



Fundraising at University doesn't always mean hosting large events that take months of planning. Making an environment fun, relaxed, and full of good vibes is a great way to spread the word about your fundraising.

Some events work best when they're easy to replicate and can be done on a rolling basis and of course, making your event specific to you and your passions will help you enjoy the process a whole lot more.

So whether you set up a monthly film club complete with snacks, a bingo night and drinks, or something unique to you, make your event fun and relaxed and encourage your friends to share your event with their networks!

Remember that any clubs or societies you're a part of can help you promote your event too.

Examples of social events

Pub quiz - The classic pub quiz is a sure winner to help you fundraise regularly. Think about a popular theme and spread the word to all your friends. A prize for the winning team is always nice!

Film nights - Either invite your friends over or rent out a hall for that cinema feeling, let your attendees vote on a film and watch away! You could also theme your events around holidays, like a rom-com for Valentine's day or a horror film for Halloween.

Bingo Nights - Grab a bingo wheel and shout out those numbers. Advertise everywhere and spread the word between societies as a chance to do something a bit different on an evening.



Top Tips

Do something you enjoy

Invite people to your events on social media

Ask clubs and societies to spread the word

Think about if your event is something you can replicate

Examples of larger events

Charity ball/Ceilidh - Put on your glam rags and dance the night away! Get your team, or some friends together to help organise a magical night. of dancing and fun. If you want to get creative, have a theme for the night (e.g. Roaring 20's, Peaky Blinders, or Disney)

Open mic nights - Mix it up from the usual student night out and hold an open mic night at your Student's Union. Whether it's singing, comedy, poetry, or spoken word, branch out and gather people with all talents to perform.

Sports Matches/Tournaments - Sports tournaments are great fun and a really good way to raise money, especially if you have links to university sports clubs or societies that will be keen to enter teams or help you promote.

What's something you've always wished your University would host? Is it a ball, an end of year concert or something specific to your Uni? With enough planning there's no reason why you can't host one of these events yourself!

This will require planning and maybe a bit of help from your friends/family, so don't be afraid to reach out to make your event a showstopper.

If you know that this is something you want to try, but are not too sure where to start we're here to help you set out a plan and get you started!

You can also check out our blog, [Confessions of a Fundraiser](#), for previous fundraisers advice on how they planned and carried out their events and made them a success.



Top Tip

You can always add extras to your events. For a Charity ball, add in a raffle to boost funds and enjoyment. If you're planning a sports event or tournament see if you can provide refreshments on a stall in between matches and charge a small additional fee for spectators.



Top Tip

Make sure that you plan your event accordingly! It's important to decide on what type of event you'd like to plan, what networks you'd be able reach out to in order to help with specific aspects of your event and whether the venue you'd like to use is available on the dates you're able to hold your event!

It's completely natural to worry about the financial aspect of your fundraising events, so if you're worried about the risk/return of investing time and resources for a large event that might not bring in as much as you hoped, you don't need to. It's extremely rare to put on one event that will raise enough to reach your fundraising target, so think about smaller ideas too.

The best thing about fundraising is that it's completely flexible and unique to you and some ideas that cost less to set up can actually bring you much closer to your fundraising target than you had previously thought!

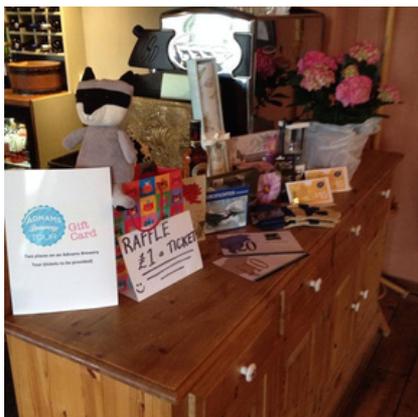
Think outside the box and get creative with lots of little fundraising ideas. All the little ideas add up so when you might be too busy to fit in organising a larger event, you can still chip away at your fundraising target.

Examples of cheap and cheerful ideas

Cake sale - The classic charity fundraiser if you are into your baking. Grab a stall in a popular place and sell sell sell all day if you can. A bake sale is always a go-to idea for most! If you can't bake yourself then rope in your flatmates!

Fancy dress - Brighten up someone's day and dress up in a crazy outfit while raising money. Whether at a bag pack or just attending lectures, fancy dress always helps to get people's attention and draws in donations. For an extra incentive, get people to vote on what you wear!

Sponsored silence - A sponsored silence is a really easy way to raise money. Create a big social media buzz and keep it up throughout the day, documenting your progress (obviously without talking)!



Top Tips

Draw attention by playing music

Use regular club nights to do collections/glow stick sales etc

Use the power of social media to spread the word

See if your department will help you promote to reach more people

Examples of Community Fundraising

Supermarket Bag Packs - Stand at the end of the supermarket tills and offer to pack shoppers' bags in return for a small donation. It's a great opportunity to talk to more people in a short space of time, so contact your local supermarket directly to apply for a date and then get a group together to cover as many tills as possible.

Collections - If you're looking to reach a range of people outside of your networks, this is the idea for you! If you'd like to do a public collection you MUST make sure you're doing so in a legal, safe, and ethical way. Make sure you speak to us first.

Non-Uniform Day - Asking your former or local schools to hold a non-uniform day can be a fantastic way to fundraise. Reach out to them directly to ask and you can offer to do a talk in assembly in return.

If you moved away from home to go to University, you're now lucky enough to have two different community networks to fundraise from.

There are so many ways you can involve the wider community in your fundraising and while it can be normal to worry about approaching people, you may be surprised how willing people are to help you.

From supermarkets to schools, there's a whole range of ideas you can do to raise funds from people in your local community.

If something works in one place, don't be afraid to replicate it in the other but equally there may be some ideas that you don't think would be great at University but will work well at home and vice-versa so know your target audience.

For more ideas on how to fundraise in your community, check out our Community Fundraising guide!



Top Tip

Supermarkets and schools may have limited dates on when they are able to help you with your fundraising, so make sure you get in touch with plenty of time before your fundraising deadline. If you have a friend or a member of family who works in a school or supermarket, ask if they'd be able to help you secure a date!



Top Tip

Drawing attention to yourself is the best way to increase engagement and funds towards your target! Break out the fancy dress, bring your speakers (if you have permission) and make sure you're friendly and approachable to maximise interaction with the public.

When Fundraising feels a little tough just remember

- Anything you are able to fundraise helps - if your plans didn't raise as much as you hoped, you are still providing access to clean water, safe toilets and hygiene education!
- Reach out to us, if you need help talking through your ideas or there is something that you're worried about. We can't help if we don't know, so get in touch!
- Do what makes you comfortable. Yes, fundraising can involve pushing yourself to try something new, but you'll also enjoy fundraising if you're doing things you already enjoy!
- Don't compare your progress to others. It can be really hard to see that your teammates have gotten off to a flying start and you haven't. Everyone moves at their own pace!

Have you seen an idea in this guide and thought about giving one a go, but aren't too sure where to start? There are multiple ways to get in contact with us:

By Email:

support@digdeep.org.uk

Instagram:

@digdeepchallenges

Facebook:

@digdeepafrica

Or book in a call with the team [here](#).

We are open Monday-Friday from 9am to 5pm to help you bring your fundraising ideas to life!

Tips from the Team

Simon Franklin - Operations and Mass Participation Events Manager

Do something that you love! One of my hobbies and passions is football, I used that and organised football tournaments. I got my friends and local teams involved and as I came from a football background I knew all about the game, what needed to happen and how I could run an awesome event.

Tips from the Team

Megan Brown - Event and Community Fundraising Officer

There's no shame in reaching asking for help when you need it! Fundraising is different for everyone and something you may not know could be something one of your friends or family is great at. Plus, you have the team at Dig Deep here to help if you ever get stuck!