



Afrinspire Guide to Fundraising

Dear Fundraising Officer,

Welcome to the Afrinspire Student Society! This guide is here to make your job as simple as possible. You may have lots of your own ideas, which is great, but here are just some helpful tips and thoughts to get you going. Your task for the year is easy to define: your aim is to raise as many funds as possible for Afrinspire over your year in this position. There are three main ways we suggest you help Afrinspire to do this:

- 1) By running fundraising events which will directly raise funds for Afrinspire
- 2) By encouraging students to donate to Afrinspire
- 3) By gaining funds from other university bodies in the form of grants or other support.

1) Events

You have been tasked with the job of organising **4 fundraising events** this year; which will probably be the most time-consuming part of your role. Whilst this may initially sound like a daunting prospect, you will realise if you think about our 8 week terms that this gives you around a month to organise each event. Additionally, and importantly, you are not alone; the rest of the committee and there to give advice and bounce ideas off, and there will be a team of you working on the day! Additionally, some events are simple, and don't have to be a big thing to organise!

- A Ceilidh:

1. Find a venue; e.g. Emmanuel Old Library (holds around 100), Emmanuel United Reformed Church (100-150), St Paul's Centre (up to 220).
2. Find a band e.g. University Ceilidh band, or <http://www.cambridgefolk.org.uk/> and a date.
3. Decide costings and whether to include catering (e.g. finger buffet from Theo?). Include at least a glass of soft drink, and maybe a glass of wine. Write appeal advert & distribute.
4. On the day make sure you have lots of people to serve drink, direct and clear-up and lots of information about the appeal. Consider holding a raffle or tombola as well at the event.
5. Thank the band and venue, particularly if they gave you a discount!

- A Charity Formal:

1. Find a college which will let you take an appropriate number of guests for a reasonable price. Jesus and Churchill are popular examples. Consider inviting developmental experts from the hum centre – they may welcome the chance for a posh supper + attract students! Ask Ian if he would be interested in inviting other Afrinspire supporters, donors and trustees.
2. Decide how much profit you hope to make, set a date and advertise.
3. On the day try to mix professionals and students together.

- At Christmas a gift-wrapping stall for a day.

1. You would need to get permission to hold a stall for a day somewhere (Lion's Yard/ the Grafton?) well in advance – for example in early November. Try writing them a letter through their websites explaining what you want to do and inform them about the appeal.
2. Draw up a short and snappy information sheet about the appeal for the stall, and borrow some photo frames to place key photos in. Draw up a volunteer rota.
3. Find a trestle table and buy a range of paper, gift tags & ribbons. Charge £2 per item.
4. On the day you need to be dress festively and be "out there" and up front" to solicit customers. Having the right person to attract people over makes all the difference.
5. After the day send a nice thank you letter to the shopping centre.

- Supermarket Bag Pack

In previous years a number of local supermarkets have been willing to have members of a charity offer a bag packing service at their tills, particularly around Christmas time.

1. Approach the supermarkets directly well in advance. Make sure you follow strictly any guidelines and stipulations the store make.
2. It is a vital time of year for all retailers and they do not want any hassle. Or for their customers to be put upon. Be professional at all times. Fulfil your side of the deal properly.
3. Don't forget the Thank You letter afterwards.

Others: Other common ideas include: **a bake sale** or Krispy Kreme sale (try outside big lecture theatres such as babbage and chemistry from 11.45 – 12.10pm and 12.45 to 1.10pm. N.B. Make sure you have LOTS of people as students are always in a rush at these times!

A sponsored event – bear in mind that there are a lot of these so try to be imaginative about what you do and show some level of endurance – you don't have to be particularly sporty!

A loose-change collection event – bear in mind that to "raid" on a street you need a street license. However you can get round this by fundraising on private property such as the university grounds – the downing or new museum's sites. Maybe consider tying this in with RAG who have a street collection license, or Medsin, who already hold similar fundraising events.

2. Encouraging Students to Donate

Afrinspire has recently made a range of fundraising materials for students which is known as our "Just £2" campaign. This aims to encourage students to take out a standing order of just £2 a month (£24 in a year) to Afrinspire.

Whilst this may not seem like a lot, we hope that lots of students may feel that this is a reasonable amount to committ too, and that they may also increase the amount if they begin to earn more and continue to feel supportive of Afrinspire.

It is also important to recognise the value of a reliable and steady incpme for a charitu working in long-term development as Afrinspire does. Whilst we might be able to persuade students to give more as a one-off donation, this would make it harder for Ian to budget for the year ahead, and students wouldn't feel as connected to Afrinspire.

A key part of your role is to promote and develop this campaign, anr consider how best to encourage students to sign up, perhaps through holding a stall at a number of events or through emailing students who are already connected to Afrinspire.

Since there is no membership fee for the society, this donation, which will go straight to Africa, can be a key way to make a student a member- advertising it as a suggested donation but considering using a sheet in which lots of people have already signed up, and, ideally some sudents hae signed up for even more, may encourage students to get involved.

3. Finding University Grants and Funding

This part of your role is something you could get highly involved in, but which you don't have to more than do more than once or twice a term if you would prefer not to. As you are probably aware, Cambridge is a wealthy university and tthere are many groups of students fundraising for excellent causes. This aspect of your role would involve spending an hour or two researching all of these opportunities to see whether Afrinspire can gain funds from anywhere. There may be an intern and volunteers helping Ian in this area, and the student society treasurer may also be trying to find funds to support the society, so you can work together on this.

Examples of places to try:

- **The Societies Syndicate:** Will give money to the society to help it run itself – try for a launching grant or if you need to buy equipment
- **SAFE:** Will give money for educational projects in Africa. Ian is already working with them.
- **RAG:** Do fundraising events for specific charities. Complicated application process.
- **Medsin:** Do fundraising events for particular health-related events/appeals. Can work with them to hold an event, halving the work.
- **College Chapels (and university churches):** may hold collections for Afrinspire.
- **The Cambridge University Reporter:** The special addition has a useful list of grants.