

Welcome to Girlguiding Anglia's...

Girlguiding Anglia
×
easyfundraising



Start up star



Challenge pack

Welcome to your Start up star challenge!

Start up star is our new challenge pack designed in partnership with easyfundraising for units to plan, promote and run a real fundraising event!

This pack has been created to encourage young people to feel more confident with money, organisational skills and leadership. We want to empower our young members to become the entrepreneurs of tomorrow, by teaching them valuable life skills that aren't often taught in traditional educational settings.



Once you have completed at least 2 activities from each of the 3 sections plus the compulsory element, you can order your start up star badge from our retail shop: girlguiding-anglia.org.uk/shop

We hope that you love our start up star challenge! If you have any photos of you or your unit participating in the challenge, then don't forget to share them with us on our social media platforms. Please ensure that you have the correct permissions for everyone in the photos before sharing.

About easyfundraising

easyfundraising is the UK's largest charity shopping platform. Since its launch in 2005, it has built a thriving community of over 2 million supporters and helped raise more than £60 million for thousands of causes nationwide.

The concept is simple: over 8,000 partner brands will donate a portion of what you spend to a cause of your choice, at no extra cost to you! The donation is funded entirely by the brand, so you can support the causes you care about just by shopping as usual.

An example of how easyfundraising works

Rainbow leader Cath is buying a toaster. Instead of visiting the John Lewis website, Cath heads to the easyfundraising website first and then clicks on the John Lewis link.

easyfundraising directs Cath to John Lewis, where she buys what she needs.

Because Cath went through easyfundraising first, her unit will receive free funding directly from John Lewis. It's a win-win! Cath is happy she can have crumpets again, and her unit is delighted they have benefited from Cath's smart shopping.

Compulsory element

The **compulsory element** of this challenge is to **host an event night** to raise funds for your unit. This could be anything from a bake sale, to a talent show, a quiz night, to bingo! The world is your oyster.

You can also use this event to help sign local supporters up to easyfundraising to bring in completely free funds for your unit.

Registering your unit is easy and only takes a few minutes:
easyfundraising.org.uk/girlguiding-anglia.

Keep fundraising going after your event!

Supporters can raise money for your unit every time they shop online—at no extra cost to them. All funds can go straight into your activities, camps, and resources. For example: If 25 parents each raise £40 a year (less than £1 a week), that's £1,000 for your unit!

Key



Additional resource available



Rainbows programme link



Brownies programme link



Guides programme link



Rangers programme link

Section 1: Start

Event auction: use pretend money to 'bid' for your favourite idea

Promotion strategy: make a plan on who to reach, how and when

Save the date messages: write short, shareable invites
(WhatsApp, social media, posters).



Ticket design challenge: create tickets that are practical,
attractive, and match your theme.



Experience mapping: imagine being a guest at different events –
what works, what doesn't?

Poster power workshop: design bold, eye-catching posters
for your event.



Quick planning challenge: sketch out what your event
would look like (schedule, sales, guests).



Pros and cons challenge: in teams analyse different event
types and decide which works best



Section 2: Build

Know your event: run a mini trial of your main activity

Quiz question workshop: write and test your own quiz questions

Bingo caller practice: try different bingo variations and practice calling numbers



Mini talent showcase: share short performances and practice hosting skills

Game and craft trials: test fun stalls to check profit potential

Budget building: estimate your income, costs and set a profit target



Profit scenarios game: solve money puzzles (hot dog stand, raffle, cake sale)



Price challenge: experiment with different prices to see what works best



Section 3: Shine

Invitation practice: role play inviting people confidently face to face, by phone or online

easyfundraising prep: design table cards and practice your announcement



Final promotion push: track who you'll invite and where you'll advertise

Rehearsal night: run through your whole event in practice mode

Confidence drills: practice public speaking, customer service and money handling

Final checklist: make sure equipment, roles and backup plans are ready



Showtime: run your event, greet guests, manage money and promote easyfundraising

Count up and celebrate: tally the profits, thank everyone and celebrate your success



Programme links



Interest badges	Skills builders
Present maker	Live-smart stage 1 + 2
Tasty treats	Lead stage 2
Toys	Network stage 1 + 2
Drawing	Communicate 1 + 2



Programme links



Interest badges	Skills builders
Baking	Communicate stage 2 + 3
Performing	Lead stage 2 + 3
Crafts	Live smart stage 2 + 3
Safety	Network stage 2
Games master	
Kitchen creations	
Charities	



Programme links



Interest badges	Skills builders
Artist	Live-smart stage 3 + 4 + 5
Entertainer	Lead stage 3 + 4 + 5
Mixology	Network stage 4 + 5
Conscious consumer	Influence stage 3 + 4 + 5
Saver	
Upcycling	



Programme links



Interest badges	Skills builders
Challengers	Live-smart stage 5
My say	Lead stage 5 + 6
Chef	Network stage 5



Acknowledgements

Girlguiding Anglia would like to express our sincere thanks to everyone who contributed to the creation of this challenge pack.

We're especially grateful to Anna Gibson, Partnership Manager at easyfundraising. Without her vision and genuine passion for helping young people, this pack would not be what it is.

We deeply value our ongoing partnership with easyfundraising, whose commitment to making fundraising simple, inclusive, and accessible has opened up new opportunities for Girlguiding Anglia members. By turning everyday shopping into a powerful tool for change, they've helped units across our region raise vital funds, supporting camps, activities and resources that enrich the lives of girls and young women.

