

## Children in Need - World Record Attempt

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### A NEW GUINNESS WORLD RECORD!

Students and staff at Bournemouth University setting their World Record for the most superheroes in one room. Organiser Neil Francis answers the questions...

### WHAT INSPIRED YOU TO FUNDRAISE?

We wanted to raise as much money as possible through RAG (Raising and Giving) a way for students to volunteer. We tried to think of interesting and exciting things to do. After lots of brain storming we thought that a world record would not only capture the imagination of lots of people, but had potential to be high profile, therefore helping to raise money and publicity at the same time. The date we went for linked in with Children In Need also so ticked lots of boxes!

### WHAT DID YOU CHOOSE TO DO AND WHY?

We applied through Guinness to set a world record. At our first application there had already been a record set for what we wanted to do, so we went back and asked them to give us a record that we could set rather than beat. It was influenced by students here at uni loving to dress up and so superheroes seemed a quirky idea and thing to dress up as. We chose to support CIN because of the big national recognition it has and we thought this would help promote the event. We wanted to raise £1000 and we did this just!

It was in part also influenced by my own personal desire to run an event – this was perfect for me getting my hands dirty and taking the reins on running an event.

### WHAT WAS INVOLVED AND DID YOU GET MUCH HELP FROM THE ORGANISATION/PEOPLE YOU WERE SUPPORTING?

Yes the entire Students' Union where I work helped out throughout the whole before during and after process. This event was about promoting what we do so in particular the communication department were very involved. Outside the Students' Union the Universities Press and PR team helped a lot as did the catering manager who provided us with the venue.

Children In Need didn't directly help us but mainly because we didn't need any help as we had previously raised lots of money for CIN. Guinness on the other hand were very helpful always available on the phone or via email to discuss our plans and give their advice on things to follow.

The little details were extremely important. Such as having back up costumes in case we couldn't reach the 100 people needed and inviting fancy dress companies on site on the day.

The first thing also to think about was the location. We were lucky that the student canteen was available. This was important for the rest of the event as the location helped make it easy to promote and let people take part.

### HOW MANY PEOPLE ON YOUR VOLUNTEER FUNDRAISING TEAM AND HOW DID YOU GET YOUR TEAM TOGETHER?

Our team directly organizing the event was just me, however I had help whenever I needed it from the Volunteer Co-ordinator Alexia Browning and Adelaide Allen the Vice President of the Students' Union for Communications. On top of this all the student volunteers – around 8 also helped throughout with things like promotion.

It was fairly easy to get people to help, as I found a way of making the event of benefit to everyone I asked. For example saying the BBC and other media people would be there, was a big pull for lots of people!

#### WHAT WAS IT LIKE PLANNING FOR IT?

The plan grew organically – because it existed along side my official job I did lots of bits and pieces at different times. From start to finish the record organization took about 3 months. If I was to do it again I would be a lot more organized and have a structured plan rather than the over optimistic mind set I started with!

#### HOW LONG DID IT TAKE, INCLUDING EVERYONE'S TIME?

Fewer than 40 hours

#### WHAT WAS IT LIKE ASKING FOR DONATIONS, ANY TOP TIPS?

We originally asked participants to donate £5 to take part but feedback said this put people off. Therefore we simply asked for donations on the day and also offered the chance for people to take part in a raffle and sponsorship forms for those who really took it seriously

#### WHAT WAS YOUR TARGET?

£1000

#### HOW MUCH DID YOU RAISE?

£1100

#### WOULD YOU DO IT AGAIN?

Of course it was a great way to promote volunteering and raise money. So I will definitely do something similar again. Possibly bigger and better and use all the experience I gained, such as working on recruitment and getting people there which is the most important thing otherwise a nice working event and loads of decorations will mean nothing if no one is there. We had a lot of people but really could have had a lot more.

#### WHAT ADVICE WOULD YOU GIVE TO SOMEONE WANTING TO DO THE SAME THING?

- 1.Think of an idea that everyone could or can get involved in – ours was a "just turn up" thing so that helped.
- 2.Think of a simple plan so not to overcomplicate it – build on the size of the event after you know it's successful.
- 3.Make sure it's fun otherwise you and everyone else will lose interest quickly!