

## Fundraising A-Z

Fundraising for your club/society or a separate charity is a key part of club/society activities, so we have put together this handy guide to help you fundraise safe and legally.

### Fundraising for a Charity

Make sure you always state exactly what, and who, you are fundraising for. If you're fundraising for a registered charity, make sure you ask them for the correct charity number and wording to put on any of your promotion (a lot of charities will send you an information pack with template posters, sponsorship forms and ideas to raise money).

### Fundraising for your Club/Society

If you're fundraising for your SUBU club/ society (and not a charity) you will need to be clear about what the money will be used for i.e. "all funds will be used for the xxx project".

Funds must be spent on the **exact purposes specified** and you have to get the permission of the donor if you want to vary the terms.

**Put a statement on every single piece of fundraising literature** saying "If donated funds cannot be used for the benefit of xxx project (for instance, if the fundraising target is exceeded or if the project substantially changes), all donations will be used for the general work of xxxxx club/society."

### Fundraising Collections

Public collections for charities on the street require a public licence, which can be applied for from the Local Authority.

- Private collections (i.e. outside supermarkets or football grounds) require the written permission from the land owner, and the allocated slots can fill up 12 months in advance. There are also various guidelines and codes of practice about how the money is collected, counted and recorded, so it's often best to join in with an existing collection for a charity – volunteers are always welcomed!

- You must not rattle collection cans or shake collection buckets. This is part of the fundraising code of conduct.

### Raffles

Raffles can be a great way to raise money but they are legislated by the Gambling Commission, which regulates everything from wording on tickets to the amount you can spend on prizes and administration.

- You won't need a licence if you run a raffle as part of a bigger event
- Only sell tickets and make the prize draw during the event itself.
- Everyone must be charged the same price for the ticket. Eg you can't offer 'buy 2 tickets, get one free.'
- You also cannot offer cash prizes.
- For any other type of raffle (there are eight different types under the Gambling Act 2005!), you will need to check the limits on prizes, wording and licences required (for more information on raffles visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)).

### Fundraising Events

- If you are selling alcohol you will need a licence, and you can apply to the local magistrates' court. One-off events don't need licences to sell food but you will still need to follow the food hygiene regulations ([www.food.gov.uk](http://www.food.gov.uk)). For events running over more than one day, you will need to register with the Local Authority.
- Licences are also required for events involving singing, music or dancing – so it's a good idea to find a venue which already has a Public Entertainment Licence to save you having to apply!
- Make sure you've thought about health and safety, and whether you need a first aider at the venue. You will need to fill in a SUBU risk assessment available to download from the Committee Zone
- Insurance – most venues will have their own insurance but check whether you and your event are covered for any eventuality.

# 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.

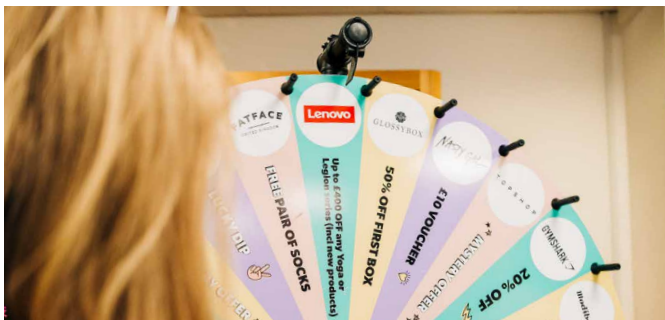
There are no set ways to fundraise, you can be as creative as you like and fundraise in any way that inspires your club or society. To help keep you all motivated, it's a good idea to set a fundraising target at the beginning of the year so you have a goal to work towards. This will also help to set your club/society apart from others.

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. Perhaps it aligns with your club's aims and objectives or it is a cause that you truly believe in.



**TOP TIP** Look out online for templates for games such as guess the name, sweepstakes, sponsorship forms to make your fundraiser easier!



**TOP TIP** When you are cooking or baking for your event, make sure you cater for everyone's needs by displaying allergens and including gluten and dairy free options.



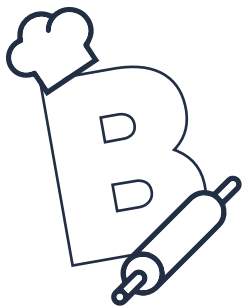
**TOP TIP** Think about how your fundraiser could also be run online to reach more people and boost your fundraising.

# Fundraising A-Z



## Afternoon Tea

An easy way to get people together and also a yummy way to fundraise for your chosen charity.



## Bake Sale

It's a tried and tested event that can really boost your fundraising target - let's face it, everyone loves cake!

## Bag Packing

Not only does packing bags at your local supermarket help to raise awareness of your club, it gives you the opportunity to raise extra funds. Make sure you contact the supermarket well in advance.



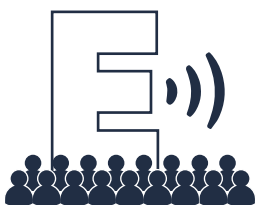
## Car Boot Sale

Have your committee or members been hoarding unwanted gifts or clothes that you no longer wear? Check out some of the local car boot sales and sell your things to raise money for your club or your chosen charity.



## 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

Inviting someone external to come and perform or give a talk or some training to your members that is relevant to your club/society and charging a small fee to your members is a fun way to help you reach your fundraising goal (make sure your fee covers the initial cost of your speaker and leave you with some extra).



## Fantasy Football

Set up a league of your own and let members compete against each other. You could split the prize fund 50/50 between the winner and your chosen charity. It's totally fun and helps you to increase your fundraising total.

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### Guess the Amount/Name/Weight

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



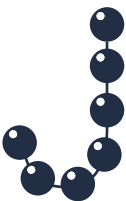
### Head Shave

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.



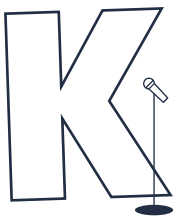
### Ice Cream Stand

Selling ice cream on campus is ideal during the summer months. Make your stall stand out and attract students with good prices and a wide range of choices.



### Jewellery Making

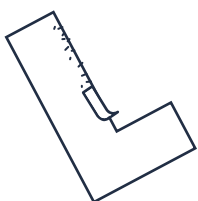
An arts and crafts evening is a great way for members to relax but also allow you to create homemade jewellery to be sold to help you reach your fundraising target.



### 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.

**TOP TIP** With all events, remember to promote outside of your society 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.

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### **Murder Mystery**

A great event to run near Halloween with a spooky theme! There are lots of organisations that provide ready-to-go kits to help you create the perfect party. Promote far and wide, charging a small entry fee to take part.



### **Name the Baby Photo**

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/)



### **Pub Quiz**

A traditional fundraiser that always goes down well. You could pick a theme related to your club/society 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**

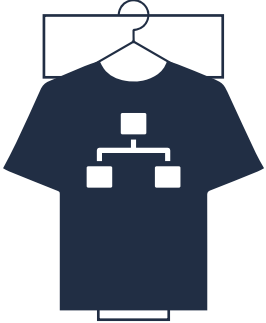
Invest a small sum of money in some prizes or you could ask local organisations or a sponsor to donate big ticket prizes. Sell tickets to your society members, course friends, lecturers, flatmates and members of the community to boost your fundraising total.



### **Sweepstake**

Pick a big sporting event such as the Grand National, Eurovision or the World Cup and run a sweepstake. You could even hold a viewing party on the night!

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### T-Shirt Sale

One for clubs and societies with a large membership base. You could print t-shirts with your club logo and the year and sell these to your members or use them as part of a pub crawl.

### Tournament

For sports clubs, it may also be fun to hold tournaments in your particular field or a different sport to shake things up, charging spectators a small fee to come and watch.



### University Challenge

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



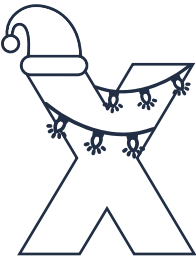
### Valentine's Day Social

Create a social with a *love*-ly theme, charging a fee for members to attend.



### Workout Challenge

Set a gruelling workout challenge across a number of days or weeks and ask for sponsors to back you!



### 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 you could take part in a Christmas fair, selling homemade crafts or sweet treats.



### Yoga-thon/Zumba-thon

Run a series of Zumba or Yoga sessions over the course of a few days, charging a small fee to take part. You can work out, have fun and fundraise all at the same time.