

FUNDRAISING DO'S AND DON'TS

DO:

Be confident!

-Donations and sponsorship don't magically appear overnight, but if you put in a little bit of hard work, it will pay off! If you don't leave it all until the last minute it shouldn't be too difficult either

Know the facts

-Make sure you can tell people about the event you're involved in and what challenge you're taking part in. If you can talk about what you're doing and sell them the event, they'll be more inclined to donate. Practice your "elevator pitch" – a 1 minute pitch about what you're doing, who you're doing it for and why it's so brilliant

Know the charities involved

-Tell your donors where the money is going and how it's going to help. Read up on the charities involved / your adopted causes, so that when people ask, you can tell them where their generously donated money will be going and who it will be helping. Specific information and stories about the fundraising will definitely aid you in gaining more sponsorship / donations

Use your Contacts

- Tell your family, friends and colleagues what you're up to – those you know are the best starting point!

Use Online Fundraising

- Having a Virgin Money page provides an easy way for people to donate – you can link the page to your Facebook and post it on Twitter too. Make sure you set up your page under Sheffield RAG's guidance to ensure we can trace your money for donation (just ask us for help with this)
- Sites like Crowdfunder and IndieGoGo are the new fundraising craze – can you make these work for your cause or event?
- You could even use eBay or Amazon to sell on things you don't want or need anymore and use the money you make toward your fundraising total

Use your USP

- What's your Unique Selling Point for fundraising? Can you play an instrument or are you a great cook? Coming up with a creative idea or utilising your unique talent can give you that fundraising edge

Follow Good Fundraising Practice

- RAG can advise you in this area and help you to make sure that your fundraising is operating along good fundraising guidelines. Make sure your money gets safely and securely to your charity
- When you collect a RAG bucket, we will give you security seals – use these to keep your fundraised money secure

- Make sure you follow our good practice guidelines too with drop-safeing the money

Check In

-If you have an idea it's worthwhile checking in with RAG about the detail and if anything extra needs to be considered. For example, any events which involve food, physical challenge or might present risk, just need to be checked with the RAG Team.
- We can then sort out any risk assessments, disclaimers, extra insurance or just check policies that might be in place

BE HAPPY!

-Staying upbeat and 'all smiley' will go a long way when it comes to fundraising. If you seem downbeat, unenthusiastic or act moody when asking for sponsorship, you might as well not bother. The more passionate and enthusiastic you are, the more other people can get on board with your cause. This is particularly important when it comes to RAG Raids and bag-packing.

DON'T:

Pressurise a potential sponsor

- Don't worry if they say no. Not every person is going to be in a position to give. Even if someone can't donate, at least you have raised awareness about your event and the cause, which is a big part of what we aim to do
- Remember not to come across as aggressive or to pursue someone once they've made their decision. Always stay polite and professional

Ask twice

-If someone can't or chooses not to give, don't ask them again, this could be seen as rude and could damage the reputation of RAG and your cause.

Shake your Bucket!

-Although guidelines don't explicitly say not to shake buckets, we recommend that you don't do this as it can be seen as annoying or pushy – just be positive and smiley

Forget to plan

-Decide as early as possible on how you're going to run your event or raise your sponsorship money. Take some ideas from our A-Z Guide

Anyone working with RAG, on an event or using our collection buckets is operating under the 'RAG' banner and name. We ask that you be respectful of this and our reputation, and operate in a professional, polite and positive manner when dealing with other students, staff and the general public. Thank you.