

Make a Difference

Calendar Girls/Boys

What is it?

A charitable team building challenge contributing to worthwhile projects.

Groups work together to design, produce and market a calendar - the proceeds of which go towards a chosen charity or project.

How does it work?

A charity or cause is chosen, and this could be local, UK based or in a less developed country. We can assist in the selection, with the charity being new to your company, or one you already support.

By pooling skills, talents and resources, teams then embark on a mission to design and create a calendar from scratch. Initially teams plan the calendar design, content and production – and with delegation being important, individuals decide which project task suits each member's skills best.

Whether you feature semi-nudes or semi-artic lorries, the calendar's style and theme are up to you, and could be as normal, outlandish or racy as you like.

The challenge can be undertaken in one of two ways: Teams can either work together on the whole of the calendar, or divide into sections to work on certain months or groups of months.

We will liaise with the charity, as well as provide any practical support. We will organise a venue, and supply project help - including resources, expertise and information. Teams also allocate a set budget for extra materials, resources or manpower. Photographers and design assistants will also be on hand to help in the creation of the calendars.

With the final product ready to be printed and distributed – teams can devise a marketing strategy to optimise revenue from the calendar. This may mean organising a creative poster or PR campaign, finding donated media space and negotiating sales outlets. Whatever steps are taken, the results will ensure the chosen charity or project receive a valuable gift.



Make a Difference

Calendar Girls/Boys

Who is it suitable for?

- All ages, genders, or backgrounds
- Teams seeking improved personal motivation and intra-team communication
- Any team needing to build self confidence
- Organisations wanting to develop teamwork
- Any organisation wishing to forge links with a community

What are the benefits and outcomes?

- Time management, organisation and communication skills
- Work towards a common goal
- Leaving a valuable legacy
- Corporate responsibility and company recognition
- Gratitude and acknowledgement from those benefiting

Enhancements and Options

- Take on the challenge without emphasis on a charity, and create your own company calendar 'just for fun'
- Capture the event with a comprehensive project video - having the potential for Internal or external PR opportunities

