

Supporting student fundraising

Fundraising ideas for clubs and societies

With clubs and societies aiming to be more self-sufficient there is a growing pressure on them to raise more money to be increase their sustainability. This inspiration sheet provides ideas of fundraising initiatives that your clubs and societies can engage with.

Introduction

More and more clubs are looking at undertaking fundraising activities that will enable them to bring in more funds to support their activities or support a charitable cause they believe in.

However this has led to a dearth of cake sales and lack of imagination from clubs and societies in fundraising activity.

In this guide we'll cover some of the key things you need to be aware of as well as ideas and tips to encourage innovation in fundraising.

Managing activity

As a staff member or officer responsible for fundraising there may well be fundraising ideas that you need to support.

Key things to get your students to think about are:

- Timing - Get students to think about when the best time to fundraise would be- are there campaigns they could link into or

times of the week/term that suit fundraising opportunities more than others.

- Risk – Depending on what the activity is what risk management processes do you need to put in place. Ensure that you've got appropriate risk management procedures that students can follow and adhere to.
- Activity – Get students to think about activity that is both practical, relatable to the cause but also inventive. The later sections of this guide provide lots of different fundraising ideas.

It is worth noting that in August 2013 the Food Standards Agency issued guidance on cakes sales. Stating that cake sales for community events aren't covered under EU food hygiene laws and so shouldn't be banned. You can see the guidance [here](#).

Fundraising ideas

vInspired, the youth volunteering charity, have produced an excellent resource with 101 fundraising ideas.

They're grouped into a number of categories:

- Silly
- School days
- Simple, but effective
- Office orientated
- Daring
- Classic
- Tricky but worth it
- Sporty
- Fun

You can see a full copy [here](#).

Endsleigh and Gloucester Students' Union combined to create their top ten tips for student fundraising. You can read their thoughts [here](#).

You can see ideas from other students' union here:

- [FXU](#)
- [Swansea](#)

We've also got a great article with top fundraiser Howard Lake. You can read about his story on [NUS connect](#)

There are also some great examples of fundraising ideas and planning guides from charities. Have a look at:

- [Student Minds](#)
- [Eve Appeal](#)
- [Primate handshake](#)

Further information

There are a number of great examples of students' union supporting activity. Have a look at:

- University of Sussex Students' Union - [Event planning guide](#) Which has lots of information about how best to plan for events, things to consider to make it the best possible event.
- Essex Students' Union - [Student Fundraising Guide](#) Lots of details

about the legality around student fundraising including VAT and Ultra Vires considerations.

- Sheffield Students' Union – [Planning and Communication Guide](#) This has some great ideas to encourage your students to think about how they let people know about their event or activity