

DIG DEEP FOR YAC!

Save the Young Archaeologists' Club's Branches

Welcome to the second issue of the 'Dig Deep for YAC' update. In this issue we'll be updating you on YAC HQ fundraising initiatives, outlining progress with the campaign so far and giving you further details about how Branches can help with areas such as sourcing YAC Alumni.

Fundraising

Just Giving and our Roman Walk

As we mentioned in the last update, YAC HQ staff are planning to carry out a Roman themed walk around York's city walls. We have now set the date for Wednesday 1st February and we'll be joined by members of CBA staff as well as YAC Branch Leader and CBA trustee Katy Whitaker. We're hoping to create a media storm by trying to get some re-enactors involved too! Our application to join JustGiving is currently being processed so in the New Year we'll be able to give you details of our JustGiving page and how Branches can use the site to promote any fundraising they may wish to do for the *Dig Deep for YAC* campaign.

Supermarket bag pack

Charity bag packs at local supermarkets can be a great way of raising funds; a local Scout group raised £850 in a morning! We are hoping to organise a bag pack in the New Year. If you felt this was something your Branch could try in order to support the *Dig Deep for YAC* campaign then most supermarkets have a 'community champion' who organises activities such as this. Slots for bag packs can get very booked up so it is worth talking to the supermarket in advance to find a time that suits you both. If they need evidence of charity status let us know and we'll send a letter with the number and explain that the money will be used in line with the *Dig Deep for YAC* campaign to provide the central support needed for YAC Branches to operate. As with all activities you'll need to make sure there are enough YAC volunteers present but you could aim to run the pack either before or after a meeting. We'll let you know how we get on with ours...

Prize Draw

We were recently lucky enough to have a fantastic box of Hotel Chocolat Tasting Club chocolates donated to the YAC campaign. An internal prize draw at the CBA raised £50 for the campaign. There are strict guidelines regarding publically run raffles so we have excluded this from our list of fundraising ideas for the on the YAC website. However, you can hold a small, private draw without having to go through the raffle registration process if:

- You only sell tickets (such as cloakroom tickets) during your event, and not beforehand, and only to Branch members, their families and YAC volunteers connected to the Branch
- You do not sell tickets to the general public
- You do not advertise the draw outside of the premises and the draw takes place at the event. In most cases prizes will have been donated, gift vouchers are permitted but you must not offer any cash prizes. All money must come to the *Dig Deep for YAC* campaign

Swishing

Details regarding holding a 'swishing' event will be in the next Update but, if you are curious, you might like to take a look at the swishing website, see: <http://swishing.com/> We have ordered a swishing pack for YAC!

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Fundraising (*continued*)

Sending in any money raised

You can find details, including a form to complete, for sending in any money you raise for the *Dig Deep for YAC* campaign here: www.yac-uk.org/yaccampaign/fundraising/collecting A big thank you!

News

Publicising the Dig Deep for YAC Campaign

We have been busy spreading the word regarding the *Dig Deep for YAC* campaign to raise funds to support the work of all YAC Branches. The December/January issue of *British Archaeology* has a news feature about the campaign and this will be seen not only by CBA members, subscribers and affiliates but also by people who browse or buy the magazine in retail outlets such as WHSmith. CBA members and subscribers also received details of how they can help the campaign in the Members' Newsletter included in their magazine mailing; I have attached a copy of the Newsletter article to this email.

Suzie Thomas from the CBA gave a presentation at the recent 'Archaeology in the Material Past in the Public Realm' conference attended by approximately 250 people from universities, local archaeological societies and interested members of the public. This resulted in numerous tweets and expressions of support which we hope will raise awareness and turn into financial support for the YAC Branch network.

The Winter 2011 issue of the Institute for Archaeologists (IfA) *The Archaeologist* magazine contains a fantastic article about YAC and the York YAC Branch with a message about the *Dig Deep* campaign; thank you to Tara-Jane Sutcliffe for organising this. A great article about the Yorkshire Dales Branch, YAC and the *Dig Deep* campaign should also appear in the February/March issue of *The Dalesman*, a magazine covering the Yorkshire Dales; thank you to Keith Webster for organising this. In the New Year we will be looking to expand our publicity to include national media coverage for the campaign and will be developing a press release that local Branches might like to edit and send to their local media outlets; we'll send the outline press release with the next campaign Update.

Twitter

One way that you could help with publicity raising is if you are a twitter user. It would be great if you could send the following message:

#SaveYAC Support Dig Deep for YAC campaign to save Young Archaeologists' Club Branches
www.yac-uk.org/yaccampaign to find out how Please RT

By using the hash-tag #SaveYAC as part of the message it will help create a list of all comments regarding the campaign and asking people to re-tweet will spread the message further; we've tried Stephen Fry for a re-tweet!

YAC Alumni

We're in search of YAC Alumni! We've created a section on the new YAC website covering YAC Alumni (www.yac-uk.org/yacalumni) and also set up a Facebook Alumni page (www.facebook.com/yacalumni) We will be asking Alumni to complete a short SurveyMonkey survey asking them about what YAC meant to them, their memories of it, how it influenced their lives and whether they have connections now to archaeology or the historic environment. This will help us show the influence and reach of YAC to potential funders. If your Branch is in contact with ex-members over the age of 18 or if you have volunteers who were members themselves, please encourage them to visit and 'like' our Facebook Alumni page and complete the SurveyMonkey survey; the survey is also at: www.surveymonkey.com/s/YACalumni

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Facebook

The YAC Alumni and the *Dig Deep for YAC* Facebook pages www.facebook.com/digdeeforyac are set to only be accessible to those over 18, we have blocked the use of profane language and the wall is currently restricted to YAC staff posts only. As you are no doubt aware Facebook is not a suitable way to communicate with the YAC age range as those under the age of 13 should not have Facebook profiles and there have been concerns about Facebook's safety for young people. It is for these reasons that we currently suggest Branches do not have a Facebook group and/or page for use with members. In the New Year we will be issuing an update to Branches regarding Facebook which will aim to cover Branch use, safety considerations, and best practice guidance including the use of appropriate privacy settings.

Adopt a YAC Branch

We've heard from a number of Branches that they are hoping to pass on details of the Adopt a Branch Scheme, thank you! In the New Year we will be emailing all archaeology university departments with details plus other organisations such as rotary clubs.

As we've outlined before this Scheme is aimed at supporting the whole YAC Branch network and isn't focused on individual Branches; the adoption money is to cover the centralised support that is required for all YAC Branches to operate. However, adoptees can say that they are interested in a specific Branch and we have said that we will try to include information about Branches they are interested in wherever possible; we won't be giving out specific meeting details but giving people an idea of what activities their money has allowed to happen. In preparing these materials it would help us greatly if Branches could send us quotes from either volunteers or Branch members supporting YAC and the activities you have been doing. Quotes could cover:

Volunteers

- An overview of your programme including any highlights from your last few meetings
- Your views on the importance of YAC's work
- What YAC has done for you

An example we have used in the past:

"My involvement with YAC has done many things for me. I've learnt ever such a lot about interacting with young people and project management... The club isn't solely about finding the archaeologists of the future – we want every young person to have the confidence to follow their interests and dreams whatever they are. It takes time and effort to put together the activities that we offer but it really is worth it." YAC Leader

Members/parents

- Things they have enjoyed at the last few sessions
- Activities they couldn't have done without YAC
- How going to the Branch has helped them
- Why they joined YAC

Examples we have used in the past include:

"I have gained many interesting insights into archaeology through Branch sessions and have also had the opportunity to meet many people that I can contact in the future, advancing my interest in the subject even further and helping my enthusiasm to grow." Branch member

"My son's YAC Branch is run by the most wonderfully enthusiastic and friendly group of people - they really do make history fun." YAC Branch member's parent

We'll email the network in advance of preparing the next set of information to go to adoptees but if you have any fantastic comments in between times then please send them to us via: wenditerry@britarch.ac.uk

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Christmas and New Year

As in previous years we are not sending Christmas cards and have instead made a donation from YAC HQ staff to the UK-wide War Memorials Trust; you can find out more about their work here: www.warmemorials.org

The CBA office will be closed from Wednesday 21st December until Wednesday 4th January; various members of the YAC team will be taking annual leave on both sides of the Christmas closure. As always the YAC out-of-office number will be available in cases of Branch emergencies: 07793 817510. We will issue the next campaign Update in January.

This has not been an easy time and we thank you all for your continued support and hard work on behalf of YAC. We wish you all a happy Christmas!

Best Wishes,

Wendi

Leslie

Abi

Vicky



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