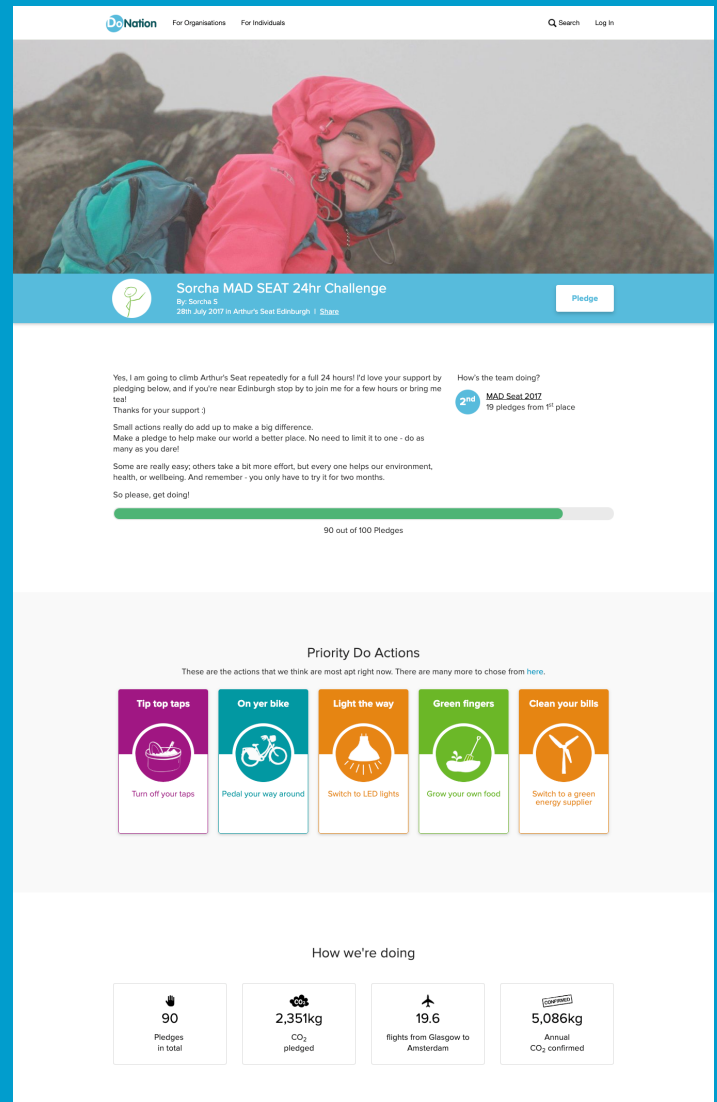


# Case Study: MAD Seat

MAD Challenges is a volunteer-led series of outdoor endurance events in Scotland, with the aim of connecting people with their local landscape and putting the power in their hands to make a difference.

On June 1st 2018, 53 people took part in their MAD Seat Challenge - hiking up and down Arthur's Seat in Edinburgh, a 160m high ancient volcano, on repeat for 24 hours.

Participants asked friends and family to support them through action on Do Nation campaigns, instead of donating cash. Together, they raised 1,105 pledges, saving 38,478 kgCO<sub>2</sub>.



The screenshot shows a Do Nation campaign page for 'Sorcha MAD SEAT 24hr Challenge'. The page features a header with the Do Nation logo and navigation options. Below the header is a large image of Sorcha in a pink raincoat. The main content area includes a 'Pledge' button, a progress bar showing '90 out of 100 Pledges', and a section titled 'Priority Do Actions' with five icons: 'Tip top taps', 'On yer bike', 'Light the way', 'Green fingers', and 'Clean your bills'. At the bottom, there is a 'How we're doing' section with four data points: 90 Pledges in total, 2,351kg CO<sub>2</sub> pledged, 19.6 flights from Glasgow to Amsterdam, and 5,086kg Annual CO<sub>2</sub> confirmed.

Do Nation For Organisations For Individuals Search Log In

## Sorcha MAD SEAT 24hr Challenge

By Sorcha S  
28th July 2017 in Arthur's Seat Edinburgh | 5 Stars

Pledge

Yes, I am going to climb Arthur's Seat repeatedly for a full 24 hours! I'd love your support by pledging below, and if you're near Edinburgh stop by to join me for a few hours or bring me tea! Thanks for your support :)

Small actions really do add up to make a big difference. Make a pledge to help make our world a better place. No need to limit it to one - do as many as you dare!

Some are really easy, others take a bit more effort, but every one helps our environment, health, or wellbeing. And remember - you only have to try it for two months. So please, get doing!

How's the team doing?  
2nd MAD SEAT 2017  
19 pledges from 1st place

90 out of 100 Pledges

### Priority Do Actions

These are the actions that we think are most apt right now. There are many more to choose from [here](#).

- Tip top taps**  
Turn off your taps
- On yer bike**  
Pedal your way around
- Light the way**  
Switch to LED lights
- Green fingers**  
Grow your own food
- Clean your bills**  
Switch to a green energy supplier

### How we're doing

- 90 Pledges in total
- 2,351kg CO<sub>2</sub> pledged
- 19.6 flights from Glasgow to Amsterdam
- 5,086kg Annual CO<sub>2</sub> confirmed



**“I found collecting Do Nation sponsorship to be far more enjoyable and less intrusive than asking people to part with actual cash.**

**In pledging to change an action, a behaviour or a habit, the sponsor is themselves taking on a challenge, therefore are far more connected to the event itself than handing over some coins and forgetting about the reason why they did it.”**

*Robbie Sutherland, MAD Seat participant*

