

Fundraising Toolkit

Your guide to fundraising at The University of Bath

INTRODUCTION

Raising money for charity is one of the most rewarding things you can do, and this toolkit will help support and guide you through the process. Designed to help you successfully plan and run any charity fundraising you may wish to do during your time at university, this toolkit includes information on topics such as effective planning techniques to get maximum results and supply any relevant answers and resources you may need.

BEFORE YOU START FUNDRAISING...

This toolkit should be used in conjunction with the [Event Management Handbook](#) to help with the overall planning of your fundraising event. Staff and volunteers within the relevant SU (Students' Union) department will support you through the whole process.

The Event Management Handbook will have information on how to:



Recruiting your team



Creating your budget



Write your Risk Assessment



Publicising your event/ticket sales



A Timeline



After the event

You will also need to complete the [Event Planner](#) which will talk you through the stages of your event to ensure you are planning properly and to get permission from the SU to deliver your event.

PLEASE COMPLETE THE RELEVANT EVENT PLANNER FOR YOUR AREA.

THE LAW (and why you HAVE to get RAG involved!)

The Students' Union MUST be made aware of ALL fundraising activity undertaken officially as part of the SU (when fundraising for charity and other approved organisations) and that guidelines are adhered to within this handbook. The Students' Union charitable status means that by law, student groups cannot fundraise for anyone other than themselves or the Students' Union. However, RAG is the exemption to the rule. Therefore all transactions associated with your event will need to go via the RAG account and the profit then paid to the nominated charity, with any fundraising activity for an external charity being approved by the Volunteer Office first.

The above regulations do not include raising money specifically for your club, society or group.

Therefore, you must complete the section within the [Event Planner](#) that states what charity you are fundraising for. Please bear in mind the below when completing the [Event Planner](#).

Which charity (or other Non Profit organisation) are you fundraising for?

It is crucial that to start with you ensure that the charity you wish to support is not only a UK registered charity but is also approved by the Management Team. Please do come and talk to the Volunteer Office if unsure.

The SU ADHERES TO THE FOLLOWING:

- 1) The beneficiary must have a UK charity number and an associated UK bank account.
- 2) Points to be considered should include the principal purpose of the charity and its activities.
- 3) A list of charities supported through fundraising will be compiled annually by RAG.

If you need clarification on whether you are fundraising for a charity or your student group, please contact the Student Volunteer Manager on A.Boneham@bath.ac.uk.

FUNDRAISING WITH RAG - HOW WE CAN HELP



RAG stands for 'Raise and Give' – led by a student committee engaging at least 600 members per year. RAG exist to support student fundraising and help other student groups to put on events that raise money for charity.

RAG CAN SUPPORT YOU TO:

- Run your own fundraising event – anything and everything from a tournament or quiz, to a 24-hour challenge or gig night
- Set up a street collection in the city centre
- Run a raffle
- Hold a bake sale or krispy kreme sale
- Come up with ideas for fundraisers

RAG AND SU STAFF CAN ALSO HELP YOU WITH:

- Budgeting
- Ticketing
- Marketing and publicity
- Banking
- Charity law and good practice
- Fundraising equipment , resources and materials
- Choosing charities
- General Do's and Don'ts
- General event management
- Sponsorship
- Health and safety advice, insurance and risk assessment
- Online Fundraising
- Collection permits
- Volunteer recruitment

FUNDRAISING DO'S AND DON'TS

DO



Be confident!

Donations and sponsorship don't magically appear overnight, but if you put in a little bit of hard work, it will pay off! If you don't leave it all until the last minute it shouldn't be too difficult either.



Know the facts

Make sure you can tell people about the event you're involved in and what challenge you're taking part in. If you can talk about what you're doing and sell them the event, they'll be more inclined to donate. Practice your "elevator pitch" – a 1 minute pitch about what you're doing, who you're doing it for and why it's so brilliant.



Know the charities involved

Tell your donors where the money is going and how it's going to help. Read up on the charities involved / your adopted causes, so that when people ask, you can tell them where their generously donated money will be going and who it will be helping. Specific information and stories about the fundraising will definitely aid you in gaining more sponsorship / donations.



Use your Contacts

Tell your family, friends and colleagues what you're up to – those you know are the best starting point!



Use external companies

Try and utilise the expertise of companies who deliver events such as Bungee Jumps, Abseils etc. This is really good practice as the company will be covered by its own insurance, should have a risk assessment in place and knows exactly what they are doing. This will save you all those long hours of planning, plus you will be offering a very exciting event!!



Use Online Fundraising

Having a BT MyDonate account provides an easy way for people to donate – you can link the page to your Facebook and post it on Twitter too. Make sure you set up your page under Bath RAG's guidance to ensure we can trace your money for donation (just ask us for help with this). Basically, you need to specify 'RAG' as your charity and then give a clear description of your event so that RAG knows which charity to then donate your profits to. **THIS IS VERY IMPORTANT TO ENSURE YOU ARE NOT DOING ANYTHING ILLEGAL!!**



Use your USP

What's your Unique Selling Point for fundraising? Can you play an instrument or are you a great cook? Coming up with a creative idea or utilising your unique talent can give you that fundraising edge.



Follow Good Fundraising Practice

RAG can advise you in this area and help you to make sure that your fundraising is operating along good fundraising guidelines. This includes making sure your money gets safely and securely to your charity.

When you collect a RAG bucket, we will give you security seals – use these to keep your fundraised money secure.

Make sure you follow our good practice guidelines too with 'drop-safeing' the money.

Make sure you follow the SU guidelines linked to sponsorship.

RAG can inform you all about these kinds of guidelines.



Check In

If you have an idea it's worthwhile checking in with RAG about the detail and if anything extra needs to be considered. For example, any events which involve food, physical challenge or might present risk, just need to be checked with the RAG team.

We can then support with risk assessments, disclaimers, extra insurance or just check policies that might be in place.

DON'T



Pressurise a potential sponsor

Don't worry if they say no. Not every person is going to be in a position to give. Even if someone can't donate, at least you have raised awareness about your event and the cause, which is a big part of what we aim to do.

Remember not to come across as aggressive or to pursue someone once they've made their decision. Always stay polite and professional.



Ask twice

If someone can't or chooses not to give, don't ask them again, this could be seen as rude and could damage the reputation of **RAG** and your cause.



Shake your bucket!

Although guidelines don't explicitly say not to shake buckets, we recommend that you don't do this as it can be seen as annoying or pushy – just be positive and smiley.



Forget to plan

Decide as early as possible on how you're going to run your event or raise your sponsorship money. Take some ideas from our A-Z Guide below.

<http://www.bathstudent.com/pageassets/volunteer/policies/Fundraising-A-Z-compressed-for-email.pdf>

Please note: Anyone working with RAG, on an event or using our collection buckets is operating under the 'RAG' banner and name. We ask that you be respectful of this and our reputation, and operate in a professional, polite and positive manner when dealing with other students, staff and the general public. Thank you.

FUNDRAISING IDEAS

Large Events...

- Bath's Got Talent
- Murder mystery
- A charity ball
- Abseil
- Sports tournaments - Lecturer vs students football, netball etc
- Bungee jump
- Sky diving

Medium Events...

- Film nights – collect donations, sell sweets and popcorn
- Baking Leagues – inspired by the Great British Bake Off
- Tombola
- Raffles
- Chill eating competitions
- Swap Shop / Jumble Sale
- Come Dine With Me
- Cook your friends or family a meal! Dinner parties!
- University Challenge – go head to head with other societies or departments, try and get your lecturers involved
- Sponsored Wax / Headshave / No Make-up / Fancy Dress Day or Sponsored Silence!

Small Events...

- Bingo
- Speed dating/mating
- Charity lectures – persuade someone interesting to speak for charity and collect donations
- Quiz nights
- Dress up in your best fancy dress, sports gear, lab-coats (the sillier the better) and collect funds in the city centre (don't forget your permits!)
- Helping Hand- Do any friends or family need chores doing such as mowing the lawn, walking the dog, gardening, washing the car? Offer to do the jobs for small donations? Promises Promises – can you promise someone a service for a donation, e.g. you'll do the washing up for a week? Or clean the house?
- Seasonal – St Patricks Day, Christmas, Divali, Easter merchandise, games, activities
- Car Boot Sale
- Ebay and Amazon - Get rid of something you don't need or that you want to sell. People will buy lots of items if you sell them in the right way!
- Bag-packing – we've found sending an official letter to a supermarket is best
- Busking – music, dancing, juggling, diablo, painting...
- Bake sales – Krispy Kremes, homemade cakes and biscuits, cupcakes, international confectionary, shop brought – you choose!
- Face painting – Varsity, theme weeks/days, club nights
- Henna
- Guess how many...sweets in a jar, balloons in a car
- Society and sports events – are you part of an orchestra or performance group? Capitalise on your talents and collect donations at your events!
- Wearing your onesie or fancy dress to Uni
- Sponge or gunge your committee, officer, lecturer, self?

Endurance and 'athons!...

- Rowathon
- 24 hour 'Geek-a-Thon' - hold a sponsored gaming **24 hours**
- Comedy marathon
- Cycleathons
- Swimathons
- Film Marathon people pay to take part in a **24 hour** film extravaganza
- Dance-athons – zumba, hip-hop, ballet, tap?
- 30 Hour Football Manager Marathon

Online Fundraising

Online fundraising is one of the best ways to raise sponsorship – people can donate online from anywhere in the world, you can personalise your page, tell everyone about your challenge and you can link your page via Facebook.

BT MyDonate: If you are fundraising on behalf of a charity an easy and popular tool is Just Giving. This allows you to gain sponsorship online really easily as you can set up a page via RAG and the money will then get paid to the relevant charity. Please go to the SU Finance Office or the Volunteer Office if wanting to set up a BT MyDonate page.

Promote: Remember it's not enough to just have a fundraising page, you need to promote it. Why not try:

- Sharing on Social Media
- Include in newsletters
- Add a link to your email signature
- Provide information – not only on what you're doing and what it's for, but also your successes and achievements.
- Thank people for their support.

Just pop into the Volunteer Office to find out more!

Got an idea? Great!

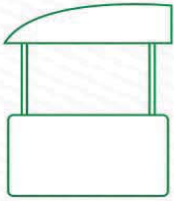


If you have an idea for a fundraiser, we can help- just complete the 'event proposal' form.

Alternatively if you want to chat through your idea before completing the form then please do not hesitate to email us: volunteers@bath.ac.uk

THE EVENT PROPOSAL LINK HAS CHANGED TO:
<http://www.bathstudent.com/volunteer/events/>

Union Table Bookings



You can book stall space on the Parade, in the SU or just outside the main SU entrance to sell crafts, run a competition, run a raffle, or run a bake sale for example. Please note that all fundraising stalls outside must be booked via RAG for charity licensing purposes. Raffles can also be covered with the SU's

Small Lotteries Licence. Just let us know some preferred dates and locations and what you want to do and if there are spaces available we'll get it sorted.

Five Minute Fundraiser!

Welcome to the Five Minute Fundraiser!

The Institute of Fundraising (IoF) have created a series of short videos to give a snapshot of the key principles of successful fundraising. We would strongly recommend that you visit.....

<http://www.institute-of-fundraising.org.uk/guidance/five-minute-fundraiser/>

You will see 5 minute videos linked to:



An intro to Community Fundraising



An intro to Events Fundraising



An intro to Fundraising Techniques

GOOD PRACTICE GUIDELINES

Can we run a raffle or a lottery?

A raffle is a form of a lottery, and all lotteries are regulated by the Gambling Commission. While you need a licence to run most lotteries, some are exempt **for example**, an 'incidental, non-commercial lottery'

- The lottery MUST be incidental to a non-commercial event, where none of the sums raised is to be used for private gain;

- Tickets MUST only be sold during the event, on the premises where the event is held
- The draw MUST take place during the event;
- The draw MUST not rollover; and deductions from the profits going to good causes MUST NOT exceed £100 in costs and £500 in prizes.

Societies and groups can run private raffles for their own members or as one-offs at a single event without needing a licence.

To run another type of raffle, for example selling tickets over a period of time, you will need a Small Lotteries Licence as stated by the Gambling Commission. RAG hold a Small Lotteries Licence and can provide you with guidance for different types of raffle. Alternatively go to

<http://www.bathnes.gov.uk/services/business/licences/gambling/lotteries>

How do we get the fundraising donations to the charity?

Collecting money



If you want to collect on private property then you must gain permission from the owner of the premises. It's a good idea to keep a record of this through email / in writing.

If you are collecting on a public highway/byway, then you **must** secure a collection permit from the local council – **go to:** <http://www.bathnes.gov.uk/forms/street-collection-permit-request>. You must have the permit and a form of ID on you during the collection in case of checks by police or council officials.

This also applies for busking or similar activities which involve collecting money in a public place.

Collection buckets must...



- Remain sealed at all times during the collection
- Not be **shaken** whilst collecting
- Clearly display the benefitting **charity** and **charity number** at all times

Note: RAG can help with loaning buckets and providing seals.

All money collected via a bucket collection must be donated to that charity by law. It must be donated in the charity's name and into their charity bank account. This includes money collected in RAG buckets.

<http://www.institute-of-fundraising.org.uk/guidance/>

Banking the cash/donation from your event



Charity money should never be banked into a personal bank account

We strongly recommend that money should be banked that **same day**. We do not advise that you walk around with money on your persons for your own safety and money taken home is not covered by Students' Union insurance.

You will be required to complete a **'yellow form'** highlighting the amount you are donating (via RAG) to your charity. This will ensure the Finance Department will pay the profits to the charity via the correct, legal process. The Student Volunteer Manager (Anna Boneham) will then need to sign this form as authorisation.

Please speak to a member of staff about "drop-safeing" – this is a simple system which allows you to bank your money safely even when Union Finance is closed. Please note that access to the night safe might be restricted to certain times so please check this with the SU Bar Manager.

Event Income

- If you have stated on your publicity/tickets that "All proceeds go to...": Any money that has been raised or donated MUST go to charity, regardless of whether your event costs have been paid or not.
- If you have stated that "All profits go to...": Any money that has been made after the payment of all event costs must go to charity.

Therefore, the most commonly used statement is the latter!!

Can we get sponsorship?



Yes you can but you will need to go and chat to the SU's Marketing Dept to find out how the marketing team can support you with things like completing a sponsorship proposal, good practice with writing a sponsorship 'card'(that details what you will do for the organisation in return for funding) and who you could contact for sponsorship.

FURTHER INFORMATION & SUPPORT

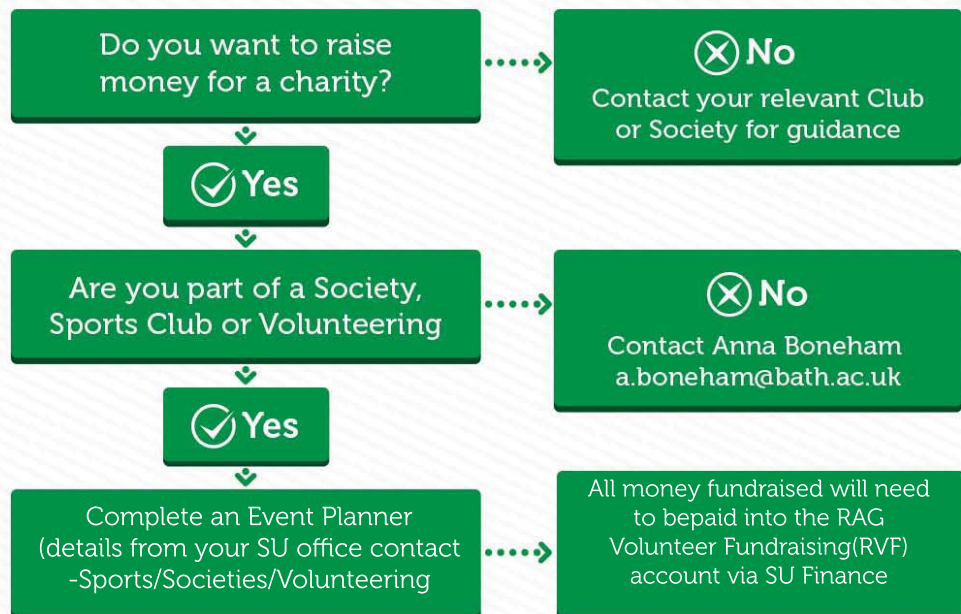
The SU also holds EVENT MANAGEMENT Meetings to support you with those higher risk events and will check over your risk assessments, financial advice and general management of the event throughout those important planning stages.

The RAG website has lots of information for you, including information on upcoming events and how to contact us: www.bathstudent.com/rag/

If you would like to speak to a member of the volunteer staff team please email Ragstaff@bath.ac.uk or drop in and see us at 1E 3.14—in the SU opposite the Joblink Office.

PLEASE DON'T FORGET TO.....complete the [Event Planner](#) which will talk you through the stages of your event to ensure you are planning properly, donating your profits legally and getting permission from the SU to deliver your event.

Student Fundraiser



For fundraising guidelines and useful tips/ideas please read through the SU Toolkit found at www.bathstudent.com/pageassets/leaders/Fundraising_toolkit.pdf