



Outreach Committee Meeting – 18.11.2020

Attendance: LB (Outreach Chair), SWC (President), MP (VP), EJ, JL (Publicity), SB (Events), LD, SG (DUCK Rep), CL, CT (Projects), DB, EB, TW (Dash Rep)

Apologies: EMC

Location: A Zoom Call

Introduction to roles

LB explains the various roles across the committee

LB We will try to be more involved with DUCK this year

12 Days of Outreach

LB We are supporting DASH (Durham Action on Single Housing) – supports housing etc. It's been suggested by a couple of people and it links into a few things well.

The 12 Days – to start on the 1st and run into the end of term – for lots of them it doesn't matter whether people are at uni or not. Will organise in pairs – if you need to delegate feel free too.

- 1- Recreate a christmas scene photo (CT, CL)
- 2- Santa's grotto decorating (DB, EB)

Work with DUSVO to do an in person volunteering – will depend on when they have opportunities, and other factors.

- 3- Online concert/carols (LD, EJ)

Spoken to IC (Music Rep), could do a theme of homes, have a few performances. Doesn't have to raise loads and loads of money, more for the sense of community. Get parents to pay for it?

- 4- Pub Quiz (JL, SG)

Pay to enter, then each team that enters comes up with a round – it'd encourage people coming. Also have a round of questions from DASH – split prize between winners and DASH

- 5- Secret Santa Donations (SB, CT)

If you in your house encourage people to do a Secret Santa, then set a £1 higher budget to charity. It all adds up.

- 6- JCR Meeting (sweets in jar) (SG, CT)



How many sweets in the jar, how many candy canes in a photo – winner gets some sort of prize.

7- DASH Take over (JL)

Still needs to be cleared with DASH – not to raise money. Post about what DASH do. Spotlight on where the money we raise goes.

8- Christmas Cards for care homes (EJ, DB)

Been speaking by SA, other colleges are doing this. SA is in touch with care homes. Distribute creative packages etc. Will have to hope people are still around/ have a collection box.

9- Christmas Formal (LB)

Will probably be on the 2nd not the 9th – college are keen. Would be like eating a meal, but would have choir and an address by EA. Would have a suggested donation as you don't have to pay for a formal as you usually would.

10- MTV Christmas Crib (EMC, EB)

People send in photos/videos of their christmas decorated abode. There would be a prize, you'd have to pay to vote.

11- Rugby Carolling video (CL, SB)

Rugby are keen, you'd have to pay for access to it.

12- CRC miles in 12 Days (LD, JL)

Probably would be when most people are home. They want to do an event when people are out of lockdown on the 6th, this could be either moved to then or be tied in.

Prizes will need to be sourced for cheap/v little

CL the period where people are preferred to leave is the 3rd to the 9th, this would

LB Lots of these events make sense to be done before they leave, but lots can be done without being in durham on the day

SB The Days are the days we will post about it on social media. Advertised up until the day, so people are aware of it before.

What is DASH – a background

TW Volunteers for DASH, the Cuth's Rep. "Everyone deserves a place of shelter while they rebuild their lives" – not always for people who are on the streets, people in various circumstances where they can't find a place to live. Help to get them on their feet, find a job. As part of the support we provide care packages. Help them to find a more stable point.

We have got a team of volunteers for social media – we have that nailed down. Someone will be happy to do a takeover.



LB If anyone has questions for TW later please feel free to contact me and I can pass them on

Publicity

JL Plan is to create the Facebook event tonight as a public event – everyone please invite people. Advertise the 12 days as if it was starting tomorrow. It'll bring us up to the 1st of December – it'll help publicise it. For your pairs, make sure that you advertise your event – also keep getting people to follow the IG pages.

LB If anyone wants anything posting, please contact us (might not post immediately due to scheduling)

MP volunteers to help with graphic design at some point

DPOCA Project

SWC Got an email from DT (DPOCA President), they are doing a Christmas project to raise £2020 for various things – each college will be allocated a gift to buy or a donation to make. It's a bit of a convoluted one, but I think we should support it. It could be incorporated into 12 Days, but that may not be optional. We can say no, just wanted to see what people think.

LB My take is I want to support it, but I don't know how we could best promote it alongside 12 Days. I don't want to take away from DASH. It could be confusing. I think it would be better alongside 12 days, not incorporated into it.

SWC I kind of agree. I'm slightly concerned because people will just donate to one thing – people might not have the money for multiple initiatives. I have concerns. It bothers me that there is a target to reach. What happens if we don't hit the target? It's sad. It launches on the 19th – so it runs into the 12 days. We could maybe promote it until the 12 days starts?

LB What are these gifts?

SWC It's quite vague.

SB Last year raising money required a physical presence. Everything being online makes it hard to reach a target. It'd be hard to achieve it then follow it up with a huge 12 Days.

LD I agree. Targets can put people off, leaving it open can mean you raise more

LB I will talk to DT about this ASAP. Relay these thoughts and feelings. We can share the campaign semi regularly until the 12 Days stuff, and then kind of phase it out. Whatever we achieve we achieve.



Holiday Campaign

LB We'd be working with another college, I brought it up with Hatfield, and they'd be keen to do some kind of collaboration. Something similar to previous events with Hild Bede. No solid plans, because could involve something creative with running. There could be a cash prize for a winner, but I'm not sure what the point is being between colleges if it's an individual competition, but we struggled to come up with anything too different. Any further thought?

LD Something like a pound a mile. College that raises the most money wins?

LB That's what the Cuth's HB event last summer was. The competition was the distance, then we encouraged donations.

SB Do some sort of thing where we get someone to do a mile for every pound donated? Something like the ice-bucket challenge last year.

LB I'm keen to have money from both colleges to go to the same cause. I like this idea.

Projects

LB Spoken to schools. Rugby club is unlikely to run before exams. Headmistress will be in touch, they are keen for this to be a long-term project. FRAMDA are keen to operate ASAP. They've been running a FRAMDA-esque club. There's a lot of interest. They'll be in touch as soon as they know what post-lockdown will look like.

DUCK

SG We met with the DUCK college rep. She wants to get all the DUCK reps from all colleges in a big group to increase coordination and communication.

LB To add to that, if you cannot think about where to find resource etc, it's very likely DUCK will have some. If you do find yourself stumped, contact SG and she will contact central DUCK.

Naked Calendar

LB We always decide the charity for the Naked Calendar – usually for a food mental health/body positivity cause. For this one I will make a poll and then we'll vote in the group.