

Sleep Out To Speak Out 2020 Fundraising Pack

Sheffield RAG stands for 'Raising and Giving' – and that's exactly what we do! Last year we raised over £70,000 for charity, supported over 90 good causes and helped students to organise more than 120 events!

Raising your sponsorship doesn't have to be daunting – just look at some of the ideas below or follow our top tips and before you know it, you'll be well on your way to bringing in some lovely cash for some lovely causes!

In 2020 Sleep Out To Speak Out will be raising money for Cathedral Archer Project, Roundabout, Ben's Centre, The Sunday Centre and St Wilfrid's Centre. These Sheffield based charities support rough sleepers and the homeless within our city.

Please be aware that 10% of the money raised will be retained by Sheffield RAG. This contributes towards covering department expenses so that events like Sleep Out To Speak Out can be put on!

How to set up your Online Fundraising Page: Virgin Money

- Online fundraising is the EASIEST, QUICKEST and one of the BEST ways to raise your sponsorship – people can donate online from anywhere in the world, you can personalise your page, tell everyone about your challenge and you can link your page via Facebook!
1. Visit <http://uk.virginmoneygiving.com/giving/>
 2. Click on the tab labelled '**Start Fundraising**'. At this point you should be taken to a sign up page – either **sign in or sign up** (you'll need to make an account if you haven't before)
 3. Next you'll be asked '**What are you doing to raise money?**' Type in '**Sleep Out To Speak Out 2020**' and click on the event listed as '**Sleep Out To Speak Out, South Yorkshire - 23 March 2020, Sheffield RAG**'
 4. Your charity should be listed as '**Sheffield RAG**'
 5. You'll be asked '**Have any of your selected charities contributed to the cost of your event?**' Answer '**no**' and then click on '**create my page**' at the bottom of the screen
 6. **Your fundraising page will now be live!**
 7. **Upload a profile photo**
 8. **Enter £30 target** (or more if you want to!) Remember the deadline for raising your sponsorship is Monday 23rd March...
 9. **Tell your story** – what the challenge is – Sleep Out to support the Sheffield homeless! Your motivation and passion will get people on board



Part of a society, sports club or committee?

Set up one big online fundraising page for your whole club or society! Just make sure to set your target as **the sum of £30 x the number of members taking part.**

**NOW TELL EVERYBODY ABOUT IT! SHARING YOUR FUNDRAISING PAGE AND EFFORTS ON SOCIAL MEDIA IS A GREAT WAY OF GENERATING DONATIONS!
GOOD LUCK!**

Please remember that Gift Aid does not count toward your fundraising total as it is additional money claimed back from HMRC rather than donated money from a donor. As such, Gift Aid does not count toward a fundraising total but is used to help RAG meet their core costs, along with the 10% (please see Terms and Conditions)

**Are your donors unsure about whether they can claim back Gift Aid? If you're a UK tax payer and donate to an online fundraising page, you are eligible to claim Gift Aid.*

How to Pay in Cash Sponsorship

If you have raised cash sponsorship it needs to be paid in to your account as follows: Go to Union Cash Office on Level 2 (Opening times: Monday - Friday: 11.00-17.00)

Ask for and fill in a 'Sheffield RAG Paying in Slip' (given and explained at the Finance Office)

The Paying In Slip for Sleep Out should say 528410/FUN on it and the Event Code is NSLP. It's important that your Sleep Out sponsorship is paid into the 528410/FUN NSLP account.

MAKE SURE YOU PUT YOUR NAME ON IT AND KEEP THE PINK COPY OF THE PAYING SLIP (the pink copy of the paying slip is your receipt and should be kept as proof of payment)

Street Teams

Street Teams are an opportunity for you to sell glow-sticks or other merchandise (such as sweets, fake tattoos etc) outside a Students' Union club night to raise money toward your sponsorship.

Ask us as soon as possible if you would like to join one! RAG provide the glow-sticks for free, plus the 6 of you get on the guest list for the night as long as you book in advance and get the names to us 5 days before your Street-Team!

Supermarket bag packing

Supermarket bag-packing can also be a good way to try and raise money! Just pop in to a local branch or try e-mailing or calling suitable venues. We can provide a letter for you to verify that you're a charity collector, as well as the collection buckets of course!

Bake Sales

Bake sales are always popular! We can help you with all the steps you need to take to organise your own bake sale in the SU.

If you would like to set up one of the above fundraising activities then please fill out our [Adopt a Charity Inquiry Form](#) and our Adopt a Charity team will be in touch.

Fundraising Tips - Do's and Don'ts

DO...

- **Be honest about how your fundraising is being used.** 10% will go to RAG (part of a charity too) to meet its core costs. A whole 90% will go directly to charities that we have chosen. This is a whole lot of money which will make a massive difference to some amazing causes. Plus it's much more efficient than a lot of other charitable organisations.
- **Be confident:** if you don't ask, you don't get, so make sure you pluck up the courage to ask people to help you. It's for a good cause after all.
- **Learn the facts:** assure people that you're raising money for charities.
- **Know the charity:** by knowing who you are raising for, people will be more inclined to sponsor you / donate (Sheffield RAG is known for donating to lots of local causes).
- **Smile and stay positive:** you probably won't raise all your sponsorship straight away, so it's important to stay motivated and keep smiling.
- **Be creative:** as much as cake sales can be effective, it's important to remember that there are many ways to raise sponsorship, so use your initiative and get thinking!

DON'T...

- **Pressure a potential sponsor:** if someone decides to say no, even after hearing all the information, smile and move on. There are plenty of other people out there!
- **Shake your bucket on a RAG Raid:** it's important to stay polite whilst fundraising and people will often be put off by a bucket shaken in their face (it's also illegal to do anything that may be misconstrued as aggressive or intimidating).
- **Stay quiet:** if you're struggling for ideas or need some inspiration, then don't hesitate to get in touch with us.
- **Forget to plan:** decide as early as possible on how you're going to raise your sponsorship money. Take some ideas from this guide, or think of some of your own to make sure you raise your money in time.
- **Give up:** Keep on keeping on!

More Top tips...

- **Use your contacts** – make sure you tell your family and friends what you’re doing – those you know are the best starting point!
- **Use Virgin Money online giving** – send the link to all your friends and sync it to your Facebook and other social media
- **Tell your story** – what the challenge is – Sleeping out to support the Sheffield homeless! Your motivation and passion will get people on board
- **Use your USP!** What different fundraising ideas can you come up with – what’s your **Unique Selling Point?** What would people pay to see you do or not do? If you speak another language, play an instrument or you’re good at art, perhaps you can offer tuition for an hour for donations? You can also busk at a RAG Raid collection in town, so don’t hide your talents!
- **Use the RAG Raid collections in town!** Don’t forget to use the opportunity to collect in town! And how much money you raise depends on your attitude and technique – so be friendly, chatty and approach people! Talk to people with your 1-line summaries of what you’re doing and what you’re fundraising for (even ‘local causes’) works! We’ve seen people come back with £40 and £50 from one session collecting so be proactive and get out there – and don’t forget to smile. Fancy dress or making yourself stand out from the crowd can also help

Quirky Fundraising ideas...

1. Charity Auction

Can you get businesses to donate prizes and then run a charity auction night? A good technique is to dress up as smart as possible when you go around businesses and sell the causes you’re raising for (use some of RAG’s stats – how much we raised last year, how much gets donated locally...!) Prepare your speech in advance and let the businesses know you can promote them and let students know about their organisation on your fundraising page! Targeting local businesses and businesses who want to attract students, is your best bet!

2. Themed Quiz Night

Could you book an area in the Union (Activities Zone or an area in the Interval or Bar One) and run a quiz night? Charge for entry and maybe have themed rounds or a whole quiz with one quirky theme!

3. Gig / Band / Comedy / Karaoke / Film Night

Do you have any friends who could play at a gig night or perhaps do comedy stand-up? Book a space in the Union or in the City Centre (they should give it you for free if you’re bringing in customers and it’s for charity). A Karaoke Night is another option. Charge an

entry fee and then up your income with a raffle. Or maybe offer to run a special film night for your friends and ask them for an entry fee?

4. Games / Competitions / Scavenger Hunts

Can you think of a quirky game that will grab people's attention? Maybe a scavenger hunt around Sheffield? A chocolate hunt around the Union? What about an eating competition? Places like Bloo 88 are very interested in these kind of events...(check in with The RAG Team about any help you need with Health & Safety / Risk Assessments etc)

5. Come Dine With Me

How about cooking dinner for your friends and asking them to pay you for the privilege? Remember to tell them it's for charity and ask them to be generous!

6. Helping Hand

Do any friends or family need chores doing such as mowing the lawn, walking the dog, gardening, washing the car? Offer to do the jobs for small donations? *Promises Promises* – can you promise someone a service for a donation, e.g. you'll do the washing up for a week? Or clean the house? Your housemates should jump at the chance!

7. Crowdfunder and Online Fundraising Platforms

Post a video about what you're fundraising for and see if people can donate to your cause in exchange for something. Maybe if they donate £10 you'll send them a postcard, or if they donate £20 they'll get an exclusive video blog? Google sites like 'Crowdfunder' or 'IndieGoGo' to find out more...

8. Swap Shop / Jumble Sale

Get your friends and housemates to donate clothes, books and other items they don't need anymore, then hold a jumble sale / re-sale with the proceeds going to your sponsorship

9. Sponsored Wax / Headshave / No Make-up / Fancy Dress Day or Sponsored Silence!

People love to donate to something wacky or see something crazy! So if you're prepared to have your head shaved with a crazy style or get your legs waxed people will donate to see you do it! Or maybe people will donate to see you go without something you usually can't live without! Or they might even donate just to have you be silent for a day! Fancy dress or a crazy hat is another popular option which works a treat!

10. Ebay and Amazon

Get rid of something you don't need or that you want to sell. People will buy lots of items if you sell them in the right way!

11. Host a Party!

Host a party for charity and collecting donations by charging admission. Last year two Bummit participants held a 'traffic light party', charged guests £3 entry and raised £340 in one evening all whilst having a great time!



12. Join the #trashtag movement

Last year one Bummit participant has pledged to do one Sheffield based litter pick for every £10 that is donated towards her. So far she has raised over £1,000 and her story has been picked up by the BBC: <https://www.bbc.co.uk/news/av/uk-england-south-yorkshire-47864591/trashtagabi-litter-picker-on-a-mission-to-clean-up-sheffield>

13. Dry January!

January is typically a month in which to go sober, but there are lots of different challenges you could undertake from things such as marathon running to the ice bucket challenge, to shaving your head!

Or How about...

- Loose change jar - get everyone in your house to chuck in their coppers - it all adds up!
- Sponsored haircut
- Car wash
- Target people nearer to pay day-they may be feeling more generous!

Ways to get Involved in RAG all year round!

Union / Concourse Stall Bookings

You can book stall space on the Union concourse, in the Activities & Sports Zone, or in the Union plaza space (near the Welcome Desk) to sell crafts, run a competition, run a raffle, or run a bake sale for example. Please note that all fundraising stalls on the concourse must be booked via RAG for charity licensing purposes. Raffles can also be covered with RAG's Small Lotteries Licence 📄 Just let us know some preferred dates and locations and what you want to do and if there are spaces available we'll get it sorted.

Got an idea? Great!

E-mail us for support or with any queries or questions. If you have an idea for a fundraiser, we can help – so don't hesitate to get in touch!

Further Information & Support

If you have any questions or would like to get in touch about any aspect of the event, or fundraising, please e-mail rag@sheffield.ac.uk
You can also telephone 0114 222 8546