



THE  
SU  
BATH

# Fundraising Toolkit



# Introduction

Raising money for charity is one of the most rewarding things you can do. This toolkit will help you run any fundraising you want to do at the University; suggests effective planning techniques for maximum results and supplies the answers and resources you may need.

## **BEFORE YOU START FUNDRAISING...**

Use this toolkit with the [Event Management Handbook](#) to help you plan your fundraising event. Staff and volunteers within the relevant Students' Union (SU) department will support you through the process.

The Event Management Handbook will have information on how to:



**Recruit  
your Team**



**Create your  
Budget**



**Write your Risk  
Assessment**



**Publicise your  
Event/Ticket sales**



**Manage a  
Timeline**



**Evaluate  
the Event**

# Student Fundraiser



If you have an idea for a fundraising event we can help, just complete an **Event Planner**: [Thesubath.com/new-event/](https://thesubath.com/new-event/) This takes you through the stages of creating a successful event and getting support and necessary agreements from the SU. Or if you would like to chat through your idea please email us at [ragstaff@bath.ac.uk](mailto:ragstaff@bath.ac.uk) or come in and see us in the Volunteering Office.

# THE LAW

(and why RAG must be involved!)



The Students' Union **must** be made aware of **all** fundraising activity undertaken as part of the SU. Our charitable status means that by law, student groups cannot fundraise for anyone other than themselves or the SU. However, RAG is exempt from this rule. So, all transactions and costs associated with your fundraising event will need to go through the appropriate RAG account.

## Rag Account Codes

**Sport groups use RAG 7SA**

**Societies use RAG 7SO**

**Volunteer groups use RAG 7FE**

If you don't fall under any of these categories please contact RAG directly on [rag@bath.ac.uk](mailto:rag@bath.ac.uk) The profits from your event will then be paid to your nominated charity, which must be approved by the SU Volunteer Office before the event.

**These regulations do not include raising money specifically for your club, society or group.**

# The Charity

Which charity are you fundraising for?

The charity you wish to support needs to be both a UK registered charity and approved by the SU Management Team. Please do come and talk to the Volunteer Office if you are not sure.



**The benefiting charity must have a UK registered charity number and an associated bank account.**

**The SU will consider the principal purpose and activities of the charities supported by student fundraising.**

**A list of charities supported through fundraising will be compiled annually by the Volunteering Team.**

If you need clarification on whether you are fundraising for a charity or your student group, please contact us at

**[ragstaff@bath.ac.uk](mailto:ragstaff@bath.ac.uk)**

# RAG

(Raise and Give)



RAG, which stands for 'Raise and Give', is led by a student committee and engages over 600 members per year. RAG exists to support student fundraising and help other student groups to put on events that raise money for charity.

## Table Bookings:

You can book stall space on the Parade, in the SU or just outside the main SU entrance to sell crafts, run a competition, raffle or cake sale.

## RAG can support you to:

- Run your own fundraising event
- Set up a street collection in Bath
- Run a raffle
- Hold a cake sale
- Come up with fundraising ideas.

## RAG and SU Staff can help you with:

- Budgeting
- Ticketing
- Marketing and publicity
- Banking
- Charity Law and good practice
- Fundraising equipment, resources and materials
- Choosing charities
- Event management
- Sponsorship
- Health and Safety advice, insurance and risk assessment
- Online fundraising
- Collection permits
- Volunteer recruitment

# Fundraising

## Our Top Tips



### **Start planning early**

Ideally plan your event at least six weeks ahead to give you plenty of time to book the right venues and raise money for your charity.

### **Be confident**

Donations can take time to raise but your hard work will be worth it: people can be surprisingly generous.

### **Check in**

If you have an idea come and check in with SU Volunteering. Any events involving food, physical challenge or potential risk can be considered and we can then support you with risk assessments, disclaimers and additional insurance or check against policies.

### **Know the facts**

Make sure you can tell people about the event: if you can chat about what you're doing people will be more inclined to donate. Practice your 'elevator pitch': this is a one minute speech about what you are doing, who for and why it is such a good cause.

### **Know the charities involved**

Tell your donors where their money is going. Research the charity involved so that when people ask you can tell them where their donation will be going and who they will be helping. Specific information and stories which bring alive what you are doing will help you to raise more for your cause.

# Fundraising

## Our Top Tips—Continued



### **Use your contacts**

Tell your family, friends and colleagues about what you're doing – the people who know you are your best starting point for donations.

### **Use your USP**

What is your Unique Selling Point for fundraising? Can you play an instrument or are you a great baker? Coming up with a creative idea or using a unique talent can give you an edge as a fundraiser.

### **Maximise donations during the event**

People will be really motivated to give as your event is happening. Make sure to plan several calls during the event and soon afterwards.

### **Set fundraising goals and mini goals**

Set a target, review and extend this if you are reaching it early on. If you have an ambitious target break it down in to smaller amounts and plan when you want to reach each amount.

### **Follow good fundraising practice**

RAG can advise you and help ensure that your fundraising is operating along good practice guidelines. This includes making sure that your money gets safely to your charity. When you collect a RAG bucket we will give you security seals – you can use these to keep your donated money secure. Do look at our good practice guidelines too, 'drop-safe' the donations and follow the SU guidelines linked to sponsorship. RAG can provide information on all these procedures.

# Fundraising

## Our Top Tips—Continued



### Use external companies

Try and use the expertise of companies who deliver events such as bungee jumps, abseils, etc. This is really good practice as the company will be covered by their own public liability insurance, should have a risk assessment in place and know how to run events. This will save you time planning and enable you to offer an exciting event.

### Use online fundraising

The SU use Virgin Money Giving as our online platform for fundraising – this provides an easy way for people to donate and you can link your page to social media to promote your event. You will need to set up your page under Bath RAG to ensure we can receive your donations – you can ask us to help you with this. You need to specify Bath RAG as your charity and then give a clear description of your event so that RAG knows where to donate your profits. This is important in following charity law as it relates to the SU.



# Things to Avoid



## Pressurising potential supporters

Don't worry if people say 'No' and don't ask twice.

Not everyone is going to want or be able to give. Even if they do not donate you have raised awareness of your charity.

## Shaking your bucket

The guidelines don't explicitly say you cannot do this but we advise against it. Just smile and let people come to you.

## Please note:

Anyone working with RAG on an event or using the collection buckets is representing RAG. Please be mindful of this and remain positive and polite when meeting other students, staff and the local community.

## Important note about insurance

Your event will only be insured if SU staff are aware of and approve the event – otherwise your event is not covered. If fundraising off-campus SU staff need to get approval from the SU insurance company. To do this we need to submit your risk assessment and activity information. For further details contact Ghika Savva,

[ragstaff@bath.ac.uk](mailto:ragstaff@bath.ac.uk)

# Fundraising Ideas



## Large events

Bath's Got Talent, murder mystery, charity ball, sports tournaments – lecturers vs students, club nights, sky diving, abseiling.

## Medium events

Film nights, Bake offs, Come Dine with Me, University Challenge, quiz nights, speed dating, bingo, charity lectures, sponsored events such as head shaving, no makeup.

## Endurance events

Rowathon, swimathon, danceathon, comedy, gaming and film marathons.

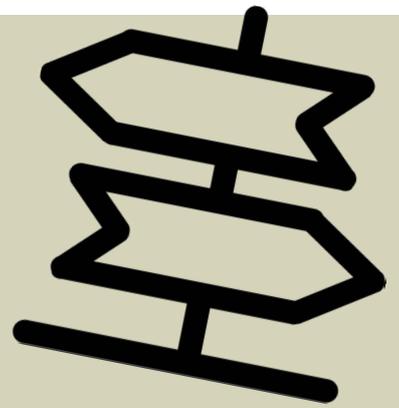
## Smaller events

Helping hand – dog walking, gardening, etc, tombola and raffles, fancy dress cash collections, Amazon and eBay sales, supermarket bag packing, busking, sponging/gunging your committee/lecturer.

## Can we get sponsorship?

Absolutely, but do let the SU's Marketing team know as they can support you to complete a sponsorship proposal, cross check against sponsors for other groups, deal with contracts and invoicing and ensure you get the most from your sponsorship arrangement.

# Good Practice Guidelines



## Can we run a raffle or lottery?

Yes you can, but as raffles and lotteries are regulated by the Gambling Commission you would usually need a licence. However, some types of lotteries are exempt including incidental lotteries which could apply to your event if the lottery is only promoted for charitable causes and not run for commercial gain.

### To comply:

- **Raffle tickets can only be sold at the location and during the event**
- **The draw would take place during the event, and not rollover**
- **Deductions from the profits going to good causes would not exceed £100 for costs and £500 in prizes.**

Societies and groups can also run private raffles for their own members or as one-offs at a single event without needing a licence.

To run another type of raffle, eg selling tickets in advance, you will need a Small Society Lotteries Licence. RAG holds this type of licence and can provide you with guidance.

Alternatively see:

**[bathnes.gov.uk/services/business/licences/gambling/lotteries](http://bathnes.gov.uk/services/business/licences/gambling/lotteries)**

# How do we get the money to the Charity?



## Collecting money

If you would like to ask for donations on private property you will need permission from the property/land owner. It is a good idea to keep a record of this correspondence. If you are busking or collecting money in a public place then you will need a permit from the local council.

## Permit from the local council

[www.bathnes.gov.uk/services/business/licences/charity/do-i-need-street-collection-permit](http://www.bathnes.gov.uk/services/business/licences/charity/do-i-need-street-collection-permit)

When you are collecting do have the permit and ID on you in case of checks by the police or the local council.

## Using collection buckets

RAG can lend collection buckets and provide seals. It is important that buckets remain sealed, are not shaken during the collection and clearly display the benefiting charity and charity number. By law all donations made during a bucket collection must be given to that charity in the charity's name and into their charity bank account.

# How do we get the money to the Charity?



## Banking the donations from your event

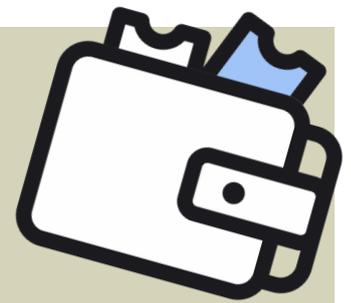
Charity money must not be banked into a personal bank account. We recommend that money is banked the same day and that you do not walk around with money on you, for your own safety: money taken home is not covered by SU insurance. Please complete a yellow finance form highlighting the amount you are donating (via RAG) to your charity. This will ensure that the Finance Department will pay the profits to the charity via the correct, legal process. The Rag Treasurer, or Ghika Savva, Volunteer Co-ordinator can sign this form to authorise the process.

## Drop-safing

Come and speak to us about drop-safing – this is a simple system which enables you to bank your money safely even when the SU Finance Office is closed.

# Event income

## Proceeds vs profits?



It is important to understand the difference between proceeds and profits, which apply to your event and to state this clearly on your publicity/tickets. **Proceeds** are all the money raised during the event. **Profits** are the money remaining after all the costs of the event are paid.

- If you have stated on your publicity/tickets that 'all proceeds go to' then all money raised must go to the charity regardless of whether your event costs have been paid.
- However, if you have said that 'all profits go to' then any money remaining after the event costs have been paid go to the charity.

### **Proceeds:**

**All money that comes in will go to the charity or cause**

### **Profits:**

**The money raised minus your costs go to the charity or cause**

Stating that all profits will go to the charity enables you to run your event without losing out financially.

# Further Information



## Further information and support

The SU holds Event Committee meetings to support you with higher risk events and will check over your risk assessment, give financial advice and guide you through the planning stages. If your event exceeds 200 people, expenditure is over £2000 or personal safety may be at risk you will be invited to attend an Event Committee meeting to chat through your plans. Do come and chat with us or your support staff member for more details.

**The RAG website has lots of information for you, including upcoming events and how to contact us:**

**[www.thesubath.com/rag/](http://www.thesubath.com/rag/)**

**If you would like to speak to a member of the volunteer staff team please email [ragstaff@bath.ac.uk](mailto:ragstaff@bath.ac.uk) or come in and see us in the Volunteering Office on Level 3 of the SU.**