

Fundraising Guide.



Fundraising for your challenge!

If you are fundraising for a charity, it is expected that they will provide you with a letter of authority, confirming your fundraising efforts. You will need to show this letter for most fundraising events.



1. Small fundraisers:

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Small Fundraisers



(1.1) Cake sale

1. *The classic cake sale! The first step to running this event is working out where you want to hold it. If it's going to be on campus, you will need to fill out an event notification form & a charity form, as well as completing a food hygiene disclaimer. Make sure you book a table through the University system on your chosen day.*
2. *Don't bake too soon – aim to bake everything the day before the event, so it's all still fresh.*
3. *You will need things such as Tupperware, a table cloth, and anything eye-catching to draw attention to the cause you are raising funds for.*
4. *Make sure you have a float to give customers the right change – you can also place a few donation tins around the table for any keen donators.*
5. *When the event is done, don't forget to clean up your station, and take the funds raised to the SU office to cash into the RAG account.*

(1.2) Krispy Kreme sale

1. *This is a bit of a twist on the classic cake sale. First of all, you need to decide where you want to hold this event. You could either do this from a stall on campus, or you could just walk around busy parts of campus (get permission first!) Whatever you decide, make sure you've done the correct forms and sent them back to the SU.*
2. *Decide how many doughnuts to order (the minimum is 5 dozen). A dozen costs £5.50, and you can guesstimate that you will make £12-£14 per dozen.*
3. *Once you've decided all the details, fill out the fundraising form here - <http://www.krispykreme.com/Fundraising/Select-Your-Shop>*
4. *Get all your materials ready for when you sell the doughnuts – things like napkins, fundraising buckets, your pricing decided beforehand, etc.*



5. Collect your Krispy Kreme Doughnuts on the day of the sale, and get going!
6. Once you've sold them all, make sure you cash your money through the SU RAG account with the correct forms.

NOTE – DOUGHNUTS NEED TO BE ORDERED 3 WEEKS BEFORE THE EVENT

(1.3) Sweepstake

1. Pick a big event that's coming up, like the Grand National, a sports tournament, Eurovision – any big event that's in the public eye!
2. Find a prize! You could try asking local businesses for donations, or failing this you could purchase a prize yourself and just take the cost out of the profit.
3. ADVERTISE! Get the word out that you are running this event. Choose a price, for example £5, and give everyone who donates this the name of a team, country, horse etc.
4. Make the thank-you messages public and continue to advertise your sweepstake until the event, posting what teams have been taken and how many are still left to draw.
5. On the night, you can throw a viewing party and offer some food at a small donation, or just watch it alone and relax knowing you've raised a bit of money just through social media presence.

(1.4) Car Boot Sale

1. Find your local car boot sale and book a space. Typically they're run about once a month but this will depend where you live!
2. Have a good old clear out. Sort through your clothes, shoes, books, kitchenware – find anything that's sellable that you no longer want.



3. Wear a charity t-shirt advertising what you're raising money for on the day, and decorate your table with collection tins.
4. Get good at bartering! It's for charity, after all – they can afford 50p more!

(1.5) Collection tins

1. Contact the Student Fundraising Co-Ordinator at your charity to ask for some more collection tins. It's important to remember when you're fundraising for a charity to only use their tins and colours!
2. Ensure they're all labelled correctly and have the correct seals on them.
3. Go around local shops and bars, hairdressers and pubs, and ask the local manager if you can leave one on the till.
4. Now you can leave these tins

(1.6) Bucket Collections

1. Work out the location you want to bucket collect in, and the best dates. Think about existing events in the location: is there a regular market? Are Saturdays generally the busiest day?
2. Come into the SU and have a chat with Karlie, the volunteering and fundraising coordinator. A lot of councils only allow the charity to apply for collection permits, so the SU will apply on your behalf, after we have done the general charity checks.
3. Some councils take a long time to reply, so always remember to plan bucket collections into your fundraising quite early on, so that you're not only relying on this fundraiser.
4. Here are some general tips for bucket collecting:
 - Dress up and stand out! The best bucket collectors dress up and catch the public's eye.
 - Wear your charity t-shirt! Let people know about the cause.



- ALWAYS have your letter of authority on you (this is a letter from the charity you are collecting for, confirming your relationship with that organisation.)
- Your bucket must always be sealed, and at no point can you remove these seals.
- Don't harass the public, aka don't chase people or shake your bucket! These are big no nos.
- Above all, have fun with it. This is a chance to be an ambassador for your cause, where you can tell the public all about the charity or the reason you are fundraising. Smile, be friendly, and have fun!

(1.7) Raffle

1. First of all, you need to check if your raffle requires a license. Normally if you're selling tickets over a period of time you will need one.
2. Get your prizes! Local shops and businesses are the best bet for these. Make sure you bring along confirmation of the charity you are fundraising for, and explain what you are doing. Ask if they have any donations you could use for raffle prizes – sometimes, you'll need to ask the right person, so do your research! Some organisations will need you to contact head office, so be prepared to head away and make some calls.
3. You can also ask your parents, place of work and friends if they have anything to donate.
4. Arrange when your raffle will be drawn – promote this LOTS! Make sure everyone knows about the event, and draw the winners here.
5. All of this applies to events like a tombola and an auction, so don't think you just have to run a raffle.

(1.8) Rotary club

1. Local rotary clubs are great places to gain local funding for projects. Research and see if there is a local Rotary club either near you in Leicester, or from back home.
2. What can they offer you? Typically, they offer one off donations, but it is always worth checking.



3. In return, you may be expected to come along one evening and talk about the cause you are fundraising for. Be prepared to talk about your fundraising efforts!

(1.9) Online fundraising

1. Create your fundraising page online! This will be the go to place for your friends and family to donate to your fundraising.
2. Check with the charity to see which platform they prefer. Some charities have their own platforms, whereas some will prefer you to use Justgiving or Everyday Hero. Platforms like these cost the charity a fee and also take a fee from donations, so it's really important you talk to the charity before you make a page!
3. Include a friendly picture and information about the charity, why you are fundraising, and what you hope to achieve.
4. Share this link all over Facebook, Instagram, twitter – the more social media, the better! If you know someone who wants to donate a larger amount, ask them to donate to the page before you share, so that when people look at your fundraising they see a large donation before they do theirs. People like to copy donation amounts, so start strong!
5. When someone donates, be sure to do a thank you post online (again sharing the link to the fundraising page), making them feel appreciated for donating.
6. Do regular updates about your fundraising, and keep it fun.

(1.10) Families and friends

1. You are surrounded by people. You have friends from University, school, work, and within your community. Contact EVERYONE – they should all know what you're doing.
2. Try different forms of communications. Written communication work well with families; explain what you are doing in things like an annual Christmas card if you have one, or use email to your advantage to contact relatives



who live far away. Use Facebook and social media to keep people informed of your progress, and just have an active presence with it all.

3. Give them a collection box! Ask them to bring a collection box into work so that they can help you spread the word. Head down to your local shop/pub and leave a collection box there also - attach a sheet with an image and text about what you are doing and somebody may recognise you.
4. Get them physically involved. With bag packs, fun runs and other personal challenges.
5. **THANK THEM!** Make sure you thank everybody that donates. Make your 'thank you's' public in order for others to see and potentially also donate.



Medium Fundraisers



(2.1) Bag pack

1. Make sure you have all letters from the charity confirming your fundraising efforts – you will need to show this.
2. Choose a supermarket you want to approach, and send this confirmation letter alongside a bag pack request letter (see template in Fundraising Hub!)
3. Make sure you keep track of who you have sent these to, so that you can monitor how long it has been since you first contacted them.
4. After a little while if you've heard nothing back, think about calling up the shop and asking to speak to whoever is in charge of fundraising – this can be general customer service, or in some shops such as Tesco it will be the Community Champion.
5. Once the bag pack is confirmed, it's time to get planning! You will need: buckets with seals and stickers, t-shirts, and any help you can get from friends (bribing them with an incentive works well, maybe a trip to the pub?)
6. On the day of the bag pack, arrive at the arranged time and head to the customer service counter, where you will likely sign in and be directed by the contact you have made at the shop.
7. You will be placed on the end of a till with your bucket – be friendly, ask the public if they would like help packing, and above all be chatty about the cause!
8. You can rotate around tills if it is quiet, or stay on one if it's steady.
9. Just remember that it now costs 5p for a bag, so some people may bring their own, and some people may want to pack themselves.



(2.2) Pub Quiz

1. Find a cheap or free venue (see resource "How to contact organisations for your fundraising" in the Fundraising Hub!). This needs to be booked at least a month in advance, so do this step first to confirm a location.
2. Who will run your quiz? Will it be yourself, or will you rope a society / group of friends into helping run the event? The host needs to be confident!
3. Use social media (a Facebook group is recommended) to let everyone know when the event will be, where it will be held, information about the charity you're fundraising for, and what the prizes will be. Make sure you include how much it will cost for a team to enter – for example, a team could be 2-6 people, with each person donating a nominal fee (think something small like £5 to get more people involved).
4. Talk to the venue and see if there are deals around drinks and food. If there are, see what you can work out to increase donations from the public, for example if you pre-order food will it be a lot cheaper? If so, you could ask for an additional donation to go towards this cost and the charity.
5. Keep spamming social media!
6. Write your questions. Write LOTS of questions. Aim for 6 rounds (split into 2 halves on the night), and play around with the questions - you could write a round of questions about the charity, or stick to more generic themes such as music or sport.
7. So, it's the night of the quiz. Here's a simple checklist for what you need:
 - Sealed buckets dotted around the room for donations
 - Someone to greet the guests and collect their donations
 - Someone to distribute paper and pens onto all team tables
 - Any other decorations you want to use for the event.
8. Remember to schedule in a BREAK! Split the rounds into halves and make sure you give people time to get drinks, food, and just relax. In this break you can talk about the cause a bit more, and it's a great time to make sure everyone knows where the donation buckets are.



9. With all the prep done successfully, it's time to run the quiz! Charge for entry, notify everyone where the donation buckets are, and enjoy!
10. For prizes, you can literally use anything. You could use an unwanted Christmas present, a donated item (see previous notes on raffles), or something alcohol related always goes down well.
11. Make sure to take loads of photos (with permission given) to publicise the event afterwards. Stick around at the end of the night to clean up the venue – they'll appreciate this.
12. Post all over Facebook to thank everyone who attended, with lots of pictures of the night and a link to your fundraising page again.
13. You have successfully run a pub quiz – congrats!

(2.3) Entertainment night – music.

1. Work out your venue. You can approach venues in the same way as you would for a pub quiz, or you could use someone's house if there is room.
2. What is the entertainment? For this example, it is a live music night. Source your entertainment – do you have friends who are musical? Consider the music societies on campus, and reach out local open mic acts and explain the charity, your fundraising idea, and see who will get on board. You could incentivise their involvement with the offer of alcohol, or anything else available (eg. Smaller donation, more food etc). You may need to borrow some musical equipment if you don't own any yourself (microphone, stand, speakers, instruments), however if you use a venue they may have all of this, so just double check.
3. Think about how you will make money with this event. Will you charge entry on the door? Will you pre-sell tickets? A good starting price would be £3 (but if you are offering more throughout the evening, such as an auction or food, you can increase the price)
4. Set up the venue on the day before or the morning of. Leave donation buckets around the venue (similar to the layout of a pub quiz) and make sure you rope in friends to man the door and hype up the charity!



This is just one example. You could also organise:

- o *A showcase of student group talents*
- o *A comedy night*
- o *An auction (see raffle ideas)*

(2:4) Non-Uniform day

1. *Get in touch with your old school. (Refer to resource "How to contact organisations for a fundraiser"). Anticipate that the school may have already decided their non-uniform days, so don't rely too heavily on this fundraiser to come through!*
2. *Offer to present to the school about your fundraising/the charity. You could even offer to speak about University life in general, as some schools would appreciate this.*
3. *Think themes – can you suggest a theme that coincides with your fundraising?*
4. *Price wise, we suggest £1 per student. Schools will likely support this donation size.*
5. *Lots of schools will opt to send a cheque to the charity directly, rather than handing cash over to you once the day is over. Coordinate this with the Fundraising Coordinator at the charity if it comes to it!*



Large fundraisers.



(3.1) Sponsored challenge.

1. Decide an event to do – be it a sponsored silence, living below the line, or a head-shave. Or, go big – consider a sponsored run, a sponsored hike, or even a 24-hour-a-thon. This event can take anywhere between 1 month to 6 months to pull off, depending on the nature of the challenge you take on.
2. Choose a method of fundraising via the event – make sure that you incentivise your donors to donate by making their donations key to the event itself, rather than just an optional extra for those who enjoy watching! Our suggested methods are either:

A. State that you will do x for an amount of time (say, 2 days) and that for every y amount raised, you will go an extra day without doing it – for example: you will do a 48 hour sponsored silence that will be extended by 12 hours for every £50 raised.

Or:

B. State that if you reach x amount, you will do y – for example: if you raise £200 that week, you will shave your head or go to university wearing a wedding dress.

3. Post about this twice-daily for a week, with huge publicity pushes and getting all of your friends involved.
4. Do the event – whether that be shaving your head or running a marathon (please, train for this though!) – and take as many photos and write as many posts for publicity/exposure that you can.

The wackier the event, the more you can expect to raise!

(3.2) Club night.

1. This event will take 2-4 months to organise. Find your venue, and make sure it has a large capacity for this scale of fundraiser.
2. Contact the owner/manager (do a little online research to find out who this is, or go into the venue in person and ask to speak with them). Find



out how much a quote is for the venue for 1 night and see what deals you can get in terms of drinks. Avoid established, big nights already scheduled to happen in that venue!

3. Facility wise, will they provide you with all the speakers, decks etc? Check this.
4. Get in touch with the DJ (or local DJs you know) and see if you can get them to play for free. Student societies might be a good idea to contact for this fundraiser.
5. How much will you sell tickets for? We suggest £5, but decide this based on what your evening will provide.
6. How are you going to sell the tickets? Paper tickets will have an additional cost as you will need to print them, but online platforms also charge. Have a good look at your options and budget for this accordingly.
7. Work out your selling pitch and why your event stands out. What can you advertise to make more people interested? Consider how you'll promote the drinks deals, genre of the music on the night, and whether you can give any freebies away (students love glitter).
8. **PROMOTE!** This ensures the event will be a success! Name your club night and go crazy with it. If you're doing posters or flyers, order well in advance of when you plan to promote, so that they're definitely there. Change your Facebook cover photo to a design about the event and get your friends to do the same. Make a Facebook event, and fill it with ads on the drinks deals, music, videos that relate to the event – anything to get people interested and excited. Invite all your friends and get them to do the same.
9. Keep an eye on ticket sales so you know what to expect on the night.
10. Get to your venue early on the night to help set up.
11. Enjoy the night!

