

Create runs **engaging workshops in dance, music, drama and other art forms** that support the mental health and wellbeing of young and adult carers, children and adults with disabilities, disadvantaged schoolchildren and other people facing particular challenges across the UK.

By taking part in The CRE8IN8 Challenge, you can give these children and adults the chance to meet other people, share their experiences, express themselves and feel inspired by creativity. They will make things together, build confidence and skills, and feel less alone.

Show them you care.



“CREATE GIVES ME A BREAK AND ALLOWS ME TO SEE THE POSITIVES IN MY CARING ROLE AND THE POSITIVES IN LIFE.”

Abi, young carer and Create Youth Ambassador

RAISE £200

and you could provide art materials for children with special educational needs so they can take part in our workshops.

RAISE £500

and you could help to give six adult carers the chance to take a break from their responsibilities and get creative together.

RAISE £1,000

and you could provide a creative workshop for a group of up to 12 young carers, helping them explore issues that are important to them.

SETTING UP YOUR FUNDRAISING PAGE

JustGiving™

Below is a step by step guide on how to set up your fundraising page so that you can help us reach more people like Abi

- 1 **Click here** to go to our CRE8IN8 campaign page
- 2 Set up your fundraising page by clicking the **"Start fundraising"** button on the right-hand side
- 3 **Sign in** or **register** with JustGiving when prompted
- 4 Create will already have been pre-selected as your selected charity
- 5 Click on **fitness at home** with the weight icon.
- 6 Under event name type in **#CRE8IN8**
- 7 Choose your fundraising page web address
- 8 Scroll down and select **No** when asked "Has your selected charity contributed to the cost of your fundraising?" and select **No** when asked will any goods be received
- 9 Click **"Create my page"**

Here is some text you can copy and paste as your fundraising story

Hi everyone! Please help me change lives through the power of creativity!

From 8-15 January I'm taking on The CRE8IN8 Challenge. I'll be [running/walking] [800m/8km/a half marathon] every day for eight consecutive days to raise money for Create.

By raising money for Create I'll be helping society's most vulnerable children and adults by providing them with access to the transformative power of creativity. Create brings people together in creative arts workshops - such as dance, drama, music, photography - that unleash creativity, ignite imaginations, enhance wellbeing, develop confidence, build relationships, and empower lives.

Your donation will make a huge difference to the lives of children and adults across the country. I really appreciate your support. Thank you for your donation.

MAXIMISING YOUR FUNDRAISING



Friends, family and colleagues will be delighted to sponsor you. It's important to let them know how much their support means to you and to Create's participants. Here are our top tips to help make asking for their support as easy and as impactful as possible.

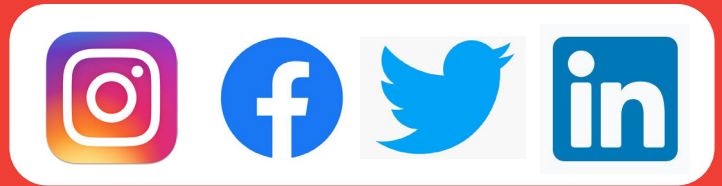
- 1** Add a photo of yourself to your page. Fundraising pages with personal photos and images raise more on average than those without.
- 2** Add a cover photo to your page. **[Click here to download one.](#)**
- 3** Make your fundraising page personal; add a story as to why you're fundraising. You can copy and paste the template text on the previous page – but why not include why creativity is important to you.
- 4** Set a fundraising target: go on, be ambitious! If you hit your target early then why not increase it? People will want to help you get there.
- 5** When your page is ready, send the link to close friends and family first who you know would likely give you a generous donation. The first donations on your page will set the going rate!
- 6** Reach out and spread the word to everyone you can: friends, family, colleagues! Emails, WhatsApp, and social media. Where possible personalise your approach. Why not add a link to it to your email signature?
- 7** Keep shouting about it; update people on your progress on your fundraising page and through social media.
- 8** Thank people (both personally and publicly) when they sponsor you. By doing it publicly (via a WhatsApp group, or by tagging them in a social media post) you'll not only be praising them in front of your friends but you'll also inspire (and remind) others to support you.
- 9** Ask your employer about matched giving. Lots of companies double the money their employees raise for good causes – just ask, or see if you can find the matched giving policy on your intranet.





LET'S MAKE SOME NOISE!

#CRE8IN8
@createcharity



Taking your fundraising appeal onto social media is a great way of bringing those donations in and inching closer to your target. Tag Create (@createcharity) and we'll share your posts too! Here are our top tips for social media success:

- 1 Connect with us on your social media channels. We're on Twitter, Facebook, Instagram, TikTok and LinkedIn. Tag us in your posts!
- 2 We've created some social media images to help you announce that you're taking part. [Click here to access them](#). There are different sizes for different platforms.
- 3 Help us spread the word. Why not challenge your friends to take part too? Here's some sample text you can use for your social media post:

Hi all! From 8-15 January I'll be taking on The CRE8IN8 Challenge, [running/walking] [800m/8km/a half marathon] every day for 8 days in a row! Please sponsor me, and help @createcharity reach society's most vulnerable children and adults with the power of the creative arts.

Don't forget to include your fundraising link!

- 4 Use the hashtag #CRE8IN8 with all of your social media posts so you can engage with others and keep track of your progress, and so we can see what you're up to!
- 5 Consider recording and posting short videos about your efforts. Videos add that all-important personal touch, and will drive more people to support you.
- 6 Be sure to thank your supporters!



We're here to support you every step of the way with your CRE8IN8 challenge.

If you have any questions about the CRE8IN8, need advice for your fundraising, or just want to catch up then please contact info@createarts.org.uk.

Delivered in partnership with [The W8ful Eight](#).

From the entire Create Team:
Thank you and good luck!

createarts.org.uk
Charity Reg No 1099733

