




30
TALLEST
 **BUILDINGS**
CHALLENGE 

**A toolkit to help you promote the
30 Tallest Buildings Facebook
challenge, recruit participants,
and raise funds for your corps.**





About this toolkit

This toolkit has been created to help you recruit people to take on the 30 Tallest Buildings Challenge (more on this to come)!

Participants can fundraise for their corps or any Salvation Army project of their choice.

We encourage you to promote our challenge within your corps – and even take part yourself! In this toolkit, we have created several resources to help you advertise the event, promote it on your social media channels, and add it to your website.

If you need any additional support, please don't hesitate to contact us at 30TallestBuildings@salvationarmy.org.uk and we will be happy to help.





About The 30 Tallest Buildings

Challenge

We are very excited for our first ever Facebook challenge event! This is a unique stair-climbing challenge that allows people to get active "climbing" the world's tallest structures, whilst also learning about iconic buildings around the world.

We have a new logo and t-shirt, and a scratch poster which will reveal all of the buildings you can climb.

Event: Climb the 30 tallest buildings in 30 different countries Facebook challenge.

How: From your gym or stairs at home (anywhere there are stairs!)

Date: 1st -30th June 2022

Who: Everyone!

Fundraising Target: £100 per person

Cause: To fundraise for your corp please get in touch with us at

30TallestBuildings@salvationarmy.org.uk





HOW TO TAKE PART

1. Register to take part in the challenge.
2. Order your T-Shirt and Poster.
3. Set up your Facebook fundraising page.
4. Join our Facebook 30 Tallest buildings group to get updates, meet others doing the challenge, and post in the group.

Climb the tallest buildings in 30 countries in 30 days for The Salvation Army



1. Choose the number of stairs you would like to complete each day
2. Scratch off to reveal which building you will be climbing and tick when complete!
3. Share your progress in the Facebook group and on your fundraising page using #30TallestBuildings

IS TAKING ON THE CHALLENGE!

324m FLOORS 3 STEPS 1665	210m FLOORS 60 STEPS 1440	438m FLOORS 101 STEPS 2046	634m FLOORS 29 STEPS 2523	228m FLOORS 56 STEPS 1344	541m FLOORS 94 STEPS 2226	300m FLOORS 50 STEPS 1200	601m FLOORS 76 STEPS 1824	328m FLOORS 1 STEPS 1103	452m FLOORS 88 STEPS 1765	310m FLOORS 72 STEPS 1728	
148m FLOORS 48 STEPS 1152	326m FLOORS 1 STEPS 917	484m FLOORS 108 STEPS 2120	103m FLOORS 28 STEPS 672	120m FLOORS 27 STEPS 648	828m FLOORS 163 STEPS 2909	300m FLOORS 62 STEPS 1488	209m FLOORS 50 STEPS 1200	91m FLOORS 20 STEPS 480	284m FLOORS 70 STEPS 1680	259m FLOORS 53 STEPS 1272	36m FLOORS 2 STEPS 185



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SETTING UP A JUST GIVING PAGE

If you wanted, you can set up a team of people in your corps who are completing the challenge, and make a joint Just Giving page which all members of your team can see. Find out more here: www.justgiving.com.

Follow the link: [30 Tallest Buildings Challenge - JustGiving](#)

Once you have landed on the 30 Tall Buildings Challenge page, click on 'start fundraising'.

Be a fundraiser

Create your own fundraising page and help support this cause.

Start fundraising

Select 'doing your own thing' at the bottom of the page and state you're doing the 30 Tallest Buildings Challenge.



Doing your own thing
Shave your head, give up
chocolate, do something
unique...

Start

Choose your fundraising page URL– this is the link you'll be sharing with friends and family when asking them to donate.

Click 'create your page' and job done! Your fundraising page is now set up and ready to accept donations.





RESOURCES FOR CORPS: What You Can Do

1. Share our Logo around your corps.

For our logo with a white background [click here](#).

[For our logo with no background click here.](#)



2. Share a link to our Facebook challenge group

You can find the group here:

<https://www.facebook.com/groups/698740587942000>

3. Put up our posters in your corps

Find our Poster on the next page.

4. Update Your Website

5. Post on Social Media

6. Email your corps about the challenge





POSTERS FOR CORPS

These posters are for printing off and sticking inside your corps' building, or on external notice boards.

To print the poster you would like, simply click on the image below and you will be taken to a PDF version. For best printing, set your printer to "Borderless A4".



Click on the picture to find the poster on the website. You can then print it off and put it around your corps' halls.





POSTERS FOR CORPS SHOPS

Although this is the same poster design, it has a different QR code! Please use this poster for your corps' shops.

To print the poster you would like, simply click on the image below and you will be taken to a PDF version. For best printing, set your printer to "Borderless A4".



Click on the picture to find the poster on the website. You can then print it off and put it around your corps' shops.





UPDATING YOUR WEBSITE

Updating your corps' website with a 'Call to Action' is a great way to encourage people to get involved with our exciting first Facebook challenge. We have created some copy that you are free to use, but you are also welcome to write your own more personalised messages to encourage your corps!

Option 1:

Title: Join the 30 Tallest Buildings Challenge and raise funds for [insert corps' name]!

Text: Support Sally Army's first Facebook Fundraiser, and help to raise vital funds. This will be a fun way to get active, to get your family outdoors hunting for stairs, and to learn more about different buildings and countries around the globe.

URL: <https://www.salvationarmy.org.uk/challenge-events/30-tallest-buildings-challenge>

Option 2:

Title: You can make a massive difference to Sally's Army today!

Text: Salvation Army would like to invite you to join the 30 Tallest Buildings Challenge. "Climb" the stairs of the world's TALLEST buildings from your gym or any staircase you fancy. Get active and raise vital funds today!

URL:

<https://www.salvationarmy.org.uk/challenge-events/30-tallest-buildings-challenge>

Link text: Find out more here

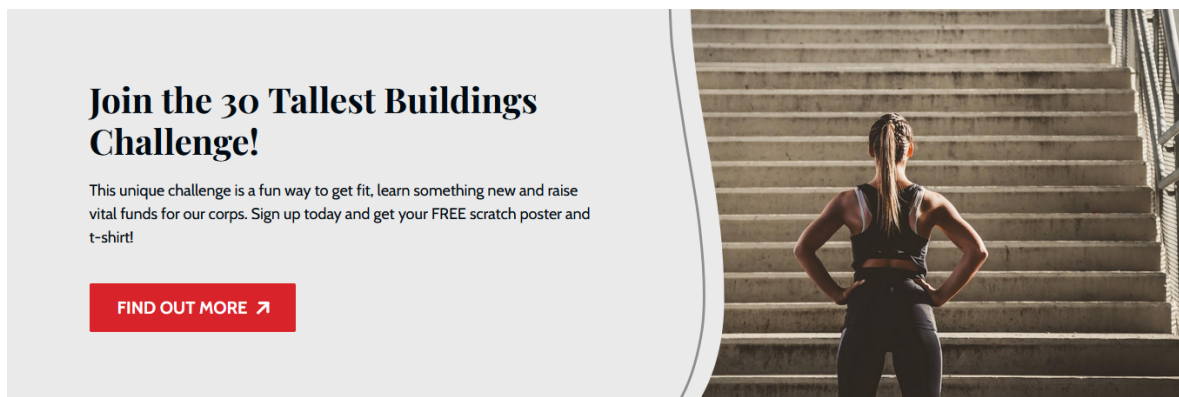




UPDATING YOUR WEBSITE

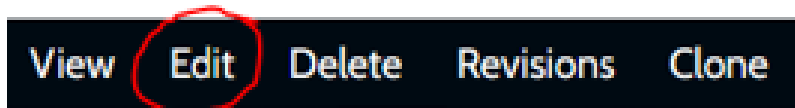
If you are struggling to update your website, we have included a 3-step guide to adding a call to action. You can also contact us at digital@salvationarmy.org.uk for help.

What your call to action could look like:

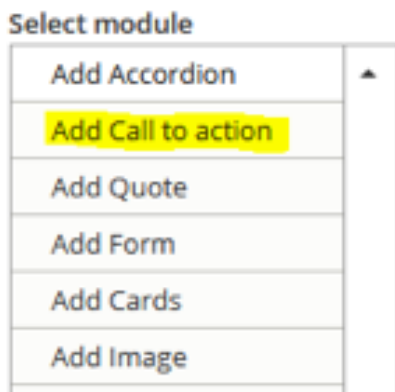


Three steps to adding a Call to Action banner on your website:

1) After logging in, select edit on your corps' webpage.



2) Scroll to the bottom of the page and click the 'Select module' button, and then select 'Add Call to action'.





3) Fill in the blanks and save your changes. Add an image from our toolkit or use one of your own*. Insert the suggested copy above and make sure to [link to the official webpage on the TSA](#) website where it says 'URL'.

Call to action

Remove

IMAGE

No media items are selected.

Add media

One media item remaining.

Title

Text

LINK

URL

Start typing the title of a piece of content to select it. You can also enter an internal path such as `/node/123/` or an external URL, such as `http://example.com`. Enter `<front>` to link to the front page. Enter `<noLink>` to display link text only. Enter `<button>` to display keyboard-accessible link text only.

Link text





Social Media Content

IMAGE	COPY
	<p>Join The Salvation Army's first ever Facebook challenge and raise money for your corps!</p> <p>This June you can climb the 30 tallest buildings in 30 days from your gym or stairs at home, get active, and fundraise for the work our corps do for vulnerable people.</p> <p>Register for your FREE T SHIRT and SCRATCH-OFF POSTER here: https://givp.nl/e/F5Ddntdm</p> <p>Start your Facebook fundraising page https://givepanel.me/fb/nQn7hXa4</p> <p>Get ready to start climbing!</p>
	<p>Are you ready for something spectacular? Come and Join The 30 Tallest Buildings Facebook Challenge!</p> <p>"Climb" the equivalent number of stairs of 30 tallest buildings across the globe from the gym or your stairs at home.</p> <p>Register to get your free T-Shirt and exclusive scratch off poster: https://givp.nl/e/F5Ddntdm</p> <p>Start your Facebook fundraising page https://givepanel.me/fb/nQn7hXa4</p>

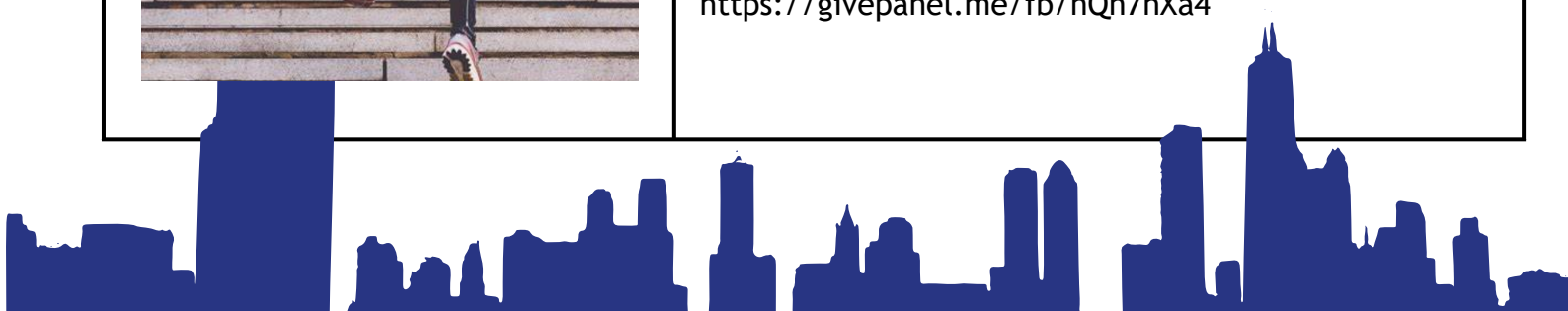




Photo Content

Below are some images that you can use for social media content. You are welcome to take your own 'stair climbing' photos too. Unpolished photos of people in their t shirts and selfies are often more engaging.





Promoting on your website and newsletters - use or adapt the enclosed suggested wording

To: [your corps]

Subject: 'Climb' the 30 Tallest Buildings for [insert your corps' name] or a project of your choice

Dear Supporter,

We invite you, your family and friends, to take part in an exciting new Facebook challenge, starting in June. For the 30 Tallest Buildings Challenge you will be given a scratch poster with 30 buildings to scratch off. Each day, you can choose the number of stairs you want to climb at the gym, at home, or wherever else you fancy. After climbing your stairs, you can scratch off your poster to reveal your building.

The challenge will launch on the 3rd of May. You can join the Facebook group, register for your free t-shirt and scratch poster, and be ready to start the challenge in June.

Get Active

The stair challenge will get you up and active, out looking for cool stairs to take your challenge selfies next to. Some of the buildings have up to 3000 stairs to climb (but there are smaller buildings to climb too!)

Get Fundraising

Set up your Facebook fundraising page and start raising vital funds. There will be lots of support from our Facebook Page which you can join [here](#). All your generosity and hard work will go towards families facing crisis, or a project of your choice.

Take a look at our 30 Tallest Buildings Challenge website [here](#). Join our Facebook group [here](#) to get started! If you wish to take on this challenge for your corps please email 30TallestBuildings@salvationarmy.org.uk

Kind regards,

{Your Name}

The Salvation Army





FIND OUT MORE

More Information Available

The 30 Tallest Buildings website is a fantastic source of information and gives participants all the details they need to sign up and take part.

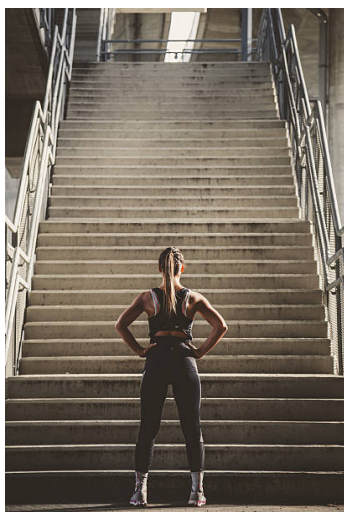
Our challenge website: <https://www.salvationarmy.org.uk/challenge-events/30-tallest-buildings-challenge>

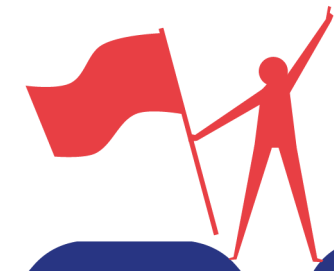
Have a look at our FAQs: <https://www.salvationarmy.org.uk/30-tallest-buildings-challenge-faqs>

Our Facebook Group: <https://www.facebook.com/groups/698740587942000>

Our Facebook Events Page: <https://www.facebook.com/TheSalvationArmyEvents>

Or email us at: 30TallestBuildings@salvationarmy.org.uk





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