

# Your Guide to Fundraising at University



# Being a social butterfly

Fun, low key ideas

Fundraising at University doesn't always mean hosting large events that take months of planning. Making an environment fun, relaxed, and full of good vibes is a great way to spread the word about your fundraising.

Some events work best when they're easy to replicate and can be done on a rolling basis and of course, making your event specific to you and your passions will help you enjoy the process a whole lot more.

So whether you set up a monthly film club complete with snacks, a bingo night and drinks, or something unique to you, make your event fun and relaxed and encourage your friends to share your event with their networks!

Remember that any clubs or societies you're a part of can help you promote your event too.

## Examples of social events

Pub quiz - The classic pub quiz is a sure winner to help you fundraise regularly. Think about a popular theme and spread the word to all your friends. A prize for the winning team is always nice!

Film nights - Either invite your friends over or rent out a hall for that cinema feeling, let your attendees vote on a film and watch away! You could also theme your events around holidays, like a rom-com for Valentine's day or a horror film for Halloween.

Bingo Nights - Grab a bingo wheel and shout out those numbers. Advertise everywhere and spread the word between societies as a chance to do something a bit different on an evening.



## Top Tips

**Do something you  
enjoy**

**Invite people to your events on  
social media**

**Ask clubs and societies to spread  
the word**

**Think about if your event is  
something you can replicate**

# Creating a main event

## Thinking bigger to help your fundraising

### Examples of larger events

Charity ball/Ceilidh - Put on your glam rags and dance the night away! Get your team, or some friends together to help organise a magical night of dancing and fun. If you want to get creative, have a theme for the night (e.g. Roaring 20's, Peaky Blinders, or Disney)

Open mic nights - Mix it up from the usual student night out and hold an open mic night at your Student's Union. Whether it's singing, comedy, poetry, or spoken word, branch out and gather people with all talents to perform.

Sports Matches/Tournaments - Sports tournaments are great fun and a really good way to raise money, especially if you have links to university sports clubs or societies that will be keen to enter teams or help you promote.

What's something you've always wished your University would host? Is it a ball, an end of year concert or something specific to your Uni? With enough planning there's no reason why you can't host one of these events yourself!

This will require planning and maybe a bit of help from your friends/family, so don't be afraid to reach out to make your event a showstopper.

If you know that this is something you want to try, but are not too sure where to start we're here to help you set out a plan and get you started!

You can also check out the event planning template at the end of this guide for a checklist of everything you need to set up your big event.



### Top Tip

You can always add extras to your events. For a Charity ball, add in a raffle to boost the fundraising. If you're planning a sports event or tournament see if you can provide refreshments on a stall in between matches and charge a small additional fee for spectators.



### Top Tip

Make sure that you plan your event accordingly! It's important to decide on what type of event you'd like to plan, what networks you'd be able to reach out to in order to help with specific aspects of your event and whether the venue you'd like to use is available on the dates you're able to hold your event!

# Cheap and Cheerful

Quick and cheap ideas

It's completely natural to worry about the financial aspect of your fundraising events, so if you're worried about the risk/return of investing time and resources for a large event that might not bring in as much as you hoped, you don't need to. It's extremely rare to put on one event that will raise enough to reach your fundraising target, so think about smaller ideas too.

The best thing about fundraising is that it's completely flexible and unique to you and some ideas that cost less to set up can actually bring you much closer to your fundraising target than you had previously thought!

Think outside the box and get creative with lots of little fundraising ideas. All the little ideas add up so when you might be too busy to fit in organising a larger event, you can still chip away at your fundraising target.

## Examples of cheap and cheerful ideas

Bake sale - The classic charity fundraiser! Reach out to the SU to book a stall in a popular place and sell sell sell all day if you can. A bake sale is always a go-to idea for most! If you can't bake yourself then rope in your flatmates!, or use your letter of authority to reach out to supermarkets for donations.

Fancy dress - Brighten up someone's day and dress up in a crazy outfit while raising money. Whether at a bag pack or just attending lectures, fancy dress always helps to get people's attention and draws in donations. For an extra incentive, get people to vote on what you wear!

Take on a challenge - Take on a fitness challenge like 5k a day for a week or 10,000 steps a day, or try a challenge you can do at uni like a sponsored silence. Create a buzz on social media to encourage donations!



## Top Tips

**Draw attention by playing music**

**Use regular club nights to do collections/glow stick sales etc**

**Use the power of social media to spread the word**

**See if your department will help you promote to reach more people**

### Examples of Community Fundraising

Supermarket Bag Packs - Stand at the end of the supermarket tills and offer to pack shoppers' bags in return for a small donation. It's a great opportunity to talk to more people in a short space of time, so contact your local supermarket directly to apply for a date and then get a group together to cover as many tills as possible.

Collections - If you're looking to reach a range of people outside of your networks, this is the idea for you! If you'd like to do a public collection you MUST make sure you're doing so in a legal, safe, and ethical way. Make sure you speak to us first.

Non-Uniform Day - Asking your former or local schools to hold a non-uniform day can be a fantastic way to fundraise. Reach out to them directly to ask and you can offer to do a talk in assembly in return.

If you moved away from home to go to University, you're now lucky enough to have two different community networks to fundraise from.

There are so many ways you can involve the wider community in your fundraising and while it can be normal to worry about approaching people, you may be surprised how willing people are to help you.

From supermarkets to schools, there's a whole range of ideas you can do to raise funds from people in your local community.

If something works in one place, don't be afraid to replicate it in the other but equally there may be some ideas that you don't think would be great at University but will work well at home and vice-versa so know your target audience.

For more ideas on how to fundraise in your community, check out our Community Fundraising guide!



### Top Tip

Supermarkets and schools may have limited dates on when they are able to help you with your fundraising, so make sure you get in touch with plenty of time before your fundraising deadline. If you have a friend or a member of family who works in a school or supermarket, ask if they'd be able to help you secure a date!



### Top Tip

Drawing attention to yourself is the best way to increase engagement and funds towards your target! Break out the fancy dress, bring your speakers (if you have permission) and make sure you're friendly and approachable to maximise interaction with the public.

## When Fundraising feels a little tough just remember

Anything you are able to fundraise helps - if your plans didn't raise as much as you hoped, you are still providing access to clean water, safe toilets and hygiene education!

Reach out to us if you need help talking through your ideas or there is something that you're worried about. We can't help if we don't know, so get in touch!

Do what makes you comfortable. Yes, fundraising can involve pushing yourself to try something new, but you'll also enjoy fundraising if you're doing things you already enjoy!

Don't compare your progress to others. It can be really hard to see that your teammates have gotten off to a flying start and you haven't. Everyone moves at their own pace!

Have you seen an idea in this guide and thought about giving one a go, but aren't too sure where to start? There are multiple ways to get in contact with us:

### **By Email:**

support@digdeep.org.uk

### **Instagram:**

@digdeepchallenges

**Or book in a call with the team here.**

We are open Monday-Friday from 9am to 5pm to help you bring your fundraising ideas to life!

### **Tips from the Team**

Simon Franklin - Managing Director

Do something that you love! One of my hobbies and passions is football, I used that and organised football tournaments. I got my friends and local teams involved and as I came from a football background I knew all about the game, what needed to happen and how I could run an awesome event.



# Event planning template

## Brainstorming stage

|                                                                                            |                                                                                                                                                         |
|--------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Type/Name of event                                                                         |                                                                                                                                                         |
| Potential dates                                                                            |                                                                                                                                                         |
| Potential venues (tick when contacted)                                                     | <div><input type="checkbox"/><br/><input type="checkbox"/><br/><input type="checkbox"/><br/><input type="checkbox"/><br/><input type="checkbox"/></div> |
| Venue Capacity                                                                             |                                                                                                                                                         |
| Who might this event appeal to? What is your target audience / who are you able to invite? |                                                                                                                                                         |
| Will you need people to help you set up and host the event? If so - who, and how many?     |                                                                                                                                                         |
| Where will you sell tickets?                                                               |                                                                                                                                                         |
| Where will you advertise the event?                                                        |                                                                                                                                                         |

# Budgeting your event

|                                                                                                                                                               |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <b>What is your fundraising goal for the event?</b>                                                                                                           |  |
| <b>Make a list of all your costs - venue hire, decorations, food/drinks, entertainment etc</b>                                                                |  |
| <b>Total cost:</b>                                                                                                                                            |  |
| <b>Add all of your costs to your fundraising goal to get your overall target.</b><br>Total costs + fundraising goal = overall target:                         |  |
| <b>Based on your overall target and your venue capacity work out how much you should charge per ticket.</b><br>Overall target / venue capacity = ticket price |  |
| <b>What is the minimum number of tickets you need to sell to cover your initial costs?</b><br>Total cost / ticket price                                       |  |
| <b>What other ways could you raise money?</b> eg. raffles, costume competition, bake sale...                                                                  |  |

# Checklist

| Action                                                                 | Timeline                              | ✓ |
|------------------------------------------------------------------------|---------------------------------------|---|
| Venue confirmed                                                        | 4 - 6 weeks in advance                |   |
| DJ / entertainment confirmed                                           | 4 - 6 weeks in advance                |   |
| Event page created on Eventbrite / ticket sales platform               | 4 weeks in advance                    |   |
| Social media promotion - shared on Instagram, Facebook and group chats | 4 weeks in advance, regular reminders |   |
| Ticket sales live                                                      | 2 - 4 weeks in advance                |   |
| Raffle / competition prizes confirmed                                  | 2 - 4 weeks in advance                |   |
| Event schedule planned and shared with venue and helpers               | 2 weeks in advance                    |   |
| Food / drinks purchased (if necessary)                                 | 2 - 3 days before                     |   |
|                                                                        |                                       |   |
|                                                                        |                                       |   |
|                                                                        |                                       |   |
|                                                                        |                                       |   |