



Fundraising Guide



Introduction

Thank you for choosing to fundraise for the University of Sheffield. We are so grateful for the alumni, staff, students and supporters for choosing to support Sheffield research and student success.

This guide will give you some ideas and information to help you with your fundraising activity and have some fun along the way. We are here to offer help if you need it, and hope that you will share your success stories with us – we are constantly inspired by our fundraisers' ingenuity and commitment.

In the following pages, you will find:

- Key information to help you fundraise
- Some top tips to maximise your fundraising
- Fundraising after your challenge and what to do next

HOW will my fundraising help?

Your fundraising will shape the world. Here are some ways your support can make a difference:

- It could help discover new medical breakthroughs for neurological diseases like MND and Parkinson's.
- Or support the brightest students' University of Sheffield, no matter their background.
- And it could help innovate new solutions to global issues like food security and climate change.

For more information about the causes you can support, please visit: sheffield.ac.uk/giving/causes.

How we can help you

We are here to help you create the greatest impact from your fundraising so we hope the following information will answer your questions. If not, do contact us at giving@sheffield.ac.uk or phone Sarah Barnes - Fundraising Officer on [0114 222 5597](tel:01142225597).

What is the best way to collection donations?

JustGiving is our preferred way to fundraise online as you can set up your page and send it out to your contacts within minutes! Follow this link to the official University of Sheffield JustGiving page to set up your own fundraising page: justgiving.com/sheffielduni

Click on the blue **'Fundraise for us'** button and follow the instructions below:

- If you are taking on a challenge of your own click on the **'Personal Challenge'** option, or if you are running an event, select **'Taking part in an event'** and then enter your event using the **'Add your own'** box.
- Fill in your details and give your page a unique URL
- Tick 'No' for the two questions
- Now personalise your page - add text, picture and updates to welcome your supporters
- Check out our [top tips](#) for maximising your online fundraising



If you do end up fundraising offline, the safest way is to pay donations in via your fundraising page. Alternatively, you can donate via our online giving page: sheffield.ac.uk/giving/donate/online

Alternative fundraising options (offline fundraising)

The University of Sheffield has now gone cashless. In light of this, we recommend online fundraising or using a sponsorship form, rather than using collection tins or buckets.

You can access the sponsorship form via this link: sheffield.ac.uk/media/38986/download?attachment, or by emailing sarah.barnes@sheffield.ac.uk

Cheque donations

If you will be collecting cheque donations, please use the **sponsorship form** above and return it to us with your cheque payable to **The University of Sheffield**, to:

Campaigns and Alumni Relations, 40 Victoria Street, Sheffield, S10 2TN.

Alternatively, call 0114 222 5598 to make a payment by credit or debit card. Remember to tell us what you are fundraising for!

Gift Aid

Through the government's Gift Aid scheme, UK taxpayers can make their donations worth 25% more at no additional cost to themselves or to you. Our sponsorship form below allows the University to claim Gift Aid, and JustGiving provides a Gift Aid option.

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Fundraising materials and publicity

Do make sure you let everyone know about your event and what you are supporting. We may be able to help you produce various fundraising materials, including:

- Fundraising posters that link to your JustGiving page
- Posters and flyers prior to your event
- Publicity – posting about your fundraising story on our webpages and social media channels.

If you would like any fundraising material, please give us plenty of notice prior to your event taking place.

And, if you are designing your own fundraising materials do contact us so we can send you the correct logo(s).

Please ensure you include the University of Sheffield's Exempt Charity Number: X1089 on all fundraising materials - this is a legal requirement. You must not refer to the University as a 'Registered' charity but an 'Exempt' charity.

Our Top Fundraising Tips



1. **Spread the word about your fundraising!** Use our instructions to set up your page on Just Giving. You can then share your page on social media, via email to your contacts, put in your email signature, and even get friends and family to promote it on your behalf as well. Why not get the ball rolling and become your first supporter? Visitors to your page are more likely to give if they can see that others have already!
2. **Educate your supporters about the cause** – You know why the cause is so important, now is your chance to tell your supporters. Use short and snappy messages on social media posts with a longer explanation on your Just Giving page. Do include any personal connections to the cause if you have some.
3. **Explain impact that gift will have** - It can be difficult for a supporter to feel special when donating towards a large target, so let them know what a £20, £50, £100 donation would go towards. Don't be afraid to explicitly ask your supporters for an amount, and reference the impact of that donation.



4. **Update your supporters** – in your social media posts and by using the ‘update’ function on your Just Giving page. Let them know when you reach milestones, e.g. reaching halfway to your fundraising target or completing a significant distance whilst training for a race. The more detail you can give, the more personalised your updates and page become – let your supporters follow your journey.
5. **Get creative with your fundraising** – Have a look at our fundraising stories (sheffield.ac.uk/giving/fundraise) for some inspiration, but don't be afraid to try something new or different. This will stand out to your supporters and encourage them to donate to you!
6. **Thank your supporters.** Just Giving automatically sends a confirmation email and thank-you message to supporters - we definitely recommend personalising this. You can also go one-step further in this by sending a personal thank-you to your supporters via email, social media, or by

dropping them a text. It might feel a bit daunting but your supporters will really appreciate it. If you are taking part in an event, this personal thank-you could encourage them to donate to you post-event.

Tips from previous fundraisers

1. Find what works best for you for telling your network about your fundraising – this can be by **emailing** your network, posting non-stop on social media or putting one post on **Facebook**. You know your supporters better than anyone so tailor your messaging to them.
2. Space out your fundraising messages! You don't want to overload your network, and likewise you don't want to put in a lot of effort before your challenge and forget about updating your network afterwards. This also helps to keep the event fresh in your supporters' minds.
3. Use **big occasions** as an opportunity to **spread** the word about your fundraising. A previous fundraiser went to a family event a week beforehand and told everyone they were hoping to get **£2** off everyone there. While some people were unable to donate at all, most people gave more than £2, which led to a significant amount of fundraising but at the same time, they weren't harassing individuals for a huge sum of money.
4. Use **photos** in promoting your fundraising. Do not underestimate the power of photos. They can be effective both in the lead up to the event in the form of your training, fundraising, any struggles! After the event, you can post photos from throughout the day both as Just Giving updates and on social media. For one previous fundraising taking on a walking challenge, a simple photo of their hiking boots posted on Facebook caused several latecomers to donate to them.
5. If you have time then **run a smaller event** alongside your main fundraising - Previous events have included: a bake sale, craft sale, book sale, sweepstakes, raffle, small-scale quiz, treasure hunt, teddy tombola – the list is endless. Think about who would be involved and what they would donate to/get involved with. Quite a few of us would be happy with a few bake sales here and there, but if you're an adventurous bunch then by all means go down the more creative route.



6. Exercise **fundraising etiquette** towards others fundraising. Be mindful if you're emailing out to your whole faculty that there may be others fundraising within your faculty. Perhaps reach out first to ensure fairness and not to cross wires with any mass messaging.

After the your event

You did it! Your event was a huge success – now for the important bit ...

- We said it above but we'll say it again – say a big **THANK YOU** to each and every one of your supporters. They will have received your automated thank you if you have a fundraising page, but an individual thank you text, email or other message will be much appreciated.
- Post an **UPDATE** and **PHOTOS** as soon as you can after your event – people will be wanting to know how you got on and may spread your story. Don't hold back on saying how tough it was – people will want to reward you for your efforts!
- Contact us to let us know how you got on – we will be updating our website with stories about further fundraising events. If you are happy for us to publicise your event this can really help raise awareness, encourage others to fundraise for us, and lead to further donations to your page.
- Send any cheque donations to us at the University of Sheffield, Campaigns and Alumni Relations, 40 Victoria Street, Sheffield, S10 2TN.
- Add the amounts of any cash and cheque donations to your fundraising page as offline donations so that these will be included in your total.

Thank you for fundraising for the



