**Society Fundraising**

**Guide**

**2016 – 2017**



**Overview**

Societies normally fundraise for two different reasons: either seeking additional income to support your society’s activities or your society working together to raise money for a chosen charity. There are a huge number of ways in which your society can find money to spend on the members or to give to charity; it just takes a little work and creativity!This guide will give you an introduction to fundraising, and then it’s over to you and your society members! If would like any more advice on fundraising, please get in touch with Ellie the Societies Support Co-ordinator at [e.lodge-chilton@wlv.ac.uk](mailto:e.lodge-chilton@wlv.ac.uk).

**Introduction to Society Fundraising**

Fundraising is really easy when you know how. Planning and being organised are vital in order to get the most out of fundraising projects. The committee is responsible for planning and running fundraising activities, but it’s a good idea to encourage all society members to get involved, whether that is through thinking of ideas or helping run/organise the activity.

**Planning in advance**

* The topic of fundraising ideas can be brought up in committee meetings where ideas can be discussed and voted on. Once the committee have decided on a fundraising idea the rest of the society can be consulted.
* Once you have decided on your fundraising activity, put together an action plan. List all the things you need to organise and how long they might take:
  + How long do you need to plan the event properly?
    - Be realistic when thinking about the length of time that you will need, if the fundraising event is rushed then it won’t reach its full potential.
  + When and where will you hold the event?
  + Who and how many people will it appeal to?
  + Is the planned date suitable? Does it clash with any big events or university deadlines?
  + How much do you hope to raise?
  + How will you collect the money?
  + How much will it cost to run? Will the amount of profit justify the time and effort put in?
  + How will you publicise the event?
    - Think about the ideas you use to advertise your society and use similar ones when advertising your event.
  + What support do you need? Do you have useful contacts in the SU/University/local businesses that could help?
    - Get in touch with contacts early so that they have time to prepare and are able to offer their support.
* You may want to have a group of members who work with the treasurer to form a fundraising team. They could work together to create a fundraising strategy for the year. This will help your society members become more involved, learn new skills and maybe even become future committee members.
* If you plan to do a lot of fundraising throughout the year, you may want to have a fundraising officer as part of the committee.

**Ideas to get you started**

Here are just a few ideas about how your society could raise funds for the society’s activities or for charity:

* Use your society events to raise money by selling tickets to society members and also society non-members (you could have discount rates for members – this might entice more people to join your society!)
* Have raffles
* Auctions i.e. promise auction – members put forward ideas/actions that people bid on e.g. a free guitar lesson, a batch of brownies or clean someone’s car. You could approach local businesses and see if they would donate anything for you to auction off.
* Sell society merchandise
* Bake sale
* Hold a ‘Give It A Go’ session – charge a small fee for non-members to try out what your society does – a great way to get new members!
* Hold a tournament e.g. sports, games, etc
* Staff vs. Students – organise a staff vs students sports fixture
* Alumni connections – keep track of previous members of your society, when they become successful graduates, they may want to donate to your society.
* Collaborate with another society, it might allow you to hold an even bigger and better event.
* …………the list goes on! Check out the A-Z of fundraising ideas at the end of this guide for even more suggestions.

These are just a few ideas of how your society could fundraise, get your members together and start thinking of even more fun and exciting ways you could raise money.

There are a couple of other ways you could access money for your society:

* **Sponsorship**
  + Sponsorship is external support, whether that is financial or provision of goods, in return for some form of acknowledgement. It is a business transaction between your society and the business. Please contact the engagement team for advice if your society is considering approaching companies as society sponsors.
* **Society support fund**
  + The society support fund is a pot of money that societies can access to help improve their activities or support a one-off event. The fund has a set amount of money each year and therefore societies are required to submit an application form to access the money. For more information and to find a copy of the application form go to: <http://www.wolvesunion.org/societies/societysupportfund/>

**Having a society stall**

* If you would like a stall in SU please contact the Societies Support Co-ordinator Ellie at [e.lodge-chilton@wlv.ac.uk](mailto:e.lodge-chilton@wlv.ac.uk) giving at least 7 days’ notice before the stall is required.
* This is a great way to advertise your event as well and making more students aware of your society. It is a good idea when you need face to face contact with students.

**Fundraising for charity**

**Fun**draising events are a fantastic way to get together and raise money for a chosen charity, so let’s get **creative**! ***Remember to always keep receipts as evidence.***

Do you know what charity you are going to help? Ensure that everyone agrees on the chosen charity.



Have you done your research about the Charity? Make sure you are all aware of what the charity does and are happy to give that charity the money you raise.

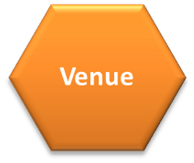


Do you know where you will hold the event? Think about the size of space needed. Do you need to hire a venue?



Have you considered how you will advertise the event so the event reaches it maximum potential?

The SU has Terms & Conditions you **must** follow! These can be found on the following pages.



Be enthusiastic when fundraising so people can engage with you and understand the purpose of the fundraising event.

Have you thought about the venue you will be using for the fundraising event? Does it cost to hire it?

Use your initiative to get the best possible outcome. Be creative when thinking about ideas, original ideas will work best, look at the A-Z below.

A-Z of Fundraising Ideas

* Dance
* Darts
* Disco
* Dog walking
* Dinner party
* Abseil
* Auction
* Afternoon tea
* Art exhibition
* Assault course

**A**

**D**

* Bring and buy sale
* BBQ
* Bungee jump
* Bowling
* Bike ride
* Book sale
* Battle of the bands
* Eating competition
* Egg and spoon race
* Easter egg hunt
* Eyebrow shave
* Eighties party

**B**

**E**

* Cake sale
* Car boot sale
* Craft fair
* Car wash
* Coffee morning
* Crazy golf match
* Charity ball/concert

**C**

* Fancy dress
* Film premier
* Fun run
* Face painting
* Fantasy football
* Festival
* Fete

**F**

**G**

* Guess the name/weight/baby/how many sweets in the jar
* Go-karting
* Garage sale
* Garden party
* Game show
* Gunge tank

**N**

* Non-uniform day
* Nature trail
* New Year’s resolution
* Night in a haunted house

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**O**

* Odd job day
* Orienteering
* Overseas challenge
* Open mic night
* Opera night

**H**

* Hill run
* Halloween party
* Hook-a-duck
* Hula marathon
* Ironing race
* Ice skating
* International charity challenge
* Indoor market

**P**

* Paintballing
* Pancake race
* Pantomime
* Parachute jump
* Personalised gifts
* Pet show
* Picnic

**I**

**J**

* Jazz festival
* Jewellery making
* Jumble sale
* Jelly eating completion
* Juggling
* Jeans day
* Quiz night
* Quest race
* Quasar night

**Q**

* Races
* Raffles
* Record breaking attempt
* Running
* Ramble
* Recycle
* Readathon

**K**

* Karaoke contest
* Knitathon
* Knobbly knees competition

**R**

**S**

**L**

* Left hand day
* Line dancing
* Lottery
* Lent
* Land’s End to John O’Groats
* Sponsored event-silence/swim/walk
* Seventies night
* Swap shop
* Speed dating
* Sky dive

**M**

* Marathon
* Music concert
* Master mind event
* Masquerade ball
* Moustache competition

**T**

* Twenty-four hour fast/cycle/walk
* Triathlon
* Tuck shop
* Tombola
* Three peaks challenge
* Toga party
* Tournaments
* Unwanted gift sale
* Underwear party
* Ugly baby contest

**U**

* Variety show
* Vehicle rally
* Valentine’s day event
* Victorian Fair

**V**

* Wacky tie/tights day
* Wine tasting
* Weakest Link competition
* Walk
* Windscreen wash
* Waxing

**W**

**X**

* Xmas party
* Xmas hamper

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**Y**

* Yoyo competition
* Yacht race
* Yoga night
* Yard sale

**Z**

* Zoo quiz
* Zodiac evening
* Zombie party

# Fundraising Form

**Society Name:   
Collection Date:   
Charity Collection for:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Box No.** | **Collector** | **Sealed by** | **Opened by** | **Amount Collected** |
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**Count conducted:   
Count witnessed by:   
Society Chairperson:   
Student Engagement:   
Amount to be submitted to charity:   
Payment made to society:**