



# A-Z of Fundraising

A handy ideas booklet on how to fundraise easily - full from big projects to small events

# Fundraising A-Z

Whether you are fundraising for your own club or society or are fundraising for a charity of your choice, this guide will provide you with some top tips and some innovative ideas to make your fundraising event stand out from the crowd.

There are no set ways to fundraise, you can be as creative as you like and fundraise in any way that inspires you or your group.

It's a good idea to set a fundraising target at the beginning of the year so you have a goal to work towards. This will also help to set you apart from others, and help keep you motivated!

Before you start fundraising for a charity, you will need them to provide you with a letter of authority, confirming you are legitimately fundraising for them.

If you are fundraising for a charity, make sure you shout about your efforts and why you have chosen that charity. Is it a cause that you truly believe in? Does it align with your aims, objectives or values?

Remember, you can book stalls in SUBU and use our card readers - make sure to read our Fundraising Guidance.



## Arts and Craft Workshops

You can offer a lot of creative options. You can run masterclasses, teaching sessions, 'Sip & Paints', chill out sessions, jewellery making. Charge a small fee to get involved. You could even look at selling your crafts to help you reach your fundraising target.



## Bake Sale

It's a tried and tested event that can really boost your fundraising target - let's face it, everyone loves cake! Make sure to display allergens and include varied dietary options.



## Challenge Quests

Take part in an event or activity in the local area. This could be an inflatable 5k run, 10k walk, moving a certain distance during a month, skydiving or cycling. These challenges will keep you moving, interested and raising funds in anyway you can. You can look at large scale events near by or plan your own.



## Dry Month

Whether it's alcohol, chocolate, sweets or carbs, going a whole month without one of these is a great way to raise money and ask for sponsors. You can get a whole group of you to take on the challenge together and post updates about your cravings!



## External Guest

Invite someone external to come and give a talk, perform or give some training to your members that is relevant to your club/society. Charge members a small fee to attend (make sure this fee covers the initial cost of your speaker and leaves you with some extra).





## Film Nights

Imagine home cinema and a watch party for a good cause. Select a movie and charge a small entry fee. You could even raise some extra funds by 'selling' confectionery for attendees.



## Guess the Amount/Name/Weight

You can do it with anything you like or make it personal to your cause. For example, guess the amount of sweets or buttons in a jar, the weight of a particular object, or name the mascot.



## Head Shave

Feeling brave? A sponsored head shave is a great way to raise lots of money. You could even turn the shave into a live event in the Student Centre encouraging donations on the day to boost your fundraising total. Be sure that the participant is 100% sure that they are happy to take part - it's a big decision.



## International Food Party

Encourage others to bring a dish or something from a specific cuisine to share with others. Charge a small entry fee (think of charging for a plate and people can load up as much as they want). This is a great event for bringing people together and raising funds for a great cause.



## Jumble Sale

Got any unwanted clothes, items or bric-a-brac? Set up a sale to sell any unwanted items. You never know one person's trash is another's treasure. This is a great sustainable way to raise funds for your cause.





## Karaoke Night

Charge a small entry fee for a night of fun and encourage everyone to sing their hearts out! You could choose a theme for the night or include a mix of decade hits. Remember to promote widely to boost the number of attendees and your fundraising total. Social media is great for this!



## Leg Wax

A great one for the boys! Ouch! Ask your sponsors to donate in advance and similarly to a head shave, you can make it into a live event. Be 100% sure your participant is happy to take part!



## Marathon Events

Not every marathon is a race! Set up an event or activity that runs continuously for a certain period of time or to a specific target. This could be a 24-hour game-athon, or walking so many miles. Pick an activity relevant to your cause or group interests.



## Name the Baby Photo

Good for clubs - a fun and creative way for your members to get to know your committee members is to post baby pictures of yourselves and ask them for a donation to take part. You can source a cheap prize to award the winner.



## Overseas Expeditions

Check out SUBU's overseas expeditions:  
[subu.org.uk/involved/scp/overseas/](http://subu.org.uk/involved/scp/overseas/)





## Problem Solving Bonanzas!

Set team or solo challenges and charge a small fee to have a go. These could be mini murder mysteries (or whole night ones), lock boxes, or solving riddles. Could you make this an interactive opportunity to educate others about your fundraising cause?



## Quiz

A traditional fundraiser that always goes down well. You could pick a theme related to your cause or choose a mix of rounds. Shout about your quiz to everyone you know! Charge a small fee to participants and make use of Dylan's Bar or The Old Fire Station and make an evening of it



## Raffle

Invest a small sum of money in some prizes or you could ask local organisations or a sponsor to donate big ticket prizes. Sell tickets to your course friends, lecturers, flatmates, and members of the community to boost your fundraising total.



## Showcase

Not all showcases have to be performance based! Arrange a time/date to demonstrate a range of talents, interests and what you've been up to you. This could be bringing people together to perform, showcasing artwork or creating an informative experience (think mini museum!). Charge a small fee for entry (and you could consider a small fee to participate).



## Tournament

Not all Tournaments have to be sporty! For sports clubs or anyone who fancies some running around, it may also be fun to hold tournaments in your particular field or a different sport to shake things up. You can charge entry per team and charge spectators a small fee to come and watch.



## University Challenge

Link up with another group and hold a University Challenge-style event, challenging each other to be the brainiest bunch.



## Virtual Challenge & Workshop

Run events online to bring and connect others to your fundraising cause. This could be hosting E-sport tournaments, virtual bake offs, quizzes or masterclasses. Is there a particular topic you can share with others?



## Workout Challenge

Set a gruelling workout challenge. This could be across a number of hours, days or weeks and ask for sponsors to back you! Ever tried 30 star jumps, every hour for 24 hours? Set up a Zumba-thon and encourage others to get involved. Charge a small fee to take part.



## Xmas Social or Fair

Get everyone together to celebrate the festivities with a social night out charging a fee to attend (make sure your fee covers any initial costs of the social and leave you with some left). Or take part in a Christmas fair, selling homemade crafts or sweet treats. You can even encourage others to wear Christmas Jumpers and donate too. You could have a competition for the best/worst jumper?



## Yarn-tastic!

Got a talent for knitting or crocheting? Why not set up a trail of your creations and charge a small fee to complete the trail? (Reach out to the local community to check permissions first.) Could you start with a sponsored activity to make the yarn creations? You could even sell them too.



## Zero Challenge

Can you spend the day without buying coffee? What about not creating waste? Set yourself a target for the day (or week) and strive to achieve it for that duration. Get others to sponsor you throughout your challenge.

