



Unite 2021

Guidance to Leaders

We're excited to present **Unite 2021**: a free digital event, open to all members, which will be full of activities, challenges and worship that young people, their families and leaders can get involved in. This will take place over the late May Bank Holiday weekend – 28th to 30th May 2021.

Through this digital event we believe we will provide opportunities for:

- Our members to engage in fun and exciting activities and not miss out on the camp experience.
- Children and young people to get into the Bible and have the opportunity to come to know Jesus for themselves through our interactive worship sessions.
- Our leaders to continue engaging with the BB family and build on their well-established relationships with children and young people and their parents/carers.
- Opportunities for Leaders to share and learn with each other through dedicated workshops.
- Young leaders to directly engage with the strategic vision of the BB.

How will it work?

The **Unite 2021** programme is focussed on the Company and Senior members engaging in activities either in their home supported directly by their parents/carers, or at their Church/BB Venue supported by their Leaders. Content throughout the weekend will be posted onto our social media channels (YouTube – @UniteCamp, Facebook - @UniteBB, Twitter - @UniteBB, Instagram - @UniteCamp) with some live sessions being streamed via our Facebook and our YouTube Channels. Throughout the pandemic, we have seen a number of Companies providing their own online and socially distanced programmes for their members to participate in, which is fantastic. We hope that **Unite 2021** will help support all leaders to be able to offer online and remote programming opportunities to provide them with different activities they may only get involved in at a Camp or Residential experience within their own companies.

Read on to find out more about what we are providing . . .

Unite 2021 Programme

The **Unite 2021** Programme will feature a number of activities throughout the weekend which young people, their families and leaders will all be able to get involved in.

The activities have been designed for Company and Senior Sections and the content will be launched across our Social Media channels throughout the weekend (YouTube – @UniteCamp, Facebook - @UniteBB, Twitter - @UniteBB, Instagram - @UniteCamp) and some activities will be done via

Zoom. For some programme items, the idea is that young people, supported by their parents/carers and/or leaders, will engage with the activities as per the programme times however we understand that some may also want to choose which activities they would like to have a go at.

The activities and challenges will be posted on our social media channels as either a video or a picture post with an explanation of how our young people can get involved. The worship sessions, and a number of others throughout the event, will be live streamed on our YouTube Channel and our Facebook Page and will be interactive to allow for young people, parents/carers, and leaders to engage in real time.

The activities that are to be held via Zoom will require groups, parents/carers or leaders to sign up in advance and this will be advertised via our Social Media channels.

There is encouragement alongside most activities for a parent/carer or leader to share what young people have been up to with their group directly or on social media platforms using the hashtag **#UniteBB**.

Competitions

There will be a number of competitions across the weekend that young people can get involved in, supported by their leaders or parents/carers. These are: **'The Quiz'**, **'Taskmaster'**, **'Unite's Got Talent'**, **'Bake Off'** and **'Scrapheap Challenge'**. For these activities, winners may be announced at the end of the activity or during closing worship on Sunday 30th May.

Worship & 'Thought for the Day' Videos

We're so excited to have Dez Johnston from Alpha joining us again. Dez has become a familiar face in the BB recently and particularly with Unite as he brings so much energy to our worship sessions. Last year also showed off his tech skills and this year we'll be taking this to a new level this year and will make the worship sessions as interactive and engaging as possible.

This year's themes for the talks will be following on from our Programme theme of "Unite TV... Challenge Accepted" as we look at characters in the Bible who were set tasks by God and how we can look to Jesus to help us overcome challenges and difficult times in our lives. We'll look at the story of Jonah and the various times the disciples were sent out by Jesus. It might be a good idea in the lead up to look at similar stories and passages in your Christian faith classes in the lead up to the event.

Our pastoral team will also be on hand throughout the weekend and will be starting our mornings alongside the camp workout with "Thought for the day." This was a really popular section of the programme last year and this year we will be thinking about how we view mental health in light of our faith and our whole person being created in the image of God.

The Programme

The programme for **Unite 2021** is below. We encourage you to share this with your young people, their parents/carers and all the leaders in your group before the weekend so that you can prepare, participate and engage with the programme as much as possible.

Friday:

5:45pm – Welcome to Unite 2021

Join us as our Event Leader – Adam Morris – kick-starts the weekend and welcomes us to Unite 2021. Find out what activities you can get involved in and see some familiar faces.

6:00pm – Opening Worship

Our first session together will be headed up by the Unite band bringing back some old favourites and introducing us to some new Unite anthems before we hear from a few groups who have tuned in live with us over Zoom. Dez will then start his mini-series of talks for the weekend looking at challenges set by God and how He helps us overcome trials and hardships. The Unite band will close us out before we get a heads up of what's to come for the rest of the evening.

7:00pm – Taskmaster

Get ready for interesting, yet ridiculous, tasks as we challenge your creativeness and competitiveness. Send in your entries and then join us to see who can be crowned the Unite Taskmaster Champion. Points will be rewarded for speed, creativity and anything else the Taskmaster decides!

8:30pm – 'Make with Me' – S'mores

Grab your ingredients and follow along with Alexie, as she shows us how to make s'mores ready to eat around the campfire.

9:00pm – Campfire

Before we go to sleep and get ready to start a fun-packed weekend, grab your s'mores, get your hot chocolates made and join us round the campfire to sing our favourite songs, and maybe even toast some marshmallows!

Saturday:

9:00am – Camp Workout

A staple activity at Unite - join Nicole for an energising way to start the day! Get ready and get active - you won't need any equipment just bring yourselves, and maybe some family/friends, and have a go.

9:30am – Thought of the Day

Graham helps us take some time to rest after the workout and think about mental health. It doesn't need repeated that many of us struggled with the isolation of lockdown but it's so important to reflect on this through the lens of the Bible that tells us we are created in the image of God and that He cares for our anxieties.

10:00am – Bake Off

The Bake Off is back, and whether you're a novice in the kitchen, or a seasoned professional, this is a challenge for you! Choose from either the Bake-Off Challenge, the Technical Challenge or the Showstopper Challenge and send us your pictures to be in with a chance to be crowned one of the Unite Star Bakers.

10:00am – Leaders Workshop: HQ Update and Feedback.

Calling all Leaders: as part of this virtual camp, we thought it would be a great opportunity to host a number of virtual workshops. It will be on a first-come-first-served basis, so keep a look-out and get booked on. This morning will be a HQ Update and feedback session from our CEO, Jonathan Eales.

11:00am – Finding Dez Escape Room (Zoom)

Do you have what it takes to crack the code and beat the challenges to figure out where Dez has gone and bring him back in time? With your team, work your way through 7 challenges putting your brain to the test. This session will be hosted on Zoom. It will be on first-come first-served basis, so keep an eye on our social media challenges to book your groups place.

1:00pm – Scrapheap Challenge

Your challenge, if you chose to accept it, is to build a 3-hole crazy golf course! Raid the recycling bin and gather your junk to build your course using cardboard, plastic bottles... and anything else you can find. Make sure that one of the holes has an obstacle which lifts the ball from the ground (a ramp, see-saw etc.) This can be done inside or outside, just wherever you have the space.

2:00pm – Magical Mayhem (Zoom)

Join us on Zoom for Magical Mayhem as we are joined by Paul Brown for some interactive magical fun! Sign up to take part and receive the Zoom link.

3:00pm – Community Challenge

We want to know what you've been doing since Unite 2020! And in particular what you have been doing to support and look after others through the lockdowns. All over the country we have seen people doing shopping for those who have been self-isolating or having a cup of tea in the garden with people who live alone. We know BB, GB, youth groups and churches are a big part of the community and that you all have great ideas that make a difference. Let's hear all about it and celebrate the kindness in our communities.

4:00pm – Leaders Workshop: Programme Update and Feedback.

Calling all Leaders: as part of this virtual camp, we thought it would be a great opportunity to host a number of virtual workshops. It'll be on a first-come-first-served basis so keep a look out and get booked on. This afternoons session will be a Programme Update and Feedback session with the Programme Team.

5:00pm – Worship

Dez and the Unite band are back to continue where we left off on Friday night. We've got more worship to singalong to and space to engage with the Bible with Dez and encounter Jesus.

7:30pm – Unite's Got Talent

Unite's Got Talent is back - get involved and show off your best singing, dancing, acting, lip syncing or any other skill you want to show ... the possibilities are endless! Submit your videos to impress the judges, and everyone else watching at home, to see if you can be voted the Winner of Unite's Got Talent.

Sunday:

9:00am – Camp Workout

A staple activity at Unite - join Nicole for an energising way to start the day! Get ready and get active

- you won't need any equipment just bring yourselves, and maybe some family/friends, and have a go.

9:30am – Thought of the Day

Adele helps us take some time to rest after the workout and think about mental health. It doesn't need repeated that many of us struggled with the isolation of lockdown but it's so important to reflect on this through the lens of the Bible that tells us we are created in the image of God and that He cares for our anxieties.

10:00pm – FunScience with Chemical Cress

Cress Bullock from FunScience is here show you how to do some science experiments from the comfort of your own home or church. .

11:00pm – Alphabet Selfie Challenge

This selfie challenge will tap into your adventurous side! Go and check out your surroundings and see if you can find something beginning with every letter of the alphabet and get a selfie with it. Tag us on social media using **#UniteBB** to share your selfies.

1:00pm – Challenge Hour

Can you win it in a minute? Go head-to-head against your Company, your family and friends or challenge someone else on social media and see who can complete these challenges the quickest. We have a number of challenges that we want to see you complete - have a practice, then try and complete them within one minute. Some are easier than others, and some are more difficult than they seem. Share your attempts with us on Social Media using the hashtag **#UniteBB** - can you beat our Unite Leaders?

1:00pm – Young Leaders Workshop

Calling all Young Leaders: join us for a Young Leaders Workshop focussing on how the Young Leaders Sub-Committee can support Young Leaders across the BB. It'll be on a first-come-first-served basis so keep a look out and get booked on. Today's session will be an interactive session with the aim of getting to the heard of what our Young Leaders want from the sub-committee as well as from the Brigade as a whole.

2:00pm – Cornerstone Craft

Cornerstone crafts have always been a hit at Unite and we want to bring this to you where you are. Zoe will be guiding us through this and will make it easy for everyone to make their own stained-glass candle – make sure you check the equipment list before!

3:00pm – Unite Quiz

Join us for our Annual Unite Quiz. Gather your team to test your knowledge. With some weird and wacky rounds thrown in to give us all some laughs and keep us on our toes, who will be our winner this year?

4:00pm - Worship

We'll have the band finishing on a high, and the various competition winners announced, then we close out our weekend with a final challenge from Dez on how to face and tackle challenges knowing God is on our side.

Taking part in Unite 2021

Whilst many regions are beginning to return to face-to-face sessions, but we are unfortunately still unable to go to our camps as normal, the **Unite 2021** programme offers us an opportunity to keep

in touch with our members and for them to continue to participate in a fun and exciting Camp programme.

We want to encourage leaders to get involved and offer this programme to their young people. This can be done in a number of ways:

- Remotely with members via Zoom or other video conferencing platforms
- Remotely to members by sharing these opportunities with parents/carers
- Physically in a COVID secure way

The best way to get involved is via our Social Media channels (YouTube – @UniteCamp, Facebook - @UniteBB, Twitter - @UniteBB, Instagram - @UniteCamp).

To consider how you might go about doing this we suggest you get your staff team together to plan how this will be offered – it would be great to involve as many leaders as possible and encourage them to get involved in supporting **Unite 2021**.

There are many different ways you could share these opportunities with members including:

- Physically together at your groups' premises
- Virtual sessions using Zoom or other video conferencing platforms
- Email
- WhatsApp Group
- Social Media (Facebook/Twitter/Instagram)
- Closed Facebook Groups
- Website
- Text Message
- Post/Letterbox
- Telephone Call



Further down this document you can find some advice about using the above methods to keep in touch with members and encourage them to get involved in **Unite 2021**.

It is important to **remember that leaders MUST communicate directly with parents/carers** and MUST not directly communicate with children and young people. The only exception is where appropriate measures are put in place with the Seniors age group (15+), where there is either a minimum of two leaders involved in all communications or parents/carers are included in group messages/chat.

In deciding how you want to share the programme and engage with **Unite 2021**, there are a variety of ways to want to get involved. You may want to share the social media posts, or attach the programme to a post, on your own channels; dependant on restrictions in your area, and completion of relevant risk assessments you may meet with your group at your venue/outdoors to take part in the activities; or you can direct parents/carers to the content on the Unite Social Media Channels (YouTube – @UniteCamp, Facebook - @UniteBB, Twitter - @UniteBB, Instagram - @UniteCamp). From here they can get directly involved with activities throughout the weekend as they are published, as well as announcements and reminders in the lead up to the event.

Leaders may want to consider running **Virtual Sessions** - [click here](#) to see additional guidance to support you running 'Virtual Sessions'.

Encouraging Engagement & Sharing Activity

We believe the key to engagement with this programme is encouraging young people, groups (and their parents/carers) to share what they have been getting up to. Most activities suggest they share

a photo or a video of the activity on social media using the hashtag #UniteBB. Alternatively, leaders could encourage young people, and parents/carers to share with the group.

Sharing what the group have been up to can be done in a variety of ways and does not have to involve posting on social media but could instead be a photo or video sent to a specific email address, or posted on a WhatsApp group, potentially whatever method you use to share the programme in the first place with parents/carers could also be used for the parents/carers to share photos/videos with you.

If some of your members take on activities and share how they got on, this will encourage other members of the group to have a go and really help to boost engagement. To keep engagement up, try to regularly acknowledge posts and interact with parents/carers.

In all cases, if the group is sharing photos/videos of children and young people in an online setting or with BB Headquarters, please ensure you have the appropriate consent before you do so.

If you are unable to meet outdoors or socially-distanced indoors with your group, and will not be hosting virtual sessions, leaders could also consider recording video messages and sharing these with parents/carers, so that the child/young person's sees a familiar face – this could be an opportunity to encourage them to get involved with the various activities that are taking place over the weekend. Please be aware of your surroundings when recording any videos, also consider appropriate dress and who / what else can be seen before sharing any video content.

Sharing with Non-members

We would also like to encourage leaders to share the programme with non-members. You could do this by encouraging parents/carers of existing members to share this with friends and/or by posting details on how to access the programmes on local community forums and encouraging them to go to our Social Media channels (YouTube – @UniteCamp, Facebook - @UniteBB, Twitter - @UniteBB, Instagram - @UniteCamp).

This could provide a fantastic opportunity not just to support the wider community, but also to recruit new members for when we are able to return to our normal programme and face-to-face meetings.

Donations

Whilst we are providing the event for free for our members and members of other organisations, to facilitate us hosting the event this year, we are using our reserves to provide as much as possible to you, including these packs. If you or your company feel able to donate towards the event, you can send a cheque or bank transfer using the following details **The Boys' Brigade, Barclays Bank, Sort Code 20-65-90, Account No 20140686**. Please reference **UNITE DONATION** when sending this to ensure this comes to the Unite Fund. Please also email the HQ Lead for the event, Vaughan Staples v.staples@boys-brigade.org.uk so the donation can be recorded. Thank you in advance for any support you can give the event.

Any Questions & Feedback

If you have any questions you can get in touch with our Volunteer Team by emailing Unite@boys-brigade.org.uk. We would also really value your feedback, so please get in touch to let us know how you get on with the programme. If you have any specific issues related to the event you wish to discuss, you can contact the HQ Lead for the event, Vaughan Staples at v.staples@boys-brigade.org.uk or call **01442 509515**.

If you are concerned about anyone in your Company, please share any concerns with your Captains and Chaplains. For further advice please contact Debbie Moore, Safeguarding Manager at safeguarding@boys-brigade.org.uk or call **01442 509534**.

Additional Notes

Methods of Keeping in Touch & Engaging with Parents/Carers

Open Social Media Pages/Profiles (including Twitter, Facebook, Instagram)

On an open page/profile you can post updates from an official Company account which, in theory, can be seen and interacted with by anyone. However, a user would have to like or follow the page for posts to show up on their own feeds. Many Companies and Battalions already use these mediums to promote their activities and events to a wider audience.

An example is the BB UK & RoI Facebook page at facebook.com/theboysbrigade

You could post activities on the page and encourage parents/carers to get their children involved and then share feedback/engagement. On Facebook, anyone can comment on a post and include photos or videos, but some moderation is required as there is a risk that unsuitable comments could be made. You should always ensure that at least two leaders have Administrator access to the page/profile. A reminder that leaders **MUST** not engage in direct 1:1 chat with children and young people.

Users can also post to the page as a visitor; these are visible to everyone and as an admin you have the option for these to appear immediately or to be moderated before they are visible.

The limitation with these mediums is that not all parents/carers will necessarily be social media users. A potential option is to deliver the **Unite 2021** programme by other means and encourage parents/carers to share feedback/engagement, and then post updates from your page to show how children and young people are getting involved. You will need to check you have the correct photo consent for this.

Further advice on can be found in our additional resource on '**Setting up and making use of Social Media**'.

Closed Facebook Group

These are a way of sharing information in a private setting (as opposed to an open page). To become a member of the group, an individual either must be approved or invited by an admin.

You could set up a closed group for which membership is limited to leaders and parents/carers. The group can be set to only allow admins to post, or to allow posts from any member. If you allow posts from anyone, there is the option for posts to appear immediately or to be approved by an admin first.

You could encourage parents/carers to post to share feedback/engagement. If they do so, their message will be visible to all other members of the group, but not be visible outside the group.

Further advice on can be found in our additional resource on '**Setting up and making use of Social Media**'.

WhatsApp Group

WhatsApp is a messaging app that is available on most smartphones. It allows fast and simple communication with others, including the ability to create groups.

If you are setting up a WhatsApp group to communicate with parents/carers, it is important to ask their permission before adding them to a group. This is for privacy reasons: group members can see who else is a member of the group along with their phone numbers. You could either simply ask for a parent/carer's permission (ideally in writing) or send a group invite link which they can use to join the group themselves.

WhatsApp allows two forms of groups:

- Only admins can send messages: This setting is useful if you only want messages to come from admins, meaning that the group is focussed on key messages that you want parents/carers to see. Feedback/engagement from them within the group would not be possible, instead you could encourage them to share activity by other means (social media, email etc.).
- Anyone can send messages: This would mean much more feedback/engagement is possible as parents/carers could share feedback/engagement within the group. You should ensure they are aware that anything they share can be seen by all other members of the group. It might also be worth setting some basic rules to ensure that things stay on topic and don't descend into 'chatter' - this could result in important messages from the Company being missed.

Email

Email is already a key communication tool for many Companies and a method that nearly every parent/carer will use regularly.

Online Brigade Manager (OBM) has email functionality which you can use to communicate with parents/carers based on the email address against their child's record. You can send the same message to multiple recipients at the same time, but each individual will only see that the message that has been sent to them. OBM has the ability to include attachments on messages.

Standard email systems can also be used to send the same message to multiple recipients, but when doing this it is important to ensure that all parent/carer email addresses are entered into the 'BCC' field so they cannot be seen by others, and not into the 'To' or 'CC' fields.

You could encourage parents/carers to respond to emails to share activity, i.e. by attaching photos/videos. This would work well if you are then looking to post some of this activity on to Company Social Media Channels or keep track of who is getting involved, etc.

Website

A number of Companies will already be running their own websites, and some are used to share news of Company activities.

If you share **Unite 2021** on a Company website it will require parents/carers to proactively visit it on a regular basis, so it is a good idea to use it in conjunction with other methods - for instance, you could post on social media with a link to signpost parents/carers to additional resources.

It is likely that parents/carers will need to use another method to share feedback/engagement, but the website is a good tool for the Company to share how children and young people have been getting involved.

Post/Letterbox

In some circumstances you may wish to deliver the **Unite 2021** programme directly to parents/carers by post or putting it straight through their letterboxes, but caution should be exercised taking into account any relevant Government advice around contact with those who should be in isolation and the spread of the disease.

Telephone Calls

Telephone calls could be an important, and much more personal way of keeping in contact with parents/carers and seeing how they are getting on. Calls could also be used to highlight the opportunities available through the **Unite 2021** programme, particularly to those who may not be participating as a result of other means.