



Student Fundraising Handbook



Students Against Meningitis

Thank You!

Meningitis is a fast-acting and devastating disease that can affect anyone.

Students are at higher risk, which is why it is so important that amazing students like you help us with our mission to defeat meningitis wherever it exists.

By taking up this challenge you will have an experience you'll never forget, while also helping to prevent people getting meningitis, funding life-saving research and supporting those affected – thank you!



"We are really grateful to every student who takes on an incredible challenge. Your incredible efforts raise vital funds that will help us defeat meningitis."



Your Trip Contacts



Here to support you

Meningitis Research Foundation – Student Team

We have a dedicated student team to support you with your fundraising. You will have a university account manager who will be your main point of contact and will keep in contact with you throughout the year. If you have any questions feels free to get in touch!

My Account Manager is:

Name _____

Email _____

Phone _____

 MRFStudents

Choose a Challenge

As your trip provider, Choose a Challenge will be organising the logistics of the trip. If you have any questions about the trip that aren't fundraising related, such as transport, accommodation or kit, please contact Choose a Challenge and they will be happy to help.

Email team@chooseachallenge.com

Phone 0203 773 4140

My Choose a Challenge contact is:

Challenge Leader

Your Challenge Leader will be taking on the challenge with you, as well as fundraising. They are your point of contact on campus and will organise regular meetings with you to catch up and help you with your fundraising, as well as organising team socials throughout the year.

My Challenge Leader is:

Students and Meningitis



Students are the second largest at-risk group, which is why it is incredibly important that we work with them to raise awareness of the life-saving symptoms.

Around **1 in 10 people in the general population** carry the meningitis causing bacteria in the back of their nose and throats. However in the **student population it is 1 in 4**, which puts students at higher risk.



There has been a rise in cases of a virulent strain of MenW meningitis which has a **higher death rate** than other strains. This strain has a **13% fatality rate** compared with the average 5-10% fatality. Cases have increased from **22 in 2009 to over 200 cases in 2016.**

A sharp increase in the number of cases within the student population has been seen. This is why it is so important to protect students with vaccines and ensure they have a good knowledge of the symptoms.

What are Meningitis Research Foundation doing to defeat meningitis?



Prevention

Supporting research and raising awareness of the symptoms to see fewer people get meningitis and septicaemia.



Diagnosis and Treatment

Working with governments to strengthen patient healthcare to see more people survive with a better quality of life and reduced disability.



Engagement, Information and Support

Supporting those who have been affected as well as being a voice for patients.



Sophie Royce

"I've had 30 operations since I survived the disease. The septicaemia was so bad that I lost the ends of my feet and the tips of my fingers but I haven't let it stop me doing anything I wanted"

Support from the Student Team



Here to help you

1-2-1 Fundraising Sessions

Each term your charity representative will come to campus for a face-to-face meeting with you. Your 20 minute session will allow your charity rep to help create a bespoke fundraising plan with you that will cater to your networks, availability and skills. It also means that you have the opportunity to ask any questions you might have and get to know the charity better.

These meetings are compulsory but don't worry if you can't make a face-to-face session, we will rearrange to have a session over the phone to ensure that you get the bespoke support you need.

Regular Catch Up Calls

Your charity rep will call you throughout the year to see how we can support you. It may be that we have resources that would be useful for an event you're running or we can provide you with more ideas if you are a little stuck for inspiration.

E-newsletter

Each month we will send you an email with fundraising ideas relevant to the time of year. The email will also include a fundraising spotlight which will highlight one of our amazing student fundraisers.

Facebook Group

You will be added to a Facebook group which will include the charity representatives, the Choose a Challenge Team, your RAG and your Challenge Leaders. This group will include everyone who is going on your trip and will be a hub of information on milestones, fundraising ideas and opportunities and trip updates.

Resources Hub

Our online Resources Hub has loads of helpful guides, case studies, letter templates, and much more to help you with your fundraising! Find it here – www.meningitis.org/student-hub

Donations Online



Having an online page is a great way to share your fundraising efforts on social media, get extra donations from friends and help to keep track of your fundraising. We use a fundraising platform called **Everydayhero** and will have a bespoke campaign for your challenge and university.

Top Tips

- **Personalise your page** with photos and a description that describes what you are fundraising for
- **Shout about Meningitis Research Foundation** and the work we do. Your donors will give more generously if you are passionate about the cause
- **Blog about your fundraising.** You can easily share photo updates to show people what fundraising and training you have been doing
- **You can link the training app Strava** to your page and share any training that you do

Gift Aid

This scheme allows Meningitis Research Foundation to claim an extra 25p for each £1 we receive from eligible tax payers. This is fantastic however there are restrictions on what fundraising you can claim gift aid on. Fundraising from events and collections are not eligible but personal donations are.



Use your page like a blog

Donations Offline



Any donation that isn't directly paid onto your EverydayHero page will be classed as offline. So cash sponsorship, other fundraising pages in aid of your trip, cheques and any money raised from your own events.

You will need to pay this money either into your student union (if they have that process at your University) or directly to Meningitis Research Foundation as quickly as possible. Once we have received this we will email you to confirm

Bank Details

Sort Code _____

Account Number _____

Reference Your full name and University

It is essential that you include the correct reference so that we can record the money on your record.

Cheque

Send your money to your nearest MRF office.

Include a note with your full name, University and challenge.

It is essential that you include a note with your information so that we can record the money on your record.

Recording your offline donations

Keeping track of your fundraising is easy with Everydayhero as you can add any offline donations onto your page.

- Underneath your profile picture on your Everydayhero page there is an option to 'Add offline donation'
- Simply click the link and enter how the money was raised in the name section, the amount, leave the other fields blank and simply submit
- This will then appear on your page and be added to your overall total



Fundraising Ideas

See more ideas and guides on our Fundraising Resource Hub – www.meningitis.org/student-hub

Go home and get started

Small fundraisers

Medium fundraisers

Large fundraisers

Raffle tickets

Buy ticket for our student raffle in the welcome meeting or in your first 1-2-1 and sell them to friends, family, flatmates, course mates... the list goes on! Those who sell the most tickets are those who make the most of their networks. For example, get your mum to sell some to her book club, your Dad to sell some to his golf friends, your Grandma to her knitting club...

Sponsored playlist

It's simple, everyone who sponsors you gets to choose a song that you have to listen to while you're trekking/ running your marathon! Simply share your everydayhero page on Facebook and explain how it works: people donate and state which song they want in the 'comments' section of their donation, then you make the playlist and listen on the trip!

Pub quiz

A classic fundraiser that can be done at home or uni – or both! Simply ask your local pub if they'll let you do a pub quiz. Publicise the event and write the questions, turn up and run the event! Maximize donations by also running a raffle alongside the quiz and ask local businesses to donate prizes for both the quiz and the raffle.

Bag pack

Contact supermarkets as early as possible to try and get a date secured as bag packs can get booked up very quickly. Once you have a date, recruit some volunteers to help you on the day so you can have one person on each till. If not, turn it into a collection and stand in the entrance/exit and ask for donations as people come and go.

At Uni	<ul style="list-style-type: none"> • Cake sale • Dare for Dosh • Hangover service 	<ul style="list-style-type: none"> • Valentines rose service • Sweepstakes • Krispy Kreme sale 	<ul style="list-style-type: none"> • Rotary Clubs • Corporate sponsorship • Waxing/head shave 	<ul style="list-style-type: none"> • Black tie event • Club night • Speed Dating event
At home	<ul style="list-style-type: none"> • Donations for presents • Penny jar • Taxi service 	<ul style="list-style-type: none"> • Car boot sale • Odd jobs • Christmas wrapping stall 	<ul style="list-style-type: none"> • Non-uniform day • Coffee morning • Easter egg hunt 	<ul style="list-style-type: none"> • Sponsored run/walk/cycle • Bingo Night • Summer garden party
Both	<ul style="list-style-type: none"> • Collection tins • Head shave/ hair cut 	<ul style="list-style-type: none"> • Give up something – TV, chocolate etc. • Birthday Facebook fundraiser 	<ul style="list-style-type: none"> • Busking • Movie night 	<ul style="list-style-type: none"> • Sports tournament • Shopping centre or garden centre collection



Bucket Collections

Bucket Collections are a brilliant way to boost your fundraising throughout the year. Meningitis Research Foundation (MRF) will provide you with a minimum of three public street collections a term, as well as giving you the opportunity to request home collections during the Christmas, Easter, and Summer holidays.

If you want to organise a bucket collection on private property, such as a supermarket or shopping centre, you are welcome to organise this yourself (note this does not include London Stations). More info on these can be found in the How-to Guide on the online Resources Hub.

Legalities

- If collecting in public **you must take a permit to collect with you**. This will be supplied by MRF and the permit may have some specifications, so be sure to read over it
- Your bucket **must have a lid and be securely sealed** with a security label that will be provided by either MRF or your challenge leader
- You must **let us know how much you collected** as soon as possible. We won't be able to book more collections for you until we have received this information so it is vital that you let us or your challenge leader know.

Top Tips for Bucket Collecting

- **Know your stuff!** Make sure you know a few facts and figures about the charity
- **Be polite!** This may sound obvious but using please and thank you will go a long way in getting extra donations
- **Where you stand is key.** Make sure you are in a busy but visible spot!
- **Fancy dress** will make you stand out and maximize donations!
- **Don't be scared** to ask for donations from the general public but don't make individuals feel uncomfortable
- **Be prepared to put in the hours**, the longer you collect for the more money you'll make!
- **Time your breaks** around peak times to avoid missing out.

For more hints and tips check out our Video Guide on the Resources Hub!

Useful Dates

September	October	November	December
	• 31st Halloween party	• 5th Guy Fawkes firework party	• End of term party • 25th Christmas • 31st New Year's Eve
January	February	March	April
• Exam season • 6th FA Cup sweepstake • 25th Burns Night poetry slam/meal	• 1st Six Nations sweepstake • 5th Chinese New Year • 14th Valentine's Day	• 15th Cheltenham Gold cup sweepstake • 17th St Paddy's Day party • 31st Mother's Day	• 6th Grand National sweepstake • 16-18th London Loot • 21st Easter Sunday • 24th World Meningitis Day
May	June	July	August
• 4th – Star Wars day • 12th Eurovision sweepstake/party • 18th FA cup final – football tournament/party	• End of exams party • 16th Father's Day event	• 4th American Independence Day party • 1st-14th Wimbledon sweepstake/tennis tournament	• 27th US Open

Milestones

My fundraising target is: _____

Milestone	15%	30%	60%	80%	100%
Date					
Amount					

In order to secure your place on the trip you **must meet both the 80% and 100% milestone on time**. If you fail to meet these important milestones your place will no longer be confirmed and you will be unable to go on the trip.

You can **change your fundraising target** at any point throughout the year up until the 80% milestone. In order to change your fundraising target you must contact Choose a Challenge.

Laws around fundraising

It's always important that when fundraising you follow the laws surrounding it. These are in place to help make your event as safe as possible. Always ask your charity rep for help surrounding charity laws.

Alcohol – See if your venue has a licence or speak to your local council about temporary licences

Data Protection – If you need to collect information about people for a fundraising event please comply with the Data Protection Act. As a guide don't share anyone's data unless they have given you expressed permission and destroy it as soon as you no longer need it

Donations – Always try to keep your money in a safe location and ensure there is more than one person present when counting the donations. Whilst carrying donations please never put yourself in a vulnerable position and you must donate the money to the charity as quickly as possible

First Aid – It's a good idea to be aware of health and safety and ensure with larger events that you have enough trained first aiders to cover it. Staff at venues you hire may be trained so always remember to ask

Food hygiene – Ensure that any food you serve is safely prepared, cooked and is stored properly. Some venues or campuses may have particular food hygiene requirements to be sure to check first

Insurance – We recommend that you have public liability insurance for your events which can be provided by the venue or potentially by the charity for certain events. Be sure to check this before your event and let your charity know.

Raffles and Lotteries – These are governed by legislation so it's important to check you are following them correctly. Different legislation applies across the UK and Ireland, check with your charity rep for guidance.

Risk Assessments – Recognise any potential hazards and reduce risks to your participants for your event. You may need to complete a risk assessment for a venue and we are happy to provide you with a template

Safeguarding – Ensuring the safety of everyone involved in your fundraising event is important. Ask your charity rep for guidance on this especially in regards to children or vulnerable adults.

Contact the student team

t 0333 405 6246

e students@meningitis.org

www.meningitis.org/students

f MRFStudents

t @M_R_F

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info@meningitis.org

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edinburgh@meningitis.org

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