Fundraising Guide 2019

To provide support and guidance for Students’ Union clubs and societies charity fundraising
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1. Student Fundraising- The Rules

The University of Southampton Students' Union (SUSU) is a Charity; charities cannot donate money to other charities. Students’ Union Clubs and Societies also cannot donate directly to charity. This is because as they are associated with the Union they are subject to this same legislation.

As a result of this law, the Students' Union developed a RAG department which is allowed by the Union's constitution to raise and donate money to charities through a RAG account. Any money raised for any charity by an individual, club or society associated with the Students' Union MUST be sent through RAG accounts, and any fundraising activity MUST be approved by RAG first – this enables us to keep track of events.*

This applies to money raised for any charity, not just the four RAG nominated charities and includes events on and off campus.

* The rules do not apply to fundraising for the day-to-day running costs of your Club or Society. You will not need RAG approval for these activities.
2. All About RAG

RAG stands for ‘Raising and Giving’. RAG are the major fundraising committee at the University of Southampton. The RAG committee and RAG volunteers spend the year fundraising for dozens of charities. With University of Southampton students able to nominate and vote for the four core charities will support over that academic year (local, national and International).

RAG are a major support system for any other societies, clubs, groups or individuals who want to fundraise too, and can offer support and guidance on fundraising events. RAG also keep a record of all student, club and society fundraising and add this to the student fundraising total, which is announced at the end of the year.

In 2018/19 we announced that students at the University of Southampton raised an amazing record breaking £229,354 for charity!

2.1. RAG opportunities to look out for

RAG are on hand to offer guidance to clubs & societies on your events, but also offer various opportunities’ throughout the year for individuals and teams to get involved in fundraising events and activities for great causes. These include:

Jailbreak – Compete in a race against time to get as far away from Southampton as possible, without spending any of their own money. Previous teams have made it to New York and Dubai!

RAG Adventures – Is it on your bucket list to Climb Kilimanjaro, do a Gorilla Trek or Skydive? RAG run a number of amazing adventures each year with charity partners.

Annual RAG Naked Calendar: RAG encourages clubs and societies to get their kit off and feature in their annual naked calendar.

Take me Out: Eligible bachelors and potential suitors lined up and ready to entertain you, all for charity.

Lost: Jailbreaks Lil Bro. RAG will put you on a coach, take you 99 miles away and unleash you. Your task? Make it home without spending any of your own money.

Check out RAGs Facebook page for up to date information on everything they get up to! https://www.facebook.com/SouthamptonRAG/
3. How to get RAG Approval for your event

1. Send an email to rag@susu.org letting us know you want to run an event & what it is you are thinking of doing.
2. RAG will send you guidelines forms to complete. These may include:
   a. A Charity Fundraising Event Plan
   b. Students’ Union Event Proposal Form
   c. Risk Assessment Template
3. Complete them and send them back to us at least two weeks before your event. If your event involves food, you will also need to send us a Food hygiene certificate (The Union can set you up on a course for FREE!)
4. Market your event– RAG & the Union can help with this!
5. Collect fundraising buckets from RAG (you may also want to set up an online fundraising page to maximise your reach)
6. When approved, run your event.
7. As soon as you can after your event, bring the money raised into the Students’ Union Activities Office (Building 42, Floor 2)
8. We’ll count and bank the money and send your donation to the charity of your choice. If we receive a “thank you” from the charity we will forward this on to you (after all it was your hard work!)
9. Your total will be added to the RAG student Fundraising total, which is announced at the end of the academic year.
10. Send us any pictures from your event. The Students’ Union communications team love to report success stories and there is nothing better than Students and Societies raising money for a good cause! This could include promo via social media, a story on the website and more.

3.1. Booking Space in Students’ Union venues
The Students’ Union has a number of spaces that can be booked by students for fundraising events. These include The Bridge, Bar 2, The Cube & the Red Brick. Space hire will free for student groups, although charges may be incurred for the hire of tech equipment or other services. Spaces also get booked up fast, so make sure you give enough notice to get this booked and approved.

Bookings are made through the Union website, via the Room Bookings facility at http://bookings.susu.org
4. Why Fundraise?

- **It’s Fun!**— Fundraising offers you a chance to get together with friends, family and neighbours and have a great time for a good cause.
- **It’s Easy**— the process has been designed to make things as easy as possible for you.
- **It makes a huge difference to people’s lives**— By fundraising for charity you will be giving back to the community, be helping those less fortunate and help that charity progress.
- **It’s great for wellbeing**— Research into actions for promoting happiness has shown that committing an act of kindness once a week over a six-week period is associated with an increase in wellbeing (*Mind*)
- **You can develop and enhance your skills**— Budgeting, event planning, teamwork, marketing, volunteer coordination, organisation, communication. All great skills to put on your CV!
5. Who to fundraise for- some advice

With 168,237 registered charities in England and Wales, choosing who to raise money for may be difficult. We will always encourage you to only raise funds for UK-Based charities who should be registered with the Charity Commission for England and Wales, but you may also want to consider the following:

- **Is the Charity local?** An advantage of donating to a local charity is that you may be able to go and visit, volunteer or directly see how the money is being spent in your own community.

- **What are the charities aims?** Do they fit with the aims of your group? Is there a cause your members are passionate about?

- **What is the reputation of the Charity?** – It’s a good idea to do an internet search to see what information you can find about a charity. Has it received positive reviews and press coverage?

- **How will your donation be spent?** Unallocated funds are often really helpful to charities, but some will also have a specific campaign or project you can choose to support. For example during an emergency.

- **Do they offer student fundraising support?** Many of the larger charities have teams or staff dedicated to supporting student fundraising. With guides and support often available on their websites.

To search and find out more information on the charities registered in England and Wales check out the Charity Commissions website: [http://www.charitycommission.gov.uk/find-charities/](http://www.charitycommission.gov.uk/find-charities/)
6. A-Z Fundraising Ideas

Bake sales are great, but it doesn’t hurt to be innovative with your fundraising ideas. Here are a few ideas from us:

A. Arts and Crafts Sale, Auction, Apple Dunking
B. Blind date, Bag Packing, Bake Bean Bath
C. Casino Night, Car Wash, Carols
D. Darts Tournament, Dinner Party, Duck Race
E. Easter Egg Hunt, Eighties night, Eco-Challenge
F. Face your Fears, Five a-side, Fun-day
G. Gunging, Good deeds for donations, Give It Up
H. Haunted House, Highland Games, Hugs
I. Inflatables, International Evening, Ice Cream Social
J. Jumble sale, Jumper Day, Joke Book
K. Karaoke, Knitting, kick a bad habit
L. Lego making competition, Line of Coins, Live below the Line
M. Murder Mystery, Minute to win it, Music Night
N. Name the (?), New Year’s resolutions, (Big) Night in
O. Odd job day, Onesie Party, Outdoor film screening
P. Pub Crawl, Pool Tournament, Plant Sale
Q. Quiz Night, Quiet (Sponsored Silence), Quiddich
R. Raffle, Raids, Running
S. Shave Off, Swap Shop, Sleep Out
T. ‘THONS’ (12 hour/24 hour Dance/Row/Bounce/Game-a-THON), Tea & Talk, Tombola
U. University Challenge, Up-Cycle, Ultimate Frisbee
V. Variety Show, Valentine’s Day Roses, Valet Service
W. World Record Challenges, Wine Tasting, Welly wanging
X. X Marks the Spot (Treasure Hunt), X-exercise Challenge, X-Mas fayre
Y. Yes Day, Yodelling competition, You’ve Been Framed
Z. Zombie vs Humans, Zip-slide, Zumba
7. Do’s and Don’ts of Student Fundraising

The amount of funds raised by student clubs, groups and societies is amazing! RAG and the Students’ Union are here to support you make your fundraising event a huge success, so don’t forget to reach out to us for support via rag@susu.org. Below is also some handy Dos and Don’ts to help you with planning your fundraising activities:

DO get RAG approval for your event: remember, student clubs and societies associated with the Students’ Union cannot give money to other charities. You need to inform RAG of your event and bank your money with us. That way we can pass onto your chosen charity and ensure we don’t break any laws.

DO follow legislation– As well as RAG permission you may need licences from your local council to hold certain fundraising events. This includes for raffles, lotteries, raids etc. RAG can give advice on this.

DO tell everyone– spread the word about your fundraising by using Facebook, Twitter and other social media to increase awareness. The Students’ Union may also be able to help you to promote on our screens and pages.

DO make a plan– Set yourself a fundraising target, reach out for volunteers, and think about having a plan B. It can take time to plan and get approval for your event. You may have to do a few drafts of an event risk assessment.

DO get stuff for free– You shouldn’t have to spend money in order to raise funds. Local companies may be willing to help you out by donating prizes or giving you space for free (e.g for a pub quiz)

DO collaborate with other clubs and societies– This may extend your reach, make fundraising even more fun and make your event even more successful.

DON’T forget to talk to RAG or your student activity coordinators. Let us know how things are going, get our support with your risk assessment. We’re here to help, so make use of us.

DON’T forget you are representing the Students’ Union, The University of Southampton and Southampton RAG. Be clear that you are representatives of RAG, and not representatives of the external charity and remember to not cause a nuisance to members of the public (this is law!)

DON’T pressure people to donate– Always be non-aggressive, there are laws and guidelines around fundraising you have to follow and people shouldn’t feel pressured to donate. If you want more information on fundraising rules just ask RAG.
DON’T do anything dangerous- don’t put yourself at risk by walking around with money. Remember to bring your donations to the student activities office ASAP after an event.

DON’T forget to celebrate your success- the Union would love to share your success with your fellow students, so make sure you share photos or stories from your event. If it’s a bug success why not nominate yourself for an Excellence in Volunteering Award at the end of the academic year!

DON’T forget to have fun– Remember You can’t spell Fundraising without FUN.
8. Useful Contacts:

Students’ Union Website: www.susu.org/opportunities/rag

Southampton RAG email: rag@susu.org
Southampton RAG Facebook: www.facebook.com/SUSURAG
Southampton RAG on Twitter: @southampton_rag

Student Activities Coordinator (External Engagement): Hayley Shepherd, hayley.shepherd@susu.org