



CRICKET LEADERS

Welcome Pack

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Dear Young Leaders, Parents and Carers

Thank you for registering your interest in the Young Leaders in Cricket programme. We hope you decide to come on board and join the list of 3,000 previous leaders that have completed the programme.

This document is designed to outline the next steps should you wish to register and sign up for the programme.

We understand that this is a lengthy document and would not recommend reading it all in one go. You should use this as a reference guide for any queries that you may have as you go through the programme. If you cannot find the answer within the Welcome Pack, please feel free to contact us. One important initial point to note is that registration can only be completed by a parent/guardian for their leader. Our child protection procedures prohibit the leaders' themselves registering for the programme as there are some important consent questions that require the parent/guardian to answer.

In addition, it is also important to note that once your leader is on the programme, they should not email/text/phone anyone administering or tutoring on the programme at any stage. All communications about the programme should be carried out by the parent/guardian and Cricket Leaders to ensure our safeguarding pledge once again is carried out.



We've listened to feedback from our previous leaders and have now entered into an exciting partnership with AJ Sports to supply Cricket Leaders branded clothing. The registration form gives each parent the opportunity to include a Polo Shirt with their registration fee.

The link to see the shirt is below.

Cricket Leaders Sportswear Shop

We have not made this mandatory for leaders, but we would recommend taking this option on the form if you are able to. Our previous leaders' have indicated they enjoyed the opportunity to wear a shirt promoting the fact that they are young leaders, when they have been carrying out their volunteering and fund-raising activities. Just to confirm you are under **no obligation** to buy the shirt.

If you do select this option, you will be taken to the online shop managed by AJ Sports where you can place your order. You are also free to order any of the other items in our shop if you wish but you are under no obligation to do so.

The pledge document is now online and should be reviewed before or as soon after registration as possible. The link can be found:

Young Leaders in Cricket Pledge

The pledge is your opportunity to understand what is required from the Young Leader in terms of behaviour and commitment to the programme.

Once the registration process is complete, Cricket Leaders will add your email address to our mailing list and begin sending out updates about the programme. Please can you therefore check your junk/spam folder for your email address and mark our email as not junk or spam as we have had feedback from other parents/guardians that this has been an issue for them in the past. If you do not receive a communication within two weeks of signing up, you should email info@cricketleaders.org.uk to advise us.

The rest of the pack takes you through the programme.

If you have any queries, please email us at info@cricketleaders.org.uk

Welcome to the programme!



On the Programme – Next Steps

Now that you have registered for the programme, we can take you through the next steps and give you some more information about how the programme will work.

The main website is <https://cricketleaders.org.uk/> and this is where you will refer to for general information about the programme. We will load this Welcome Pack onto the website along with the volunteering template form, fund raising form and a programme progress tracker form to make it easier for you to view/download.

Courses will be found on the Spond website, and regular updates sent.

Once you have registered for the programme, we will send you an email invite with a link on to join our communications platform, Spond. An example is shown below:



You have been invited to the group

Hornsey Cricket Club Young Leaders

To receive information and participate in the group you need to accept this group invite

[Respond to group invite](#)

Contact person christopher whitaker

chriswhitaker@cricketleaders.org.uk +447500992657

SPOND AS Myntgata 2 0151 Oslo Norway
If you want to unsubscribe from future notifications [click here](#)

This email has been scanned by BullGuard antivirus protection.
For more info visit [www.bullguard.com](#)

Once you have accepted the invite, please download the App on your phones. Please note you do not require a group code to input, you have been automatically added. Just tap on the blue roundel to check you are listed.

This is where you will receive the vast majority of our communications. You will find our communications under the tab highlighted below:



16:00 ↗

+

Home

Events Posts Payments Polls

This week Upcoming ▾

A large calendar icon indicating no events are present.

No events

Tap + to create a new event

A red hand-drawn style arrow points from the "Messages" icon in the bottom navigation bar to the "Upcoming" dropdown menu, likely indicating a feature or a placeholder for future events.

Home Notifications Groups Messages Fundraising



Each time we add a new course, we will invite leaders from that County/Region/Club to book onto a module. There are two online courses (Fund Raising with social media and Mental Toughness) which are not restricted by region so we will periodically email out the link for these open courses. The link, whether an open course link or an invite to book link will enable you to book your place on a particular module.

It is also important to note that if your details change such as address or contact numbers, you need to let us know as soon as possible so we can ensure you continue to receive updates.



Booking and attending modules

Now that you have registered and know where to access the modules, you will need to book your leader onto the various modules.

There are four face to face and two online modules to book onto (we may choose to add further modules):

Face to face

Young Activator course (the coaching module)

Young Officials course (the umpiring module)

First Aid Awareness

Groundskeeping & Environmental Awareness (the grounds keeping module)

Online Workshops

Mental Resilience

Fundraising (how to and understand its purpose)

Safeguarding Awareness

When booking onto a module, you will select the option that is suitable and add it to your basket. The site works very similarly to most retail sites so once you have added your course to the basket, you will then need to check-out the process completely. There will be no cost to these modules, but you will need to check-out



Once you have completed the process, you will receive a message to confirm your booking.



Thank you for signing up to Fundraising with
Social Media Tuesday 1st March 18.30
Online Course delivered via Zoom!

You have been registered! Please feel free to contact the club
with any questions!

[Go back to the course overview](#)

Without the confirmation, your place is not guaranteed so please ensure you see the confirmation page at the time of booking.

You will also receive an email confirmation.



Order receipt for Fundraising with Social Media Tuesday 1st March 18.30 Online Course delivered via Zoom

Items

Andy Littlechild

Fundraising with Social Media

Paid to

Name

Young Leaders in Cricket

Details

Date

25. February 2022 16:09

If you want to unsubscribe from future notifications, [click here](#)

Once a module is booked, if you wish to cancel the booking you will need to email us. There is no facility to cancel bookings on the site.



What to wear

Lots of parents ask us what their leader should wear and bring with them for the modules, so here's a guide for you to refer to.

The Activator and Groundskeeping modules will be outside at some venues for elements of them so appropriate warm clothing may be required. Please consider sun cream and plenty of water for sessions in hot weather and warm clothing and rain jackets if the weather is not so kind on the day.

Comfortable clothing is best for the modules. Leaders don't have to wear cricket trousers or cricket shirts and won't need to bring any cricket equipment with them. Their YL polo shirts are ideal, or any other top of this nature is fine with track suit trousers and trainers. During the first aid module, there are elements where the leaders will be practicing the recovery position on the floor so trousers, they don't mind getting dusty, for both boys and girls is advisable.

If you did not order a polo shirt during registration but wish to change your mind, you can always visit the shop, this is entirely optional.

Cricket Leaders Polo Shirt

If your leader is attending an all-day session, we advise they bring a packed lunch and plenty of drinks with them as we cannot guarantee the venue will be able to supply these. Additionally, if a module is straight after school, it may be advisable to ensure they have enough snacks/drinks to keep them going. Leaders should also bring a pen along for the modules too.

If your leader has a medical condition that requires them to have medication such as an asthma inhaler or an auto injector (Epi-pen), please ensure that they have this on them at all the modules. If you wish to discuss any other type of medical condition or consideration, we need to take account of, please drop us an email before the event.



Frequently Asked Questions about the Young Leaders Programme

Does attending the courses count towards the twenty hours volunteering?

The courses are designed to assist the Young Leaders in their volunteering activities and **do not** count towards the 20-hour figure.

If the leader has an injury, can they still attend the courses?

The first aid course and the coaching courses have practical elements within them so if your leader sustains an injury, please let the coordinator know in advance. There may be occasions when an injury will not affect the course, but it is wise to allow the tutor for the course to advise. For the First Aid course, all leaders will be expected to be fit enough to perform CPR on the floor to the required standard and place others in the recovery position. The umpiring and grounds keeping modules should be fine to attend.

Where do I send my volunteering hours too?

All records of volunteering should be kept and can be submitted via the Resources page on the website, once it has been signed off by your club or school.

Will I receive a certificate for the courses I have completed?

Yes the certificates are sent at the end of your programme and if you have completed all the modules and volunteering hours and the fund raising you will be entitled to a Completion Certificate.



Can I volunteer more than 20 hours?

Yes, all leaders can volunteer as much as they choose to, and the top three leaders receive a special prize at the awards presentation.

Can I use any other volunteering to complete my hours?

Yes, any volunteering that is providing a service to the community can be considered. Please be sure to get the volunteering hours signed off by an adult involved within the activity. We would obviously like as much of your volunteering to be cricket based but would consider all types carried out.

When should I return my fund raising and volunteering sheets?

The end of the programme is **October** so we request all paperwork to be returned by the first week in September. We would appreciate the fund raising to be sent over as soon as it's completed.

Please email admin@cricketleaders.org.uk when the funds are submitted. Please advise of the total amount raised, and the recipients of any additional fundraising as we are keen to recognize any outstanding efforts from Young Leaders.



Volunteering

This section goes through the volunteering in more detail. Please find the link to download your volunteering form from our resources tab

Resources

Each leader is required to complete a minimum of twenty hours volunteering in their local community. This may be with their club, school, or a combination of both.

We would encourage leaders to volunteer in a variety of different aspects of cricket to utilise the skills they have gained from the modules. Assisting at coaching sessions is a great way of volunteering but please do consider officiating at matches or festivals as well as helping with the upkeep of your own club or school cricket ground.

You don't have to complete the modules before volunteering so download your form and make sure you take it with you for each activity. The leader of the activity should be asked to sign off your volunteering as you go along. As previously mentioned, you can volunteer as many hours as you like. However, you are under no obligation to complete more than the 20 hours requested, we appreciate the effort you put into your volunteering.

Once you have completed your volunteering, use the online volunteering form to record your hours

We like to recognise Young Leaders who go above and beyond, please let us know about your stories.

Fund Raising

This section goes through the fund-raising module in more detail. Please find the link to download your fund-raising form below from our resources link.

Resources

Each leader is required to complete a minimum target of £70 fund raising in their local community. This may be with their club, school or as an individual. You can also decide on combination of all.

The target of £70 goes back into the Cricket Leaders programme and ensures that we can run the programme for years to come. This is a separate aspect and is additional to the registration fee that was paid at the time of joining the programme.

Once again, like the volunteering, leaders can raise more than the £70 target if they wish to do so and prizes are awarded to the top three fund raisers. There are several options for the leader to choose in this case with the excess over £70:

1. Donate the entire total to Cricket Leaders and help sustain the programme for future Young Leaders.
2. Give anything over the £70 to their Cricket Club.
3. Give anything over the £70 to our chosen charities, the Ben Daniels Memorial Fund in association with Cardiac Risk in the Young (CRY), Ruth Strauss Foundation.
4. Give anything over the £70 to your own chosen charity.
5. A combination of the above.

Please send your completed fund-raising form over to us by email or post and your fund raising to us either by cheque (made payable to "Cricket Leaders CIC") or via Bank transfer to:

Natwest Eltham Branch

Sort Code 60-07-37

Account Number 49408941

Account Cricket Leaders CIC

Please use your leaders' name as a reference.

Please remember, if you decide on options 2-5 above, do let us know your overall total and not just indicate the £70 figure to us as we like to recognise your achievements wherever we can.

Fundraising for Cricket Leaders – A Guide

- **What is Fundraising?**

Persuading people to part with money to support the cause you are supporting. It involves a campaign!

- **The Cause**

Will be something you feel passionately about.

It may be a charity, a crisis fund, an appeal or indeed anything you are involved in which needs to raise funds.

The more specific the better (examples)

The worthier the cause, the easier it will be to raise money

- **Who will give?**

Everyone has money or access to money, but not everyone will give

Those who identify with your cause are more likely to give

You need to identify those who you think are most likely to give

You need to make a list of those people and their contact details so you can make an approach and monitor response

- **How much should I ask for?**

That depends on how much you want to raise and how many people you are asking to give and what percentage of those you ask, you expect to give?

Example 1: you need to raise £100 and you have identified 100 people to ask to donate. If they all gave £1 then you would reach your target, but not all 100 will give. If you expect only 1 in 5 to give, then you need an average donation of £5 to meet your target. In this example, if we assume that £5 is not too much to ask for, then assuming you have your sums right, if you ask

for £5, you will raise a minimum of £100 and you may find some of the other 80 people give something to enable you to exceed your target

Example 2: You need to raise £100 and can only really ask your family to donate of which there are 10 targets and it is not unreasonable to expect them all to give something. They would each need to give £10. To increase your chance of reaching the target you could ask for a specific amount of £20?

Example 3: You need to raise £100 and you have identified 1000 people who you don't really know but who you think will be sympathetic to your cause who might be prepared to contribute something. That would be an average donation of 10p. Sounds reasonable.... surely, we can all afford 10p!...However many will not give and in fact the more people you ask who you do not have a personal connection with the more unpredictable it becomes. In this example you may just want to ask for a donation, however small. Alternatively, you may want to suggest an amount of £1. It would take 100 people out of the 1000 to donate £1 to enable you to reach your target (a 10% response rate)

- How should I ask?

Basic rules about asking are:

Make a clear and simple statement about what you are raising money for – the cause.

Explain why you are doing it.

Give an idea about the difference the funds you raise will make to your cause.

Be polite.

Keep it brief.

Explain clearly what the donor needs to do to donate.

Make sure you say thank you.

- What channel should I use to ask?

By channel we mean what communication technique.

There are many.

F2F: Often sitting in front of someone is the most effective way

121. Phone call works, but only if you know the person

Email: Used a lot but again effective if you know the recipient Facebook/

Instagram/TikTok: gets to those close to you and easy to post



Bluesky: as above

Letter: people like to receive personalised letters, particularly those you know

Meeting: inviting people to a presentation meeting can work well

Advertising/PR/posters/direct mail: all used extensively in large campaigns

You need to decide which channel or channels are most appropriate for your campaign. Please be careful when communicating with people you don't know to ensure your own safety. **Never** communicate with a stranger either face to face, via text/phone or social media.

- Asking

Once you have your cause, decided how much you need to raise, who you are going to ask, how you are going to ask, through which channels, then it's time to go ahead and ask.

Timing is important. Ask at a time when the donor is most likely to have time to consider your campaign.

You may need to ask several times

You certainly need to keep an accurate record of who you have asked, when you asked them and what the response has been. Keeping accurate details is important when it comes to chasing and knowing how to adjust your campaign in the future.

- Other considerations

Try sources where you are most likely to raise money first.

Do I have a bank account ready for money?

Give feedback of how the campaign went to all who you asked.

Good Luck!!!



Fund Raising – How can you support Cricket Leaders as Parents or Guardians

As parents or guardians, there is a great way you can join in and help support Cricket Leaders without spending a penny of your own money.

We're using a great website called easy fundraising to help raise money for Cricket Leaders - simply by shopping online.

Easy fundraising turns your everyday online shopping into FREE donations when you use easy fundraising to shop with over 3,500 retailers such as Amazon, eBay, John Lewis, Argos, NEXT and Booking.com.

Our retailers then make a small donation to say 'thank you' and easy fundraising gives those free funds to the cause.

Please register using this unique link – just search for 'Cricket Leaders' and click 'support us' -

<https://www.easyfundraising.org.uk/invite/2NZLQ8/QXVXFO/>

Plus, once you've signed up and raised £5 in donations, easy fundraising will give us an extra £5 donation.

There's no catch or hidden charges and Cricket Leaders will be really grateful for your donations.

Thank you,

For a short video on how easy fundraising works, click below

How to Fund Raise for the YL programme