

## Student Minds Fundraising Pack

Putting on events and fundraisers can be a great way to get people talking about student mental health. All the money you raise will go straight back into the amount of time, energy and support that we can offer our volunteers, helping them to run campaigns and peer support programmes around the country. This pack provides lots of tips and ideas on how to set about organising your event.

### Fundraising Ideas

- Cake sale
- Sponsored run/ bike ride
- Music evening
- Quiz night
- Black tie dinner
- 'Love Your Body' fashion show
- Charity auction
- Film night
- Photo competition
- Speaker event

### Recruiting Volunteers

If you're putting together a large fundraiser then recruiting a volunteer committee can be a great way to share out the responsibility of planning and organising the event.

- Advertise through various different publicity channels e.g. Twitter, Facebook, word of mouth and any relevant mailing lists (e.g. your student volunteering service).
- Think about assigning particular roles within the committee: publicity, entertainment, food & drink, venue hire & decorations etc.
- Remember to keep in touch with volunteers after the event is finished – encourage them to sign up to the Student Minds mailing list to find out about upcoming events, campaigns and volunteering opportunities.

### Setting a Time

Think about dates you could link in with e.g. University Mental Health Day, Eating Disorders Awareness Week, Christmas, Easter, Valentine's Day, Halloween etc. Put together a clear timetable for when tasks need to get done. Remember that things like poster printing take time!

We are kindly supported by Comic Relief, The Welton Foundation, UnLtd, The Matthew Elvidge Trust, The Charlie Waller Memorial Trust, The James Wentworth-Stanley Memorial Trust and Student Hubs.

Student Minds is a charitable company registered with Companies house, no. 7493445 and the Charities Commission, no. 1142783

## Finding a Venue

- Think about venues that you might be able to book for free e.g. Student Union rooms or local pubs, schools and community centres.
- General things to consider:
  - Is there a maximum capacity?
  - How accessible is the venue?
  - Can you have early access to set up and time to tidy up afterwards?
  - Are you allowed to bring food and drink?
  - If you're hoping to hold an event outside, make sure you have a contingency plan in case of bad weather!

## Publicity

### Website

- Send us the details of your event (where/when/what) so that we can advertise it on our [website](#) and add it to newsletters & social media.
- After the event, please do send over any photos and let us know how it went so that we can update our followers.

### Posters

- Design a poster to advertise your event, giving the date, time, location and other relevant details. Do this well in advance so that you can print and distribute the posters a few weeks ahead of the event.

### Emails

- If you have any mailing lists or relevant email contacts, send them a message about what you are planning, where it will be happening etc. Attach your poster and tell people how they can find out more (e.g. by signing up to your Facebook event page).
- Add details of your event to your email signature, including the link to your online fundraising page (if you have one).

### Facebook

- Set up a Facebook event and invite all of your friends & contacts.
- Add photos and give regular updates in the run-up to the event.

### Newsletters & magazines

- Write a feature for your Student Union magazine, a local newsletter or county magazine.

### Print, TV & radio

- Decide what media would be best suited to advertising your fundraiser. Contact the organisation, explain what you are looking for and ask for the right contact.

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**Student Minds**  
**01865 264168**  
**info@studentminds.org.uk**  
**16-17 Turl Street, Oxford, OX1 3DH**

- Send over a press release: try to keep it to a single A4 sheet, give details of the event and explain a bit about what Student Minds does. If possible, make it personal and think about how you can best relate to the particular audience.

## Collecting Donations

Think about setting a fundraising target – this helps you to plan your event and encourages people to help you reach it!

### **Sponsorship forms**

Good for fun runs, sponsored bike rides etc. Ask people to sponsor you in the weeks leading up to the event and send out a final reminder just before you set off. Think about all the different groups of people you could ask, from family & friends to work colleagues and people you know in the local community. Try to set a date for collecting sponsorship money and send out reminders via email and Facebook.

### **Online giving**

- Get in touch if you would like us to set up an online giving event page for you.
- Add blogs, photos and information to your event page.
- Give as much detail as possible – training sessions, halfway goals, fundraising updates etc. The more times people hear about your fundraising efforts, the more likely they are to donate!
- Email the link to your sponsorship page out to friends and family, and set up a Facebook event to invite people to come along and support you on the day.
- Don't forget to tell us about your plans – we can post the link to your page on our social media, or give fundraising updates in our weekly newsletters.

### **Sending money to Student Minds**

Cheques should be made payable to "Student Minds" and posted to: Student Minds, 16-17 Turl Street, Oxford, OX1 3DH. If you would like to send the money via bank transfer, please get in touch by emailing [info@studentminds.org.uk](mailto:info@studentminds.org.uk).

### **Don't forget to thank your supporters!**

Send a quick thank you to all of your supporters to let them know how you got on and how much money you raised. If possible, include some photos from the event and mention any other events or campaigns you're planning to run in the future.

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## Event Checklist

### Initial planning

- ✓ Select type of event and theme.
- ✓ Set budget.
- ✓ Decide on a date.
- ✓ Research venues, check availability and confirm booking.
- ✓ Recruit volunteers to help with planning & organisation.
- ✓ Put together a timetable of things to do between now and the event (including publicity goals).

### Organising your event

- ✓ Invite speakers and book catering/ musicians/ entertainment.
- ✓ Check whether you need any permits or insurance.
- ✓ Decide on ticket cost, dress code etc.
- ✓ Acquire prizes & any other materials/ decorations needed for the event.
- ✓ Design and print tickets, posters and programmes.
- ✓ Start publicizing the event and selling tickets: set up a Facebook event, advertise on Twitter, distribute posters, send out details to mailing lists and tell people about your event (don't forget to tell Student Minds too!)
- ✓ Is someone going to host the event? If so, decide whether you want to include a short presentation on Student Minds. You might want to write up a script and/ or prepare a slideshow with photos from previous events. Don't forget to thank any sponsors, or anyone who donated prizes.

### Event week

- ✓ Provide volunteers with to-do lists for event day.
- ✓ Reconfirm all speakers, musicians etc. and check for any special requirements/ provide directions to the venue.
- ✓ Prepare signs, name-tags, place settings etc.
- ✓ Arrange deliveries for the day of the event and confirm headcount with caterer.

### Event day

- ✓ Arrive early and bring paperwork (insurance, permits, confirmations) and guest lists.
- ✓ Carry out equipment checks (e.g. sound system, projector).
- ✓ Put up signs to direct people to the event.
- ✓ Lay out registration tables/ place settings.
- ✓ Brief volunteers on their jobs during the event.

### After the event

- ✓ Thank volunteers and donors.
- ✓ Contact Student Minds about sending in your fundraising total.

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