

THE SU VOLUNTEERING GROUPS, BATH

FUNDRAISING TOOLKIT

MOVEMBER 2020

[HTTPS://UK.MOVEMBER.COM](https://uk.movember.com)



PREPARED BY RAISE AND GIVE, BATH.

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THANK YOU

Since the coronavirus pandemic arrived in the UK, the third sector has been impacted significantly with services being postponed and fundraising efforts scaled back. Many (if not all) charities have been hit hard financially as a result of the pandemic but simultaneously there is a huge increase in demand.

By getting involved with or organising a fundraiser, any money you raise will ensure charities can continue their great work in supporting the most vulnerable in our community.

We appreciate that times are difficult at the moment but the causes supported by Movember are still just as important and thus, your time in supporting this campaign is vital!

Thank You for choosing to raise awareness and funds this November for a brilliant cause!

THE CHALLENGE

Together with your SU Sports Group or Society, we challenge you to raise as much awareness and money for Movember as possible! There will be prizes for the group who raises the most money.

This Fundraising Pack will help you get started and offer some inspiration for you to step-up your fundraising and host events to further help the cause,

SHAVE THE DATE

- STOP MEN DYING TOO YOUNG -



YOUR CAUSE: MOVEMBER

SUPPORT, RAISE AWARENESS AND FUNDS FOR MEN'S HEALTH THIS NOVEMBER

Movember is an annual, month-long moustache growing charity event, raising money and awareness for men's mental health, testicular cancer and prostate cancer

Men sporting Movember moustaches opens up, destigmatises and gets people talking about real issues faced by real men



WHY?

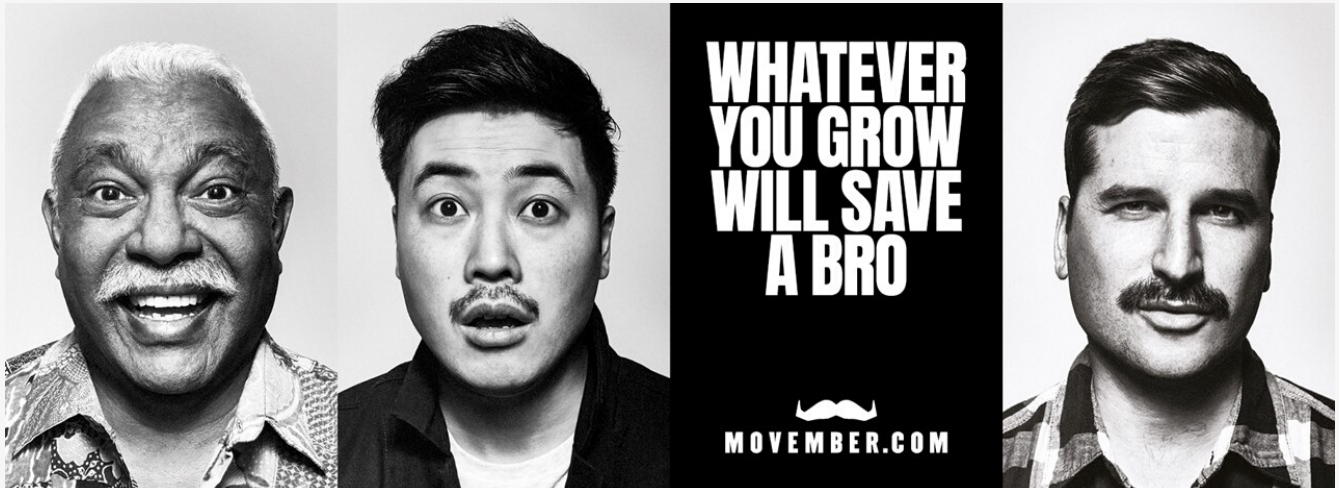
- 6 out of 10 suicides are men
- 1 in 8 UK men will be diagnosed with prostate cancer in their lifetime
- Testicular cancer is the most common cancer in young UK men

MOVEMBER'S VISION BY 2030

- Reduce the number of men dying prematurely by 25%
- Reduce the number of men dying from prostate and testicular cancers by 50%
- Reduce the rate of male suicide by 25%

HOW?

- Giving men the facts about their health
- Changing behaviour and attitude in men towards their health
- Creating new, better and accessible health services for men
- Bringing together the brightest minds to accelerate research, innovations and results



GETTING SET UP

JOIN THE MOVEMBER CAMPAIGN AND RECRUIT VOLUNTEERS

ONLINE FUNDRAISING PAGE

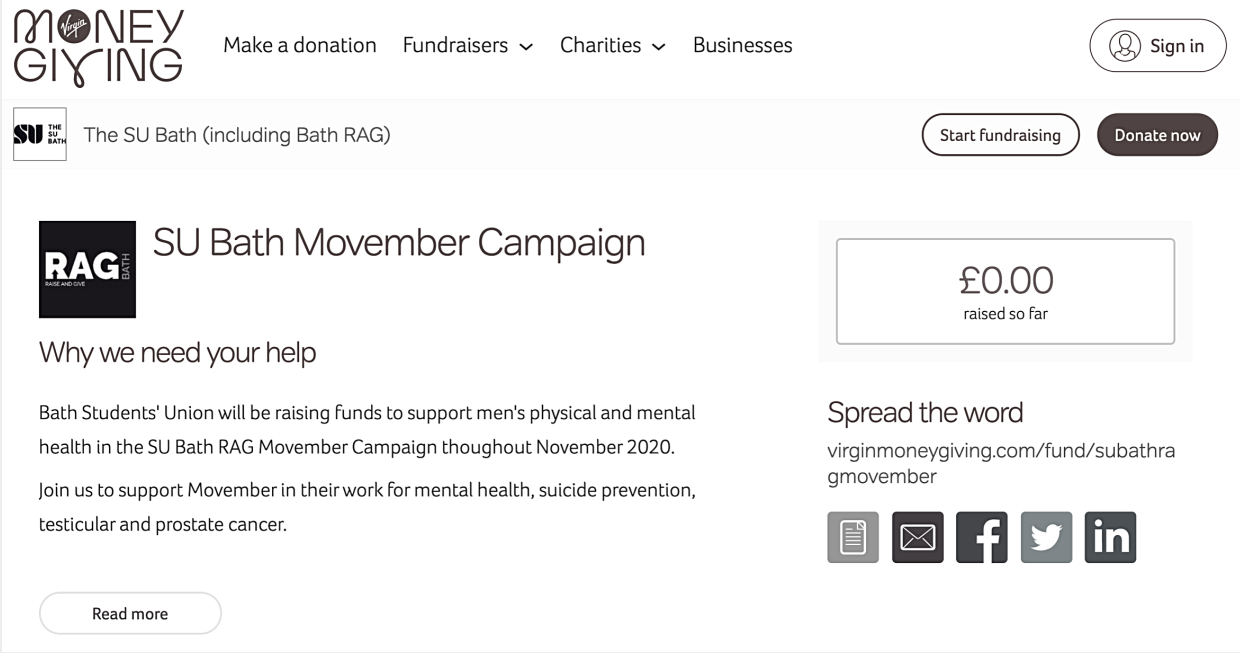
Once you have recruited your volunteers, you can set up an online Virgin Money Giving (VMG) page using this link:

<https://uk.virginmoneygiving.com/charity-web/charity/displayCharityCampaignPage.action?campaignId=14226#fundraiser-pages>

Alternatively, scan this QR code



VMG: STEP-BY-STEP



The screenshot shows the Virgin Money Giving (VMG) website interface. At the top, there's a navigation bar with the VMG logo, links for 'Make a donation', 'Fundraisers', 'Charities', and 'Businesses', and a 'Sign in' button. Below this, a breadcrumb trail shows 'The SU Bath (including Bath RAG)' with 'Start fundraising' and 'Donate now' buttons. The main content area features the 'SU Bath Movember Campaign' with a 'RAG BATH' logo. A box indicates '£0.00 raised so far'. A section titled 'Why we need your help' explains that the Bath Students' Union is raising funds to support men's physical and mental health in the SU Bath RAG Movember Campaign throughout November 2020. It encourages support for Movember's work on mental health, suicide prevention, and testicular and prostate cancer. A 'Read more' button is present. To the right, there's a 'Spread the word' section with the URL 'virginmoneygiving.com/fund/subathragmovember' and social media icons for Facebook, Twitter, and LinkedIn.

1. Click the **Start Fundraising** button.
2. Create a **Team Page**.
3. Your Team Name should follow the format: **SU Bath Movember: <Your SU Group Name>**
4. Add your fundraisers via their email addresses
5. Complete a short description about the challenge you aim to take on. This would be a great opportunity to also include any specific sponsored events taking place
6. The date of your event should be **01/12/2020** so that your page is live for the entirety of November!
7. Since you have used the link above to set up your online fundraising page, **the SU Bath (and Bath RAG)** should already be selected as your chosen charity. **Do not add any other charities to this page.**
8. Select **Create my Page**.

Charity Law: Any fundraising that an SU Group does **must** go through RAG. As such, we ask that you make us aware of any fundraising activity undertaken as part of the SU. After setting up your VMG page, please email **rag@bath.ac.uk** with the details of your page.

STEP-UP YOUR FUNDRAISING: EVENTS, TIPS AND TRICKS



This November marks our first ever Volunteers month and so we're hoping to see lots of events from our Volunteer Groups throughout November. We would love for you to participate in these, however, hosting an event of your own is a fantastic way to enhance your fundraising and give other groups a lot of competition!

It can be hard to get ideas rolling for events. We've provided some ideas in this guide, but the best fundraising events for your group will be those tailored to your individual interests and skills! For example, Gaming Society may choose to host a charity Gaming Tournament!

EVENT IDEAS

Host a Mo-Ment:

- Virtual Come Dine with Me
- Host a Charity Lecture
- Quiz/Games Nights
- Bingo
- Virtual Shave Down

Endurance:

- **Move for Movember:** Run or walk 60k over the month for the 60 men we lose to suicide every hour across the world.
- Film/Gaming Marathons

Hosting a virtual event is a great way to ensure your event is accessible and inclusive for those unable to attend in-person events for whatever reason.

Our Top Tip: Reach out to you audience using platforms they already use. For example, if you already have a Facebook Group for members, host an event on Facebook Live where possible instead of using another new platform like Zoom.



For more ideas and Fundraising do's and don'ts take a look through the SU's Fundraising Toolkit:

<https://www.thesubath.com/pageassets/new-event/Fundraising-Toolkit-v7.pdf>

OUR TOP TIPS!

PROMOTING YOUR EVENT:

1. Post about the charity! People are more likely to attend if they are motivated by the cause.
2. Show off your progress!
3. Look up the best times to post on your socials and use all platforms available to you.
4. Add events to your SU Page so that they appear on "What's On".
5. Tag the SU Bath in your posts and make them a co-host on your Facebook Events to further your reach.
6. Keep in mind that people typically will only sign up to an event within two weeks of the event taking place
7. Repeat information, particularly the "When" and "Where".

ENCOURAGING DONATIONS:

1. Offer rewards for hitting set targets to help motivate your volunteers!
2. Plan to post visual reminders to encourage people to donate.
3. Think about when you plan to ask for donations. Ask yourself: Would I be able to donate right now? Is your post before pay day or in the morning before a busy working day?
4. Make your deadlines clear!
5. Avoid the Bystander Effect by personalising your requests to donate.
6. Be transparent and clear about the cause you are supporting!
7. No donation is too small
8. Offer individual thanks to those that donate. For example, tag them in your Thank You posts!
9. Don't pressure people to donate.



LET THE FUNDRAISING BEGIN!



Need any help?

We are here to help through every step of your fundraising journey. If you have any questions or are unsure about anything in this guide please contact rag@bath.ac.uk.

REMEMBER: AWARENESS IS JUST AS IMPORTANT AS FUNDRAISING!



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