



UNIVERSITY OF ST ANDREWS
**CHARITIES
CAMPAIGN**

Fundraising guide

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Introduction:

Hello and welcome to the University of St Andrews Charities Campaign's (USACC) fundraising guide. The following guide includes tips, tricks, ideas and advice on fundraising for charitable causes. Whether you are the charities rep for your society or fundraising for a trek up Kilimanjaro, this is your secret recipe for cooking up donations. Hang on tight and strap yourself in on your journey to becoming a fundraising expert in the space of a few pages.

What is fundraising? Fundraising is the process of collecting money or resources to support a cause, charity, or project. It involves planning activities, events, or campaigns to inspire people to donate — often by explaining why the cause matters and showing how their contributions can make a real difference.

Fundraising Idea Bank:

Looking for a few ideas to get your imaginative juices flowing? Good thing you came to the legendary fundraising idea bank:

Don't forget fundraising should be fun, so pick something that excites you, and go crazy, enjoy yourself, bring the vibes, make it an adventure that entices the masses.

1. Bake sale
2. Craft sale
3. Craft session- teach others a craft for a fee
4. Candle making
5. Pumpkin carving
6. Cocktails and colouring
7. Guided walk/ hike
8. 5k fundraising run
9. Pre-loved clothing sale
10. Pre-loved booksale
11. Raffle
12. Tombola
13. 24 hour challenge of your choice
14. Sponsored silence
15. Give it up or Give it away
16. Community Concert
17. Charity Auction
18. Face Painting
19. Henna
20. Art exhibition
21. Afternoon tea
22. Bingo
23. Pub Quiz
24. Car Wash
25. Dance- a- Thon
26. Dinner party (make it fun- give it a theme eg murder mystery and invite all ur friends)
27. Drawing contest
28. Egg Painting Contest
29. Fancy Dress Day
30. Fashion show
31. Film Night
32. Football match
33. Head shave
34. Hour of Earnings (challenge your friends to donate an hour of their pay)
35. Stand Up Comedy evening
36. Jigsaw Puzzle Marathon
37. Jumble Sale
38. Karaoke
39. Knitting or Crochet
40. Sponsored knit
41. Loose Change Collection
42. Nail Art
43. Nighttime Walk/ Stargazing
44. Sports tournament/ match (including dodgeball)
45. Poker night
46. Pot Luck
47. Short Story Contest
48. Talent Contest
49. Treasure Hunt
50. Vegetable growing and selling
51. Jam selling/ preserve selling
52. Wine Tasting
53. Obstacle course race
54. Plate smashing
55. Escape room
56. Themes fun run (run in fancy dress- eg jack sparrow fun run or santa and elves etc)
57. Window Cleaning/ gutter cleaning/ lawn mowing.
58. Jewellery making and selling
59. Name the teddy
60. Open Garden Day
61. Plant Sale (Grow and sell indoor/ outdoor plants)
62. University Challenge
63. Wax it (eyebrows/ legs etc)
64. Beat the Goalie
65. Carol singing
66. Christmas Bauble decorating
67. Dog Walking
68. Lemonade Stand
69. Tug of War
70. Pub Golf (with fines for penalties and an entry fee)
71. Drunk Mario Kart Tournament
72. Mystery Shots Lucky Dip
73. Speed Dating with a Twist (Shots at every table?)
74. Charity Traffic Light Party
75. Lip Sync battle
76. Lecture in Reverse- A brave lecturer or PhD student agrees to do a deliberately chaotic/funny lecture on something ridiculous (e.g. "The Political Economy of Shrek" or "Why Pigeons Should Rule the World"). Ticketed event, guaranteed draw.
77. Sandcastle contest

Tips for Success:

Choose Wisely:

Pick an event/ fundraiser that matches your society/ organization or personal abilities and goals. Ensure that you have access to all the available resources. Make sure you are transparent with your donors about where they money is going and how it will be used.

Publicity:

Hype it upppppppppp: Blast your fundraiser on Intsa, TikTok, posters, group chats, carrier pigeons, the Saint, whatever you've got. Stick it everywhere until people can't escape it. And never underestimate the ancient power of word-of-mouth, especially in this teenytiny incywincy St Andrews bubble we all mingle in. Everyone is only one person removed from everyone else.

Also, you are always welcome to get in contact with USACC (Charities Campaign) and we are more than happy to publicise your fundraisers on our Instagram page.

Make Donating Stupidly Easy:

Give people too many ways to hand over their money- online, by text, contactless, smoke signals, interpretive dance. If they can order shawarma at 3am on Deliveroo, they should be able to donate to you just as easily. Skip to my Givestar section to find out all about our online fundraising platform and how to use it.

Shout Out to the Legends:

Don't just take the money and vanish like a dodgy Vinted seller. Thank your donors, hype them up, make them feel so good they'll want to do it all over again.

Online Fundraising:

The Charities Campaign partners with a third party to facilitate our online fundraising: Once upon a time, we used Raisely. Now, we've levelled up to Givestar — a fundraising platform so smooth it makes donating feel like online shopping (minus the guilt of excessive consumerism).

Why Givestar rocks:

- It works for both online and contactless donations (yes, even that tap-and-go magic on your phone).
- The website and app are genuinely easy to use (no IT degree required).

Want to set up your own campaign or event? We've got you covered. Just check out this handy guide:

https://www.canva.com/design/DAG0FapflO8/68u4BzbVdFs0OEcmCglkTQ/view?utm_content=DAG0FapflO8&utm_campaign=designshare&utm_medium=link2&utm_source=uniqueLinks&utm_id=h93bd244fb8

If you'd rather skip the admin and let us handle the setup (we get it), just drop our fundraising officer a line at:

 **charitiesfundraising@st-andrews.ac.uk**

Fundraising Survival Guide

(Minus the Bears):

This survival guide, though excluding our furry friends does recognise that in fundraising you do come across some grizzly's- be they in the form of uncooperative team members, unhelpful or unresponsive leaders, support officers, frustratingly little reward from a fundraising endeavour, or the biggest bear of them all: Burnout.

Examples of Burnout:

Lack of energy/ enthusiasm when fundraising, notable changes in mood/ attitude, isolating yourself, avoiding recognising your own fundraising accomplishments and feelings of stress and anxiety.

Tips to avoid the bears:

Take regular breaks to scare the burnout bears off. Try to find a balance between your work life and social life. You could take part in some relaxing activities such as meditation, meeting with friends, taking a beach walk etc.

Be organised:

- Plan your week out in advance.
- Put that deadline or key date in your calendar
- Designate yourself specific times to focus on fundraising

If you're fundraising task is a group endeavour- don't be the hero, make sure the workload is balanced across all members. But also make sure the bears don't get the others either- especially the burnout bear. 7

If you are a sole fundraiser, don't be afraid to ask for support from others. Be that your peers, family, or reach out to the Charities Campaign fundraising officer at charitiesfundraising@st-andrews.ac.uk.

Take time to appreciate all your efforts and why you are fundraising, and make sure you celebrate those milestones. For wellbeing support, you can reach out to the Charities Campaign Wellbeing Officer via email charitieswellbeing@st-andrews.ac.uk. This year our wellbeing officer is Hannah, and her office hours are Friday at 11-13:00 in Society Room A in the Union building. Feel free to drop in for any reason or concerns.

You can access a comprehensive list of wellbeing resources on the Charities Campaign Linktree:

[https://linktr.ee/charitiescampaign?](https://linktr.ee/charitiescampaign?utm_source=linktree_profile_share<id=df1760c4-1233-4d04-83a6-e0b89cd1e915)

[utm_source=linktree_profile_share<id=df1760c4-1233-4d04-83a6-e0b89cd1e915](https://linktr.ee/charitiescampaign?utm_source=linktree_profile_share<id=df1760c4-1233-4d04-83a6-e0b89cd1e915)

Some key resources include:

- Student Services- A range of support resources from wellbeing, to financial advice, to disability support
- A-Z Wellbeing: a variety of resources for any category of wellbeing concern
- Samaritans: accessible 24/7 every day. Call 116 123. Email jo@samaritans.org
- Breathing Space: Call 0800 83 85 87
- Nightline (student-led): overnight in term time. Call 01334 46 2266. Email nightline@st-andrews.ac.uk. Instant messaging 8pm-12am

Contacts:

Your primary contact when needing support in fundraising is the charities campaign fundraising officer on the email charitiesfundraising@st-andrews.ac.uk

Other points of contact:

USACC@st-andrews.ac.uk



For any queries about the campaign in general.

Presopps@st-andrews.ac.uk



President of Student Opportunities (Romo this year): for any union specific advice.

Charitiestreasurer@st-andrews.ac.uk



For any specific financial queries.

Further Reading:

Fundraising Essentials: A guide for fundraisers, volunteers, and trustees:

[https://ciof.org.uk/IoF/media/IOF/Resources/Fundraising-Essentials-Guide-\(values-updated\).pdf?ext=.pdf](https://ciof.org.uk/IoF/media/IOF/Resources/Fundraising-Essentials-Guide-(values-updated).pdf?ext=.pdf)

How to Fundraise:

<https://www.nationalarchives.gov.uk/archives-sector/how-to-fundraise/>

Fundraising ideas for students:

<https://www.make-a-wish.org.uk/get-involved/fundraise-in-your-community/fundraising-ideas/fundraising-ideas-for-students/>

Fundraising Methods:

<https://www.ncvo.org.uk/help-and-guidance/funding-income/fundraising-methods-2/>

<https://www.cafonline.org>

→ The section on Personal Giving.

Bekkers, René & Wiepking, Pamala (2011).

A Literature Review of Empirical Studies of Philanthropy: Eight Mechanisms That Drive Charitable Giving. Nonprofit and Voluntary Sector Quarterly.

- A classic paper summarising psychological and sociological drivers of giving (e.g., awareness, costs/benefits, values).

College and University Fundraising ideas:

<https://www.mencap.org.uk/resource/college-and-university-fundraising-ideas>

