

Student Fundraising Guide





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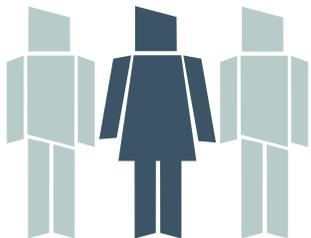
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Introduction

The Student Fundraising Guide has been produced by NUS with the National Student Fundraising Association (NaSFA), the Institute of Fundraising (IoF) and Endsleigh. It's been designed to support both student fundraisers and the students' unions they work with to ensure we are doing the best we can in the world of student fundraising.

We hope that the guide will answer some of those tricky questions around compliance and legal issues; we've highlighted what makes a good fundraiser and it would be great to see students' unions developing their student fundraisers following this guidance from the Institute of Fundraising. This will ensure the quality of our fundraising events and reassure you that you're following good practice.

The world of fundraising

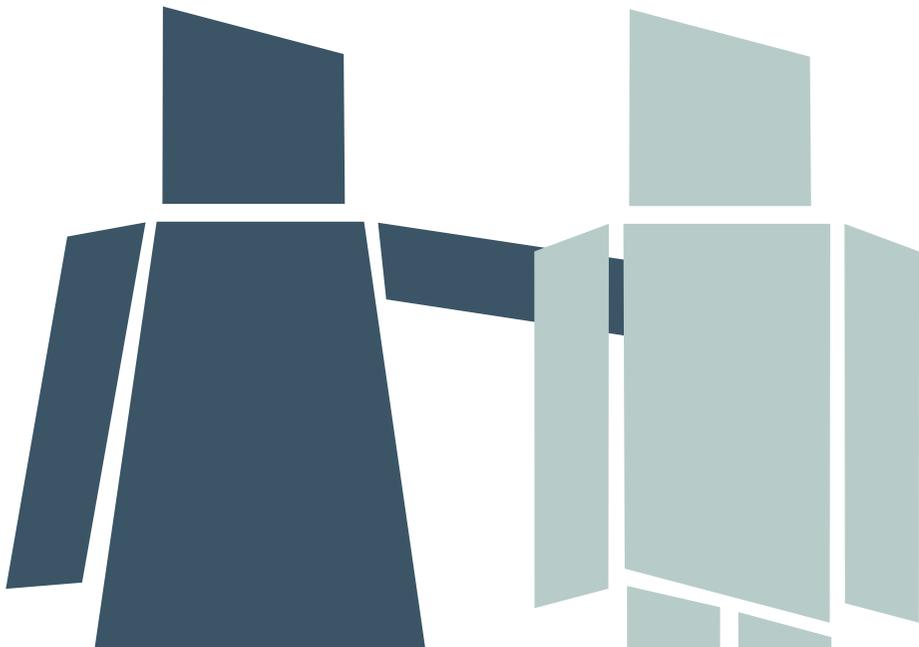
What is fundraising?

- Fundraising is the way in which charities ask for donations or financial support from the public, businesses, government, foundations and others.
- To be sustainable, a charity's fundraising programme will focus on developing positive, sustainable and respectful relationships with supporters.
- There is no one path for fundraising. Successful fundraising will depend on the organisation's mission, goals and funding requirements, as well as the resources and support you have available.
- Fundraising is the main way that people hear about the work of charities and get involved – it's a link that can bring people closer to causes they care about, raise awareness, and encourage further support such as volunteering.

The impact of fundraising

The work of fundraisers is vital, not just in raising the money that enables charities to do their work but also to ensure that people have a positive and inspiring experience of fundraising and giving. The Institute of Fundraising carried out research with YouGov and found that:

- 60 per cent of people reported having taken additional positive actions (such as volunteering or signing a petition) as a result of donating to charity;
- 24 per cent of those who have donated had become regular givers to charity;
- 43 per cent of people reported having changed their behaviour or feeling more positive as a result of donating in the past.



The world of student fundraising

The heritage of student fundraising

Student fundraising was one of the earliest organised activities that students in the UK got involved in. It can be seen prior to students' unions existing, and before societies and sports clubs became an established facet of university and college life. RAGs have been around since the 1800s and has always been defined by their unique, fun, often mischievous activities. There's footage of RAG fundraiser 'tiddlywinks' competitions down Oxford Street in the 1960s, comedy rugby matches in the 1920s and multiple examples over its long history of parades, fancy dress, and carnivals. In fact, the carnival feel has been so entwined with rag that a number of student fundraising groups in universities are called 'Karnival' or 'Carnival RAG'.

The term 'RAG' is linked to its history and the exact meaning is still debated today. Some argue that the term stands for 'Raise and Give', based on the nature of the activities, some say 'rag' comes from the very early days of activity where students would collect money and clothes (or rags) to donate to less well-off people in the local community.

Just as there is diversity in the names, whilst the overall nature of student fundraising remains similar across universities and colleges, it isn't exactly the same from one 'RAG' (or 'rag', or 'Carnival!') to another. Some student fundraising groups have a long history and will have a number of events that are their staple events. Some are just emerging and don't have such traditions, and are therefore creating new events and fundraisers that perhaps will one day define their fundraising.

Most student fundraising groups are part of their students' union either as a society or as a 'service' of the union due to their larger scale and need for extra staff support. Occasionally, student fundraising runs separately to the students' union. A handful of students' unions have a dedicated member of staff to support student fundraising, and most higher education SUs have someone in their Student Opportunities team that has student fundraising

as part of their job role, however in some smaller SUs students are self-organising and the fundraising is smaller scale. In Further Education, student fundraising usually organises around a particular issue, campaign or special event; national cause days like Sport Relief or Children in Need, or when there's a particular national or international cause that has moved students to fundraise to send support.

The National Student Fundraising Association

NaSFA (the National Student Fundraising Association) were formed at RAG Conference in Durham in 2011. Student fundraisers had been coming together at RAG Conference for many years and thought it would be useful to have a national committee to represent them, to work on national student fundraising issues, to liaise with the National Union of Students, and to celebrate fundraising.

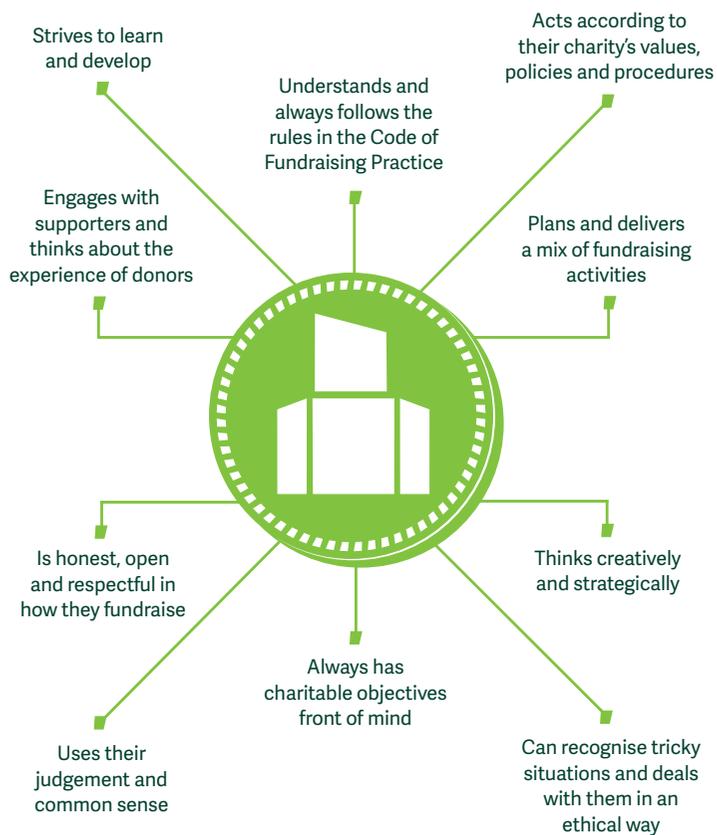
NaSFA are supported by NUS but independent to them, working closely to support students' unions to champion excellence in student fundraising and to be a national voice for RAGs and student fundraisers across the country.

Over the years, NaSFA have been involved with a number of exciting projects and initiatives. They were part of the founding team of Giving Tuesday UK (the international day of giving), they've organised a series of regional events to locally support student fundraisers, they've helped each RAG Conference committee to put on a great event, and they've done hours of one to one support for fundraisers.

This Guide and the Introduction to Student Fundraising online learning are the result of a positive relationship with NUS and the Institute of Fundraising and hours of hard work from multiple NaSFA committees.

What makes a good fundraiser?

The below diagram has been shared by the Institute of Fundraising and depicts their view of a good fundraiser. Whilst some of this isn't a perfect fit for student fundraising, it's a brilliant tool to examine what your student fundraising group is doing well, and where their areas for development are. For example, perhaps your fundraisers are brilliant at putting on a diverse range of events (plans and delivers a mix of fundraising activities) but they don't do anything to develop their team of volunteers or reward them for getting involved (strives to learn and develop).



The law and regulations

Fundraising regulation

Fundraising is regulated – that means that there are standards to follow in how you ask for money, and a system to investigate complaints from the public about fundraising.

It's really important that you know what the rules are so that you can make sure you always fundraise in the right way.

Wherever you are in the UK, there is an organisation that regulates 'charities' and an organisation that regulates 'fundraising'. Charity regulators are statutory – set up by Government – whereas fundraising regulators are independent.

It's the job of national charity regulators to register charities and make sure they are being run properly and lawfully. The bodies are: The Charity Commission for England and Wales, the Charity Commission for Northern Ireland (CCNI) and the Office of the Scottish Charity Regulator (OSCR). Regulators for fundraising are responsible for setting standards for how charities fundraise, take complaints from members of the public, as well as investigate and adjudicate any instances of poor practice.

The Code of Fundraising Practice

All the rules for fundraising are set out clearly within the Code of Fundraising Practice. This includes both legal rules that you need to know about and follow, as well as standards for fundraising that are set through fundraising regulation. Every fundraiser, whether employed by a charity or a volunteer, is expected to follow the standards set out in the Code of Fundraising Practice.

Principles for excellent fundraising

While detailed rules for each area of fundraising are set out in the Code of Fundraising Practice, it helps to remember that fundraising should always be legal, open, honest, respectful and accountable.

Excellent fundraising is about treating the public honestly and decently, giving them the information they need to make an informed choice about their giving.

Put into practice, this means:

Handling donations safely and securely

Think carefully about how you will handle funds. Safe and secure donation handling is important to protect your fundraising activities from fraud, theft or embezzlement and to assure donors that their donations and gifts are used for the purpose for which they were given. There are specific laws for how to manage public collections, bank transactions and the signatories required to access charity bank accounts. Also, make sure that you carefully consider expenditure, ensuring that fundraising costs are proportionate.

Honouring your promises to supporters

If money is raised for a specific purpose, it has to be used for that purpose. This means that you will need to think carefully about what you will do if you raise more money than expected or if you fail to achieve your fundraising goals. If you think it's likely that you may exceed your target, you may need to inform donors from the start how any excess funds will be used.

Taking responsibility for your fundraising

If you have carefully considered your fundraising decisions, you shouldn't go too far wrong. At the same time, mistakes can happen and sometimes a fundraising project, activity or campaign will not go to plan. Be willing to stand up for your fundraising decisions; to be accountable, explaining your decision-making process. And, if something does go wrong or a complaint is received, make sure you handle any concerns promptly and sensitively, learning what you can from the process.

Treating the public fairly and with respect

We believe that fundraising should always be a positive experience; an action that enables the public to engage with and support the causes that really matter to them. So, always treat the public fairly and with respect, and take care never to pressurise anyone into giving, particularly those who may be considered to be in vulnerable circumstances.

Being clear and truthful

Whether you are raising money for a charity or not, you will need to make it clear who or what you are fundraising for. Always tell the truth and take care not to exaggerate any facts relating to potential beneficiaries.

Charity law and students' unions

Most large students' unions are charities, meaning that they have to follow Charity Law, which is particularly important with student fundraising activities. Charity Law can sound confusing and a little daunting but there are some key areas for you to take note of. If you're a student fundraiser you don't need to be a charity law expert, and your SU can help you if you aren't sure about the law.

All Charities have a charitable purpose. This defines the reason they exist and allows for the charity to have a clear mission to help its beneficiaries. It also is a useful indicator for the public and funders who can be aware of what the charity's activities are and how it is of benefit. Working outside your charitable purpose is sometimes known as ultra-vires, which is Latin for "beyond the powers".

Charities can engage in a number of activities, including campaigning, trading, holding debates, running workshops and supporting societies but these are all things that contribute to the purpose, rather than a purpose itself. Charities cannot engage in activities that do not support their charitable purposes. This is because it is the expectation of beneficiaries to that organisation and funders of that organisation (including the general public in most cases) that the charity will be working on that purpose. As such they do not have power to work on these other purposes.

The Charity Commission for England and Wales and the National Union of Students recognise students' unions as charitable organisations for the advancement of education. This means that the work that students' unions do and the way they use their finances and other resources must support Education. The beneficiaries of students' unions, those that resources can be spent on, are the students who are studying at the partner college or university. Their beneficiaries are defined because they study, not that they live in a certain area or are of a certain age. So the key concept to remember here is that students' unions are there to advance the education of their students as students. This could involve:

- activities that enhance their personal development directly;
- those that improve their welfare or wellbeing as students;
- those that advance the education of students as a whole.

When student groups (e.g. RAG) are raising funds for a charity, it must be clear where the money is going to. Benefit events are slightly more complicated, especially where unions run events as an income stream for their charitable purpose.

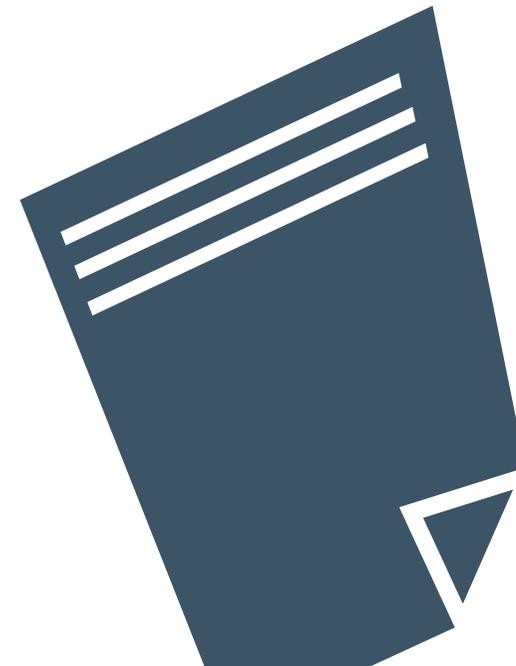
- A students' union cannot use an event that would normally raise money for its key objects to raise money for another purpose. So the proceeds from the Wednesday night disco that usually raises money for the union's core activities cannot be used for a 'Love Music Hate Racism' society.
- Occasionally, you could charge an optional donation as an extra cost for entry to an exciting night – so a £3 comedy night becomes £4 including an optional donation.
- It should be students, not the students' union, which organises events and activities that fundraise for causes outside the charitable objectives.
- Students unions and their societies should not underwrite losses from events and activities aimed at raising money for purposes other than those in their object.
- With all activities the question is one of proportion. If unions are constantly running benefit events that could fundraise for their core purpose for others, they may have to consider why they aren't maximising their income.

Insurance and student fundraising

Described above as "unique, fun and often mischievous", fundraising activities don't always fit neatly into an insurer's expectation of the risk they are insuring, particularly when students are encouraged to be innovative in finding new ways to fundraise.

For those students' unions who are insured with Endsleigh, the scheme insurer will already be well versed in the type of activities students' unions and their RAG or other fundraising groups get up to, but it is important to keep insurers informed of any new activities which are on a larger scale to usual, or carry a potentially hazardous element. A great example is the hitch-hike which is explained later under 'student fundraising staples'.

Your insurance provider is also a good place to seek assistance on risk management. Endsleigh is happy to provide guidance on risk assessments and can also share useful documents from other students' unions with their permission. As part of your risk management, you may decide to use a third party provider to organise the larger challenges which would remove a large chunk of the exposure from the students' union.



National Student Fundraising total

At RAG Conference 2017 in Southampton, student fundraisers voted to support collecting a National Student Fundraising total, to celebrate the huge impact that student fundraisers have in the UK.

The crucial figure is how much is donated to charity, not how much was raised in total – as events and staff costs are normally deducted from the fundraising total.

The total also includes fundraising done by groups/committees other than RAG groups within an institution. The total is calculated from academic year (July to July) as students are responsible for fundraising during an academic year of study rather than a financial year. NUS and NaSFA will reach out to student fundraisers and students' unions in Autumn to ask for your total.

The information we ask for to calculate the total is below:

Students' Union	
Contact details	
Total amount raised By RAG, student fundraising group, other societies/sports clubs, SU fundraising events	
Total amount donated to charity Net donation	
Charities donated to If you don't know, please leave this blank	
Total offline donations Amount raised in cash	
Total online donations Through an online giving platform	

If you want to submit your most recent total, please email the team at NUS or get in touch with NaSFA.

Student fundraising staples

Student fundraising is diverse, ever-changing, exciting, and fun. The opportunities for creative fundraising ideas are endless, and the only unifying factor that brings all student fundraising together is that it's all in the name of a good cause. Staff and Sabbatical Officers in students' unions, NaSFA, and charities all want to support students to fundraise safely, have fun, and raise awareness of good causes. So long as you're doing that, you're doing it right. It is important that fundraisers are safe in everything they're doing and we recommend reading the safety and safeguarding guidance from the Institute of Fundraising for support on this: www.institute-of-fundraising.org.uk/guidance/safety-and-safeguarding-in-fundraising

Many student fundraising groups will have signature events or types of activity, whether that's an annual fashion show, a carnival, a focus on 'challenge' fundraising, or a particular type of social event.

Here we'll explain some of these activities that feature in many fundraisers annual calendar:

Hitch-hikes

Lost is a charity hitch-hiking event that is being run by more and more RAGs nationwide each year. Lost is a race from a mystery drop off point back to your campus/SU with teams often having a list of challenges to complete on their return journey which can earn them time deductions and increase their chance of winning. Jailbreak is the opposite of Lost, with fundraisers starting at their SU/institution and having to hitchhike to get as far away as possible. Both are great for building the brand of your student fundraising group as they're usually seen as a highlight of the year.

'Raids'

RAG Raids often take the form of bucket collections on campus or in the local community. Raiding isn't everyone's cup of tea but anyone can do it and it's a great way to make money, but it's also important that you enjoy yourself!

Buddying up and wearing silly costumes helps but having an incentive for you and your other collectors; such as a celebration after a hard day collecting or making it a competition can spur you and others on to help make the raid more enjoyable, and hopefully raising more money! There are some key things to be aware of in the preparation for RAG Raids such as acquiring permits and ensuring the chosen charity is aware of the collection. More information on bucket collections can be found on the NaSFA website

Challenges

One of the main ways that student fundraisers make lots of money is through organised challenges, like climbing Kilimanjaro, cycling from London to Paris or walking the Great Wall of China. Individual students sign up to do these and have to fundraise a certain amount. They then go on the challenge and their costs are paid for out of the fundraising. Most of this is organised by the charity that you work with or a separate challenge provider, of which there are three or four that work specifically with students.

If you are considering doing this type of fundraising, then ensure you work with a charity and/or a challenge provider that has experience in this area, and are able to show you their insurance details.

RAG week

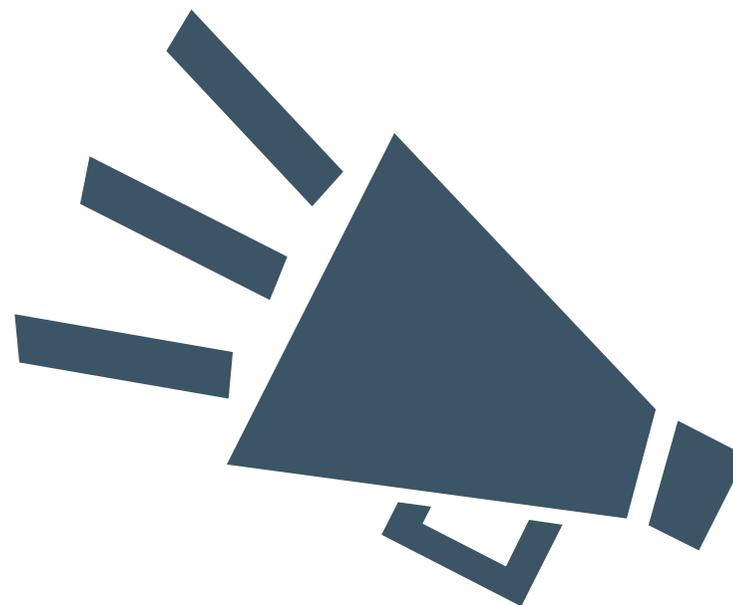
These were a feature of most student fundraisers' calendar in the 1990s-2000s but have become less common over the past 10 years, with fundraisers finding that they aren't raising as much money as they used to. Students' unions host many events and perhaps a RAG Week is too much amongst all of these other activities.

In some SUs, RAG Week still works, and is a 5-7 day celebration of student fundraising with events on every day and socials for the volunteers working on these events.

If RAG Week is something that you'd like to organise, we encourage you to think about the following:

- could you have a theme for the week that brings all of the activities together?
- perhaps this theme could be linked to something else that's going on in your university/college? Are there elections running? Is it Student Volunteering Week?
- what sort of fundraising activities are interesting to the students at your university/college? What has been successful in the past? Try to appeal to their interests;
- don't try to do too much – running three or four really good quality activities is better than running 10 that are poorly organised;
- use the NaSFA website and NaSFA social media to reach out to other fundraisers to find out what has worked at their RAG Weeks.

More information about all of these activities can be found on the NaSFA website.



Fundraising training & development

The National Student Fundraising Conference

Formerly known as RAG Conference, this is the main event for training, networking, development and general learning about student fundraising. Each year it is hosted by a different student fundraising group/RAG (usually working closely with their students' union) and the hosts are decided at Conference the year before.

The event isn't just for fundraisers, but is also a great place for SU staff and sabbatical officers who support student fundraisers to meet and discuss developments. They are joined by many charity staff who come to present their charities at the annual Charities Fair and to support through delivering workshops. Many of the staff working in charities started their careers in student fundraising, so they're passionate about helping out and have great knowledge about the history of the fun world of RAG and student fundraising! In some form or another, an annual gathering of student fundraisers has happened, and whilst the format, theme and delegation of RAG Conference changes year on year, there is an important legacy and heritage to the event that student fundraisers are particularly proud of.

NaSFA website

On www.nasfa.org.uk you will find information about NaSFA, an online 'RAG map' showing all student fundraising groups in the UK, and there are a series of guides. These are:

- how to start a RAG;
- bucket collections for beginners;
- beyond bake sales (event ideas);
- hitch-hikes how to.

NaSFA also organise regional meetings over the year that you can get involved with. Contact them for more information.

NaSFA have an active Facebook page for all student fundraisers, as well as regional Facebook groups. These spaces are great for networking with other student fundraisers from across the country, so join in, ask questions and read what's been discussed before. Charities also join in the discussions with useful insight and often post their volunteering, internships and job vacancies on these pages.

Institute of Fundraising

Membership

There are currently three types of membership to the Institute of Fundraising: individual, organisational and corporate supporter.

Associate Individual Membership is the best fit for student fundraisers.

The annual subscription is £104. If you choose to pay by direct debit (monthly or quarterly), we also waive the £25 joining fee. Membership is subject to an individual supplying a reference and agreeing to abide by the IoF Code of Conduct.

Some of the many benefits of Individual Membership include: discounts on all IoF training and qualifications; free subscription to *Fundraising Magazine* (worth £132 a year); cash-back and discount scheme through IoF Privilege; and access to a network of experience fundraisers across the UK.

More details can be found at:

www.institute-of-fundraising.org.uk/membership/

Training

The Institute of Fundraising offers a range of training and professional development courses. Our one day Introduction to Fundraising Courses offer a practical introduction to the profession, covering basic principles and best practice. You will also learn how to ensure your fundraising activities are legal and ethical.

There are also professional qualifications in fundraising that can be achieved when you are further into your fundraising career. The Certificate, Diploma and International Advanced Diploma are internationally recognised and will give you professional recognition, increased insight and improved job prospects.

All training can be found here:

www.institute-of-fundraising.org.uk/events-and-training/

Conference

Every year, the Institute of Fundraising holds their Fundraising Convention in London every July. This is the largest event for professional fundraisers in Europe. The IoF also holds a national Scottish Fundraising Conference every October, as well as more specific conferences throughout the year such as an Events Fundraising Conference.

All events can be found here:

www.institute-of-fundraising.org.uk/events-and-training/iofevents/

Fundraising Convention: www.fundraisingconvention.uk/

Scottish Fundraising Conference:

www.scottishfundraisingconference.org.uk/home

Beyond student fundraising – Careers in the charity sector

Charity fundraising is an exciting, rewarding and professionally recognised career in which you have the opportunity to help create a better world. Paid professional roles are essential to growing support for important causes and ensuring the best possible use of money raised.

Face to face fundraising is the norm in student fundraising, but job prospects go beyond asking donors for money – think about what goes into creating a campaign, forming corporate partnerships, negotiating major donations, managing communications and organising databases – and whether your skills might be adaptable. The sector seeks people who are creative and enterprising; have strong communication, research and project management skills; are able to meet financial targets and work to deadlines; and have a passion for the causes they represent.

Professional fundraisers can develop their expertise in the field by obtaining a qualification in fundraising or upskilling with a specialised training course at industry-specific professional membership bodies including the Institute of Fundraising.

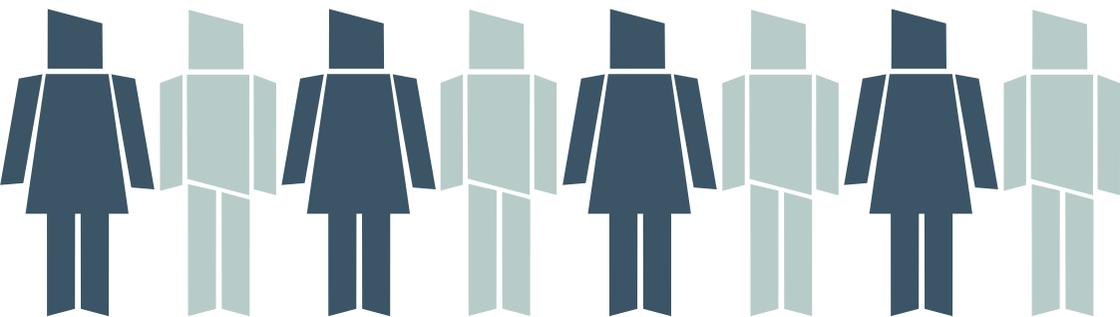
Finding a role for you

If you're interested in pursuing a career in the Charity Sector, there's a number of places to look for opportunities.

Charity Job: www.charityjob.co.uk/

For careers in students' unions and NUS, check out su.careers

If you want a charity job in Scotland there's goodmoves.org.uk which is a Scotland-based jobs website run by SCVO (Scottish Council Voluntary Organisations) and if you register on the Institute of Fundraising website you can sign up to job alerts that are relevant to you.



In Wales, WCVA (Wales Council for Voluntary Action) promote www.recruit3.org.uk/ for jobs in the Third Sector.

Finally, in Northern Ireland www.communityni.org/job is the best place to start.

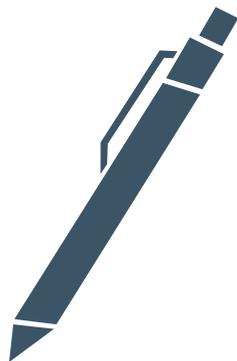
Of course, you can always personally contact the charities that you've worked with during your time as a student fundraiser. Even if they don't have jobs available, they may know charities that do. They will also offer advice and sometimes references to student fundraisers they've worked with.

Recording what you've done

It's a good idea to log the things you've done whilst you've been volunteering as a student fundraiser (as well as any other volunteering you've done). This will make it easier to remember all of the skills and experiences you've had when creating your CV or writing job applications. Remember to note down:

- what you did;
- when you did it;
- why did you do it (what impact were you trying to have);
- any numbers/statistics (eg how many people came to your event, how much you raised, how many people did you manage).

Your students' union and/or institution will probably offer some kind of training and development opportunities so make sure you do the right ones for you and make a note of the training you've completed, too.



Contacts

NUS

Website: www.nusconnect.org.uk

Email: studentopportunities@nus.org.uk

Twitter: [@nusconnect](https://twitter.com/nusconnect)

Facebook: [@nationalunionofstudents](https://www.facebook.com/nationalunionofstudents)



NaSFA

Website: www.nasfa.org.uk

Email: nationalsfa@gmail.com

Twitter: [@nationalsfa](https://twitter.com/nationalsfa)

Facebook: [en-gb.facebook.com/NationalStudentFundraisingAssociation/](https://www.facebook.com/NationalStudentFundraisingAssociation/)

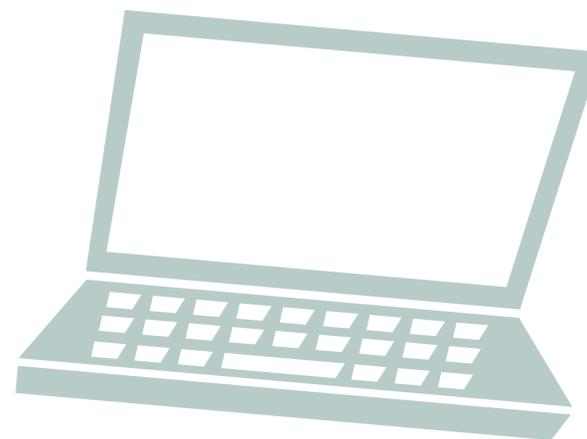
IoF

Website: www.institute-of-fundraising.org.uk/home/

Email: info@institute-of-fundraising.org.uk

Twitter: [@IoFtweets](https://twitter.com/IoFtweets)

Facebook: www.facebook.com/instituteoffundraising



Thanks

This guide has been produced by NUS as part of our work to support students' unions and students in Student Opportunities. However, without the generous and useful contributions of a number of people and organisations, we would not have been able to produce it.

Thank you to NaSFA for working on this over a number of years, for your passionate support of and genuine love for student fundraising.

Thank you to the Institute of Fundraising for providing essential advice, and for offering useful contributions throughout the process.

Thank you to Endsleigh for overseeing this guide and ensuring it is compliant with insurance needs.

Thank you to the charities that met with NUS to discuss this, for sharing your insights and for being so passionate about this project and all of your work with students!

Thank you to the student fundraisers and staff that were involved in focus groups and provided questions for us to answer and so many great ideas for making this a useful resource for you!



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