



**MILLION
MAKERS**

**ARE YOU READY FOR
THE CHALLENGE?**

**GET STARTED PACK
MILLION MAKERS 2025/26**



WELCOME TO MILLION MAKERS 2025/26

Thank you for signing up for the Million Makers 2025 challenge.

We hope you find this a fantastic experience where you can grow and develop, whilst also helping young people to transform their lives with the skills and confidence that they need to succeed.

We are here to support you on your Million Makers journey. Please use this document to get started and visit our [Million Makers HQ](#), where there are lots of resources to support you throughout the challenge.

At the start of Million Makers, you will define your personal learning objectives and assess your current skillset. Then, with the aid of your mentors, you will record your experiences and lessons learnt within a business environment. At the end of the programme you will be able to reflect on your professional development.

We will cover these areas on the launch session, but you can never be too prepared right? The more planning you do now, the easier that Dragons' Den pitch will be! Let's get started...

"I am grateful towards The King's Trust as without them, I wouldn't be able to fulfil 10-year-old Asia's dreams."

- Asia



COMPETITIVE? STAY AHEAD OF THE CURVE.

Your Launch with The King's Trust will prepare you for your Million Makers challenge. The more organised you are before the Launch, the more productive your business planning will be ahead of your Dragons' Den.

TOP TIPS TO STAY AHEAD OF THE GAME

- Open your team bank account - guidance can be found in this pack.
- Get to know each other.
- Organise a meeting with your company mentor, sponsor and King's Trust point of contact. How can they support you?
- If your company has entered Million Makers before, meet the previous team. Learn from their experience!
- Engage your company with the challenge and promote your involvement to your Senior Leadership teams.
- Allocate team roles - information on suggested roles is available in this pack.
- Decide on your teams' name and logo. [Guidance available here.](#)
- Set up regular team meetings and invite your mentors and King's Trust point of contact.
- Start setting your own personal and professional learning objectives.
- Join our Million Makers [online community](#).

TEAM BRANDING

DETERMINE WHO YOU ARE

Your team need to decide on a team name and design your team logo. These will differentiate you from the other teams in the competition and will be a big part of your campaign and fundraising. Why not go for something that clearly defines your team goals and culture?

TEAM NAME & LOGO DESIGN

Your team name should include the word 'Team' at the beginning, for example Team Batman, Team Winners, Team Victory, Team King's Trust. Teams should design their own Million Makers team logo. All logos must be submitted to your King's Trust contact to be signed off before they are used.

X You cannot use the Million Makers device or King's Trust master logo

✓ You must use your own brand guidelines, not The Trust's

✓ Include your team name and the word 'team' in the logo

SOCIAL MEDIA

We know that you'll be all over social with your activity, so please use the hashtag [#MillionMakers](#) to ensure your posts are pulled through onto the [Million Makers newsfeed](#)! If you want to be highlighted on The King's Trust social media pages, tag us at [@KingsTrust](#).

Please also join our [Million Makers LinkedIn community](#), this will be a place for us to share events and activities and keep everyone up to speed with what is going on in the competition!

For further guidance on team branding, check out our [Million Makers content pack](#).

IT'S YOUR CHANCE TO SHINE!

Every team member should have a designated role and be held accountable to contribute to the team's success. Teamwork makes the dream work, right?

We suggest having certain roles in your team, although you might want to switch it up depending on your business plan and resource. All we ask is that someone in your team is responsible for liaising with The King's Trust, on top of their role. It's usually a good role for your team leader, treasurer or someone who has a good oversight of all activity.

WHICH ROLE CAN YOU PLAY?

If you're struggling to choose a role, the [Keirsey Personality](#) test is a tool used to determine who you are, what you do, and what difference you make. It may help in the allocation of job roles to select a vacancy suited to your more natural strengths.

Consider the requirements of each role. Choose one based on either an area that you want to improve in and gain new skills, or something that would fit your natural interest and aptitudes but would also be a stretch in terms of the experience.

Top Tip: Alongside your assigned team role, be a 'buddy' for someone else in the team based on your expertise. Whilst you may want to rotate certain roles, we advise against regular change of the chairperson and treasurer.

The next page of our Get Started pack outlines roles, that from our experience, help to create a good Million Makers team. If your team identifies a role that's needed, that we haven't mentioned, that's fine – you know what's best for your team.

SUGGESTED ROLES

CHAIRPERSON AND DEPUTY CHAIRPERSON

The leaders within the team, who keep the business plan and all team members moving forward. Responsible for chairing team meetings, delegating to team members and reporting to The King's Trust on progress. Needs to be confident, organised and have leadership qualities. A great opportunity for someone looking for line management experience.

TREASURER OR FINANCE LEAD

Takes responsibility for monitoring income and expenditure, leading on targets and business plan progress. Responsible for opening the bank account and financial reporting to The King's Trust. Ensures that supplier invoices, funds raised, relevant tax or VAT is handled correctly. Needs to be confident with spreadsheets. A great opportunity for someone looking to develop problem solving and planning skills.

LOGISTICS / PROJECT MANAGER

Works closely with the chairs to ensure that the team is organised, and initiatives are moving forward. Books meeting spaces, communicates actions, sets deadlines and team plans. Follows up with team members to ensure progress is being made. Good for a well organised communicator. A great opportunity for someone looking to develop project management skills.

INITIATIVE LEADS

Team members that lead on a specific area or initiative within the business plan. This could be leading on an event, product or service, or something specific to your company. In the past we have had participants who lead on engaging senior stakeholders, the internal comms team, or that handle risk and legal. A great opportunity for someone looking to own an area or specialise their contribution.

MARKETING AND COMMUNICATIONS

Leads on the marketing collateral and communication plan that strengthens all team initiatives. This could include launch communications, publicity, working closely with your internal marketing team, getting sign off for external facing materials and always searching for opportunities to reach your target audiences. A great opportunity for someone looking to grow their marketing experience or be creative within the team.

PERFORMANCE MANAGER

Has a clear understanding of what each team members wants to gain from their Million Makers experience and ensures that everyone is contributing and benefiting from the project. Perfect for a natural communicator and motivator. A great opportunity for someone looking to develop their teamwork skills and who cares about the development of their fellow team members.

THE HYBRID WORKING WORLD

TEAMWORK AND TECHNOLOGY

For all the advantages that come with hybrid working, it can present a variety of challenges. Here at The Trust, we aim to support you in any way we can. Here are some of our top tips to get the most out of your team meetings and to collectively feel motivated towards your Million Makers project.

Top tips include:

- We encourage team members to use cameras where possible, to make your virtual meetings engaging. If your internal platform doesn't support cameras, try Google Hangouts.
- Create an agenda before each meeting to organise your team. (Check out our suggested agenda below to help you get started).
- Assign a team member to take minutes, which can then be shared after the meeting along with the priority actions and who is responsible.
- Consider the technology available to you and whether you need access to other platforms for your initiatives. It's good to explore this early on to save time further down the line.
- Given the ever-changing circumstances over the past few years, along with the increasing presence of remote working, we would suggest including some virtual initiatives in your business plan!

RAFFLES, PRIZE DRAWS & AUCTIONS

There are lots of different ways to fundraise but we regularly see teams incorporate at least one type of raffle, prize draw or auction into their business plan. Here is some guidance to get you started:

Raffles are considered a form of gambling because they involve paying for a chance to win a prize. If you are exploring Raffles as one of your initiatives, make sure you check the [Gambling Commission guidance](#), including on what sort of licence or registration you will need. The Commission and the law count raffles as a type of ‘lottery’.

Prize Draws don’t require a payment to enter so therefore are not a lottery with the same regulations as raffles.

- Organisers sometimes encourage people to pay as part of a prize draw, but entrants should have the option to genuinely take part without paying – we suggested offering a recommended donation to enter, rather than a ticket price.
- If people do not want to donate they should still have a route of entry with the same chance of winning and as convenient as the paid for route.
- A free route can also be set up by post – you’ll need to check out the [Gambling Commission’s guidance](#) on how to do this.

Prize Competitions rely on skill, judgement or knowledge rather than chance. It is not a lottery either.

- To be entered into a pool of candidates with a chance of winning, entrants can be requested to answer a question, or series of questions. However, if the question is too easy, this may still be seen as a lottery. Please check out the Gambling Commission guidance for more details.

Auctions are a great way to raise significant funds when you have access to “money can’t buy” prizes and the right audience.

- Make sure you explore the different options and choose the right event for your team – some options include a Silent Auction, Blind Auction, Dutch Auction. Do your research!
- Auctions can be a great way to fundraise at live events or as a stand-alone initiative.

PLATFORMS

Here is a list of Platforms we have seen teams use in the past.

Make sure you investigate each and choose one that works best for your event.
Remember that lots of these platforms will take a % of your funds raised!

- TicketAid
- Crowdfunder
- Givergy
- Raffall
- Jumblebee

A HIVE OF ONLINE ACTIVITY

MILLION MAKERS HUB

Our [Million Makers Hub](#) has plenty of resources and information to guide you throughout the challenge.

When you log in, you will have access to our newsfeed and information only accessible to those taking on the challenge.

CONTENT PACK

In our [Content Pack](#) you will find information on the rules, regulations, marketing, press, social media and the young people you are supporting.

OTHER RESOURCES

- [One pager](#)
- [Case for support](#)
- [Case studies](#)
- [Tax guidance notes](#)
- [Setting up your bank account](#)
- [King's Trust Success Stories](#)
- [King's Trust YouTube Channel](#)

NEXT STEPS

GET YOUR ENTREPRENEUR ON

We will be inviting you to our Million Makers Launch Session, where we will brief you on the challenge ahead and get you thinking about your business plan and team objectives. Whilst we encourage you to get started before the session, we do suggest not making any final decisions on your business plan until you have attended and stay open minded to feedback from The King's Trust and your mentors.

Action: Get to know each other before the Launch Session, why not have an in person or virtual social after work?

WRITE YOUR BUSINESS PLAN

After the Launch Session, all Million Makers teams will be asked to produce and submit a business plan before the Dragons' Den pitch. We have a [business plan template](#) that you can use as a guide to writing your plan of action. We recommend that your final document should be no longer than 10 pages. If you would like some examples of previous business plans, please get in touch with your King's Trust contact.

PREPARE TO ENTER THE DEN

You can also start to prepare your team for the big pitch at our Dragons' Den sessions in June. Here, you will present your business plan to a panel of senior business leaders, in order to receive your seed funding. We recommend 3-4 members of your team pitch; however, the rest of your team are welcome to attend to support. Why not schedule a practise session once your business plan is ready? We will tell you more about the Dragons' Den at your Launch Session.

OUR EQUALITY, DIVERSITY AND INCLUSION STATEMENT

At The King's Trust, we believe that every young person deserves the chance to succeed, regardless of their background or identity.

We recognise the diversity of the communities we serve and how vital it is to build strong relationships with them and listen to their needs.

We are also committed to building a workforce that is as diverse as the communities and young people we serve, where colleagues feel able to bring their whole selves to work to achieve their best.

In line with The King's Trust commitment to Equality, Diversity and Inclusion, we encourage individuals from all backgrounds and experiences to engage with Million Makers and it is our ambition to create an inclusive environment, that is accessible to all.

There is some guidance below, on how you can support our mission.

TOP TIPS

Be mindful of unconscious bias when recruiting your team and assigning roles. Million Makers is a platform for development and should offer equal opportunities.

- Unconscious biases are prejudices and stereotypes individuals have about certain groups of people that they aren't consciously aware of having. These biases may exist toward people of various races, ethnic groups, gender identities, sexual orientations, physical abilities and more. Unconscious bias in the workplace can negatively impact the diversity and inclusivity of recruiting, hiring and promotion practices.
- Take the [Harvard unconscious bias test](#) – use this tool to attempt to understand how unconscious associations affect our beliefs and behaviours. This could influence how you recruit your Million Makers team and who is assigned to take on specific roles.

Ensure your fundraising is Equal, Diverse and Inclusive. EDI is not a stand alone activity, it should be embedded within your overall plans and day-to-day activity.

- Having a panel event? Ensure that speakers are from a variety of backgrounds.
- Hosting a physical challenge? Make sure it is inclusive of all abilities.
- Organising a team icebreaker? Encourage individuals to introduce themselves with their pronouns.

Align with your EDI networks

- Try thinking about an action that you can commit to that relates specifically to your company's and their EDI goals, this will make it easier to pitch the idea and get their support.
- If you have internal EDI networks, get them involved in your activities.
- Does your company want to champion under-represented groups? Use Million Makers as development opportunity, allowing them to showcase their skills and progress in the company.
- Hosting an active event for employees? Get the support of your employee well-being network by asking them to promote the initiative.
- The King's Trust supports disadvantaged and vulnerable young people across the UK - it is likely that our mission aligns with your EDI networks so bring them on the journey with you.

For more information, please reach out to your point of contact or millionmakers@kingstrust.org.uk. if you have any questions or need advice.

GOOD LUCK!

STILL HAVE A QUESTION OR TWO?

Look at our [Million Makers Hub](#) where there are FAQs and lots of resources to help your team succeed!

You will have received this pack from your Million Makers contact, so please don't hesitate to reach out to us with any questions ahead of your Launch Session. We are here to offer you advice from the get go, guide you throughout the challenge and work alongside your mentors to offer you extra support.

Whilst the [Million Makers Hub](#) should always be your first point of call, if you can't find what you're after, drop us an email anytime at millionmakers@kingstrust.org.uk

We look forward to meeting you at the Launch Session!

"I've been able to do more than I can imagine with the correct support. I never thought I'd be this determined to do anything in life."

- Rhys



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