

The Big Pledge 2015

Your guide to getting involved





Background

Wiltshire's Big Pledge is a county-wide project which aims to make difference in local communities. This could include;

- bringing people together to deliver events and activities
- getting more people active and healthy by encouraging them to take part in activities

In its introductory year (2014) the Big Pledge provided a catalyst for change for many people and their communities with benefits for individuals, groups and communities. Big Pledge is back for a second year with the theme 'make a difference'. It starts in May 2015 and runs for 12 weeks.

People can pledge as an individual, a group, a business or a community to do something that will 'make a difference' to their life or in their community.

Each Area Board is encouraged to pledge to 'make a difference' in their community. Last year all 18 area boards pledged to be dementia aware and dementia friendly. This was a huge success and more than ????? people attended sessions and ??????? became dementia friends.



What you need to do – a suggested checklist...

- ✓ First of all, start discussing this with your community area now! It might be that your community would like to do a group pledge as well as an individual one. Think about what your community needs and how this will make a difference.
- ✓ You may want to set up a working group to come up with ideas – you might be able to use an existing group or you may need to find volunteers that are keen to help ‘make a difference’ in your area.
- ✓ Get everyone to join in – the more people that are involved, the more ideas and local knowledge you’re likely to find and the more support for your Pledge.
- ✓ Decide what you want to do to ‘make a difference’ in your area and register your pledge on the Big pledge website. Some ideas you could consider include:
 - Taking part in the Wiltshire Cycling Festival which takes place from 3 – 10 May 2015.
 - Taking part in the Wiltshire Walking Festival which takes place from 6 – 13 September 2015 - maybe organise a Big Walk.
 - Helping or volunteering in your community – many local charities and support groups need more volunteers to improve the lives of local people.



- ✓ How about raising money for charity with your community? If you plan to fundraise, charities often have additional resources that can help, so be sure to register with them first – you may want to support the council leader’s charity Hope for Tomorrow. This means 50% of all money raised will be donated to this charity, with 50% being donated to a local charity; chosen by the area board.
- ✓ Organise a big clean up in your area – community clean ups can encourage people to take a pride in their local area and take more care of it.
- ✓ Some individual pledges could include:
 - Give up smoking with the help of the stop smoking team.
 - Improve your diet by reducing the amount of sugar you consume.
 - Increase your physical activity by taking part in some form of exercise for 30 minutes, five times a week.



Don't forget to register your Big Pledge event and encourage participants to register their individual pledge on the Big Pledge website.

Are there local companies that could contribute, or provide sponsorship to help make your event a success? Do any local businesses already have employee volunteer schemes in place?

Think about how you are going to promote your pledge – what has been done before – did it work and could this be improved? Speak to local groups and charities as well as supermarkets, shopping centres and leisure centres in your area.

Don't forget to contact events@wiltshire.gov.uk for event and promotional support and to let us know how it went.



How do you do it – tools to help

Quick action check list:

- Set up your working group
- Choose a pledge and register it on the Big Pledge website
- If your pledge involves an event set a date and time and inform events team
- Get sponsorship (if appropriate) and plan promotional activity
- Print and distribute posters, flyers and other promotional items
- To promote your pledge use local communication networks and social media
- Take pictures (with permission of the participants)
- Tell us how it went



How do you do it – tools to help

- Posters/flyers – an example is included with this guide
- Draft copy for local communication networks; Community Area Matters, Facebook page and Twitter – example below:

Make a difference, make your Big Pledge.

Wiltshire's Big Pledge challenges you to get healthy, volunteer, or make a positive change in 2015.

There are many ways to take part, from raising valuable funds for charity to achieving a lifelong goal.

To find out ways in which you can take part, have fun and make a difference in your community, contact your local community area manager.



Useful links

www.wiltshire.gov.uk/bigpledge

www.facebook.com/WiltshireBigPledge

[#BigPledge](https://twitter.com/BigPledge)



Wiltshire Council
Where everybody matters

For further details: www.wiltshire.gov.uk/bigpledge  [wiltshirebigpledge](https://www.facebook.com/wiltshirebigpledge)  [#BigPledge](https://twitter.com/BigPledge)