ARE YOU READY FOR THE CHALLENGE?

MILLION MAKERS 2020
WELCOME TO
MILLION MAKERS 2020

Thank you for signing up for the Million Makers 2020 competition.

We hope you find this a fantastic experience where you are able to grow and develop, whilst also helping young people transform their lives with the skills and confidence that they need to succeed.

We are here to support you on your Million Makers journey. Please use this document to get started and also visit our Million Makers HQ, where there are lots of resources to support you throughout the competition.

We will be covering these areas in the Launch Session too, but you can never be too prepared right? The more planning you do now, the easier that Dragons’ Den pitch will be!

Wishing you the best of luck!

The Prince’s Trust

“\nWhen I became a father, my outlook changed. I did a week-long theatre course with The Prince’s Trust at the Birmingham Rep Theatre and I started to realise there was something else I wanted for myself. \n”

- Hezron Brown
COMPETITIVE?
STAY AHEAD OF THE CURVE.

GET STARTED CHECKLIST

Below is a list of suggested tasks that your team can get started on before the Million Makers Launch Session. The more organised you are before the Launch Session, the more productive your business planning will be ahead of your Dragons’ Den session.

✓ Get to know each other – team bonding!
✓ Set up a meeting with your company mentor and Prince’s Trust mentor once you’ve been introduced
✓ If your company has entered Million Makers before, set up a meeting with the previous team, they will have lots of top tips and learnings. Don’t have a previous team to talk to? Start paving the way and engaging your company in the challenge.
✓ Develop a working agreement – how will you manage your time? How will you organise your team?
✓ Start deciding team roles – info on suggested roles are available in this pack
✓ Decide a team name and logo, guidelines available here
✓ Become familiar with the rules and guidelines for Million Makers
✓ Think about your skill set as a team, what resources do you have available?
✓ Set up a team bank account that works best for you
✓ Set regular team meetings, for our guidance on team meetings, check out the HQ here
✓ Set up a shared calendar with holidays and work commitments
✓ Start business planning, a few things that you can get started on include:
  • What is your company’s USP?
  • What resources are at your finger tips?
  • What are your team’s strengths?
  • What’s your company strategy?
  • What do your employees and audiences enjoy?
A FAIR CHALLENGE, THERE'S ONLY FIVE GOLDEN RULES.

1. **Six months fundraising:** You can only fundraise between 1st August 2020 and 31st January 2021. Advance planning can make all the difference so start this as early as you can – this means as soon as the fundraising begins, your initiatives are ready to go.

2. **Million Makers guidelines:** Follow The Prince's Trust rules and regulations along the way, particularly in areas such as marketing and logo use, press and ambassador requests. We will give your team advice and guidance along the way, please do listen to us – we are the experts after all!

3. **Regular communication:** We will schedule a catch up call with your team once a month – just one person needs to join and give us an update on your success and challenges. We can then give you direct and personalised support. We will also require your team to submit a financial report each month, so we can track your progress and plan for how we can use it to support young people!

4. **Existing activities:** If your company is already fundraising for The Trust by taking part in Palace to Palace, or one of our other events, this cannot be counted to your team total. This is your opportunity to be innovative!

5. **Make sure it’s legal:** Ensure your activities are legally compliant; we have some tips about it on the Million Makers HQ here. This includes insurance, health and safety and fundraising law.
DETERMINE WHO YOU ARE.

BRANDING GUIDELINES

Your team needs to decide on a team name and design your team logo. These will differentiate you from the other teams throughout the competition and will be a big part of your campaign and fundraising. Why not go for something that clearly defines your team’s goals and culture?

Team Name & Logo

Your team name should include the word ‘Team’ at the beginning, for example Team Batman, Team Winners, Team Victory, Team Prince’s Trust. Teams should design their own Million Makers team logo. All logos must be submitted to your Prince’s Trust contact to be signed off before they are used.

✗ You cannot use the Million Makers device or Prince’s Trust master logo in the design of your team logo

✓ You must use your own brand guidelines, not The Trust’s when designing your logo i.e. use your brand colours, and not The Trust’s

✓ Include your team name and the word ‘team’ in the logo to ensure that it is clear you are a Million Makers team rather than running your own Million Makers challenge

Social Media

We know that you’ll be all over social with your activity, so please do make sure you make it clear that it’s your team’s handle and not Million Makers. Always use the hashtag #MillionMakers or #MillionMakers2020 to ensure your posts are pulled through onto the Million Makers Just Giving page! If you want to be highlighted on The Prince’s Trust social media pages, tag us at @PrincesTrust and @PTPartnerships
IT’S YOUR CHANCE TO SHINE!

Every team member should have a designated role and be held accountable to contribute to the team’s success. Teamwork makes the dream work right?

We suggest having certain roles in your team, however you might want to switch it up depending on your business plan and resource. All we ask is that someone in your team is responsible for liaising with The Prince’s Trust, on top of their role. It’s usually a good role for your team leader, treasurer or someone who has a good oversight of all activity.

DECIDE WHICH ROLE IS FOR YOU

Consider the requirements of the role and relate this to your development goals, both personally and professionally. Choose a role that would fit your natural interest and aptitudes but would also be a stretch in terms of the experience.

Top Tip: Alongside your assigned team role be a ‘buddy’ for someone else in the team based on your expertise. Whilst you may want to rotate certain roles, we advise against regular change of the chairperson, and treasurer.

SUGGESTED ROLES

CHAIRPERSON AND DEPUTY CHAIRPERSON

The leaders within the team, who keep the business plan and all team members moving forward. Responsible for chairing team meetings, delegating to team members and reporting to The Prince’s Trust on progress. Needs to be confident, organised and have leadership qualities. A great opportunity for someone looking for line management experience.
TREASURER OR FINANCE LEAD
Takes responsibility for monitoring income and expenditure, leading on targets and business plan progress. Responsible for opening the bank account and financial reporting to The Prince’s Trust. Ensures that supplier invoices, funds raised, relevant tax or VAT is handled correctly. Needs to be confident with spreadsheets. A great opportunity for someone looking to develop problem solving and planning skills.

LOGISTICS / PROJECT MANAGER
Works closely with the chairs to ensure that the team is organised and initiatives are moving forward. Books meeting spaces, communicates actions, sets deadlines and team plans. Follows up with team members to ensure progress is being made. Good for a well organised communicator. A great opportunity for someone looking to develop project management skills.

INITIATIVE LEADS
Team members that lead on a specific area or initiative within the business plan. This could be leading on an event, product or service, or something specific to your company. In the past we have had participants who lead on engaging senior stakeholders, the internal comms team, or that handle risk and legal. A great opportunity for someone looking to own an area, or specialise their contribution.

MARCOMMS
Leads on the marketing collateral and communication plan that strengthens all team initiatives. This could include launch communications, imitative publicity, working closely with your internal marketing team, getting sign off for external facing materials and always searching for opportunities to reach your target audiences. A great opportunity for someone looking to grow their marketing experience or be creative within the team.

PERFORMANCE MANAGER
Has a clear understanding of what each team members wants to gain from their Million Makers experience and ensures that everyone is contributing and benefiting from the project. Monitors targets and personal development, identifying opportunities where team members can develop. Perfect for a natural communicator and motivator. A great opportunity for someone looking to develop when working with others and cares about their fellow team mates.
STASH YOUR CASH.
OPEN YOUR TEAM BANK ACCOUNT.

In order to receive your £1,500 of seed funding from The Prince’s Trust your team will first need to set up a bank account that is clearly distinguishable from both personal and company accounts. You will use this to hold your seed funding before spending, and to gather your income throughout the competition.

We understand that some companies may suggest certain banks or accounts. In our experience a community account will do the trick, allowing you to name the account after your team, which will make it easier to pay suppliers and receive donations.

If you’re struggling to choose an account that works for you, we can recommend the NatWest RBS Community Account. It should fit your needs as a team, but does take some time to set up, so start this as soon as possible! You can set it up online or call 03457 11 44 77. On the phone, select option 3 “Account Opening” then select Option 2 “Opening a Club Account”. For full instructions on setting up this account, please visit our Million Makers HQ.

Whether you go with NatWest or another bank account, try to ensure you have the following capabilities:

- More than one signatory. If your treasurer goes on holiday, you still need to be able to access the bank account! The more signatories, the merrier
- Online payments and transfers – this will make your treasurer’s life much easier. Request a card reader as well, so you can make larger transfers
- Online banking set up – who doesn’t have this these days? It will make your finance reporting a breeze
A HIVE OF ACTIVITY. THE MILLION MAKERS ONLINE COMMUNITY.

MILLION MAKERS HQ

Our Million Makers HQ is your source for all resources and information to help you prepare and throughout the challenge. We have already linked to the HQ a few times for you, always make it your first point of call. There you will find information on the rules, regulations, marketing and press, finance, planning and the young people you are supporting.

We would love to bring a young person along to one of your initiatives or in your office throughout your campaign. To request a young ambassador check out the HQ for more details.

MILLION MAKERS LIVE FUNDRAISING PAGE

Our Million Makers Live Fundraising Page is where you can register as a team member, see our live Leaderboard, social media feeds and access our blog. The Leaderboard will be based on online fundraising, so you can see the top fundraising teams and individuals. The social media feed will show you what teams are up to across the UK and our blog will be updated weekly with important news, updates and fundraising tips!

Until the competition begins, our fundraising countdown will keep you on track with how much time there is left to go!

LINK YOUR FUNDRAISING PAGES TOGETHER.

When your Million Makers team registered online, we created a team Just Giving page for you so that when you set up fundraising pages, they can be linked together. If you didn’t set up a page in your registration, make sure to set up your page through the team. If you can’t find your team page on Just Giving, give us a buzz!
GET YOUR ENTREPRENEUR ON...

All that’s left to say is that it’s time to get thinking and working together as a team. Whilst we encourage you to get started before the Million Makers Launch Session, we do suggest not making any final decisions on your business plan until you have attended and stay open minded to feedback from The Prince’s Trust and your mentors.

Haven’t got a Launch Session date yet? We’re moving all of our Launch Sessions online and your point of contact will get in touch as soon as we have these sessions confirmed. It’s important the whole team log on and get involved!

All Million Makers teams will be asked to produce and submit a business plan before the Dragons’ Den pitch. Use an activity like the ideas grid to carefully consider key factors in your planning such as target audiences, resources, etc. Use the business plan template as a guide and model suitable for all initiatives. We ask that you stick to the format and modify only when needed to suit your idea. We recommend that your final document should be no longer than 10 pages. If you would like some examples of previous business plans please contact your local Prince’s Trust contact.

ENTER THE DEN

If you haven’t received a date for your Dragons’ Den session, please contact your Prince’s Trust point of contact, so you can keep it free. Your team will present your business plan to a panel of senior business leaders, in order to receive your £1,500 seed funding.

We recommend 3-4 members of your team do the pitch, however the rest of your team are welcome to attend to support. We will tell you more about Dragons’ Den and provide you with an opportunity to practise at your Launch Session event.
HELLO AND GOOD LUCK!

STILL HAVE A QUESTION OR TWO?

Take a look at our Million Makers HQ where there are FAQs and lots of resources to help your team succeed!

Your local Prince’s Trust contact will be available throughout the competition to keep you on track – offering advice and guidance during our monthly check ins and working alongside your mentors to support the team.

Whilst the Million Makers HQ should always be your first point of call, if you can’t find what you’re after, drop us an email at millionmakers@princes-trust.org.uk

Looking forward to meeting you at the Launch Session!

“...I will be forever grateful for the opportunities I have been given by the Prince’s Trust. I now have belief in myself and the support from my Business mentor to make executive business decisions with confidence."

- Stacey Smith