

# Welcome Workshop



**Introduce yourselves**

# Admin

1

Make sure you are part of your team groupchat

2

Follow @studentsagainstmeningitis on Instagram

3

Complete your Professional Fundraising Agreement

Professional Fundraising Agreement





Meningitis  
Research  
Foundation

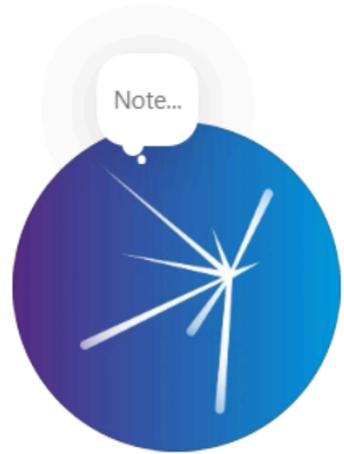
Meningitis  
Research  
Foundation

Meningitis  
Research  
Foundation

Meningitis  
Research  
Foundation



# 121 sessions



studentsagainstmeningitis

Edit profile

View archive

Ad tools



275 posts

594 followers

771 following

## Students Against Meningitis

Community

Celebrating our incredible student fundraisers, helping us defeat meningitis by 2030 ❤️

Resources ↓

🔗 [linktr.ee/StudentsAgainstMeningitis](https://linktr.ee/StudentsAgainstMeningitis)

4.7K accounts reached in the last 30 days. [View insights](#)



## Students Against Meningitis

Hi! Below you can find quick links to the resources you need ❤️



1-2-1 with Maya



1-2-1 with Rosie



How-to Fundraising Guides



Resource Request Form



\* [linktr.ee/you](https://linktr.ee/you) ×

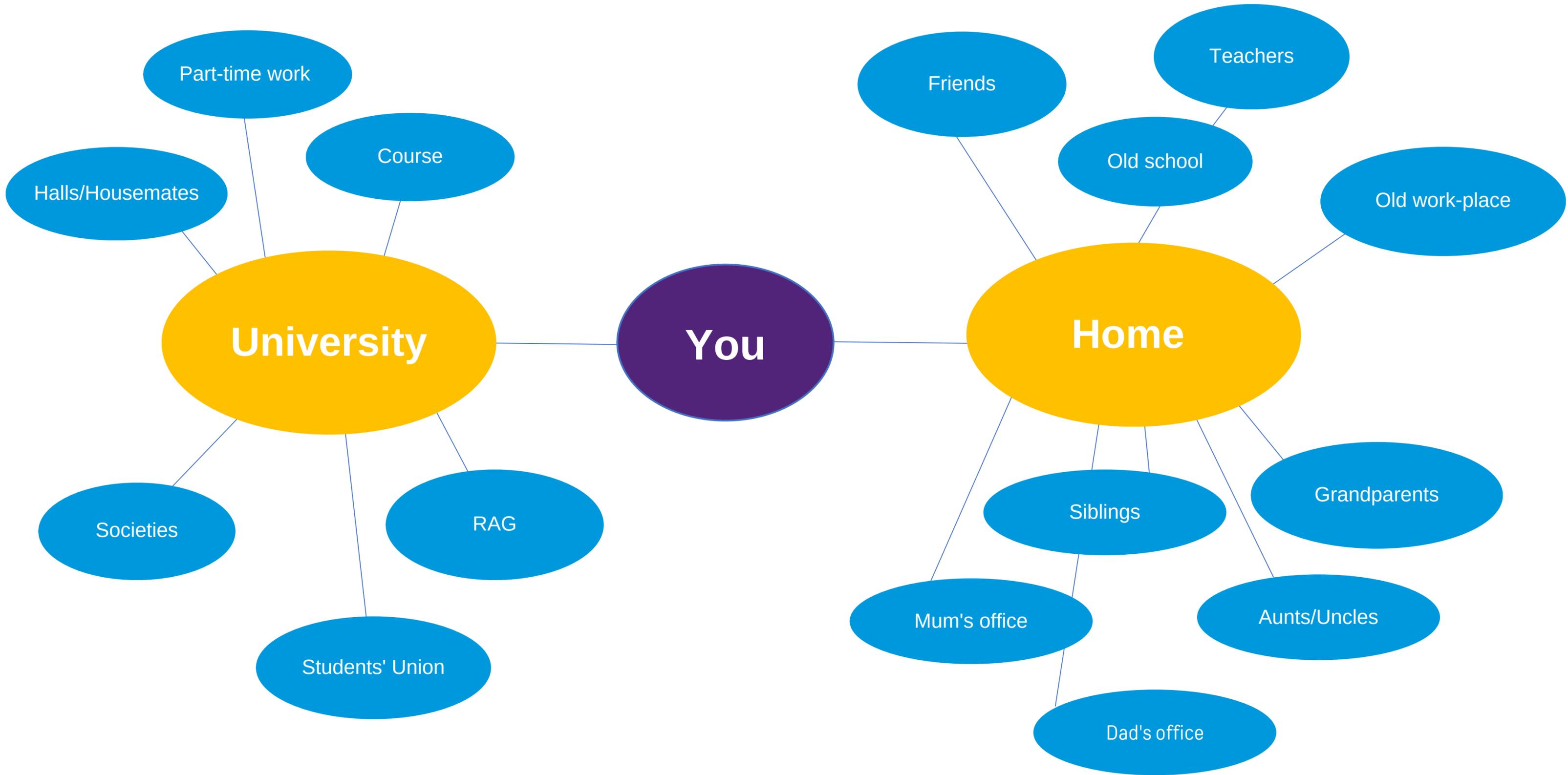
# Getting started with fundraising

# Activity: Make your own network map!

Spend 5 minutes drawing out your own network map.

Think about:

- Your course
- Clubs and societies
- Housemates
- Committees
- People you know in the wider community



1

## Bag pack



Bag packing in a supermarket might not be the first fundraiser that comes to mind - but it can be incredibly effective.

3

## Non-uniform day



Make use of the connections you made at school. In exchange, you could run an awareness assembly.

Pub quizzes are a great way of bringing people together to raise awareness and money at the same time - add a raffle if you can!



## Pub quiz

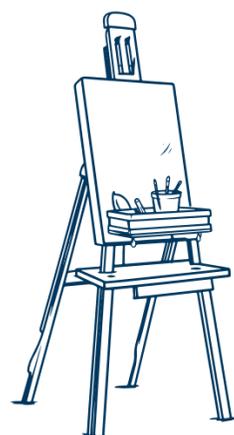
2

# Make use of your hobbies and skills

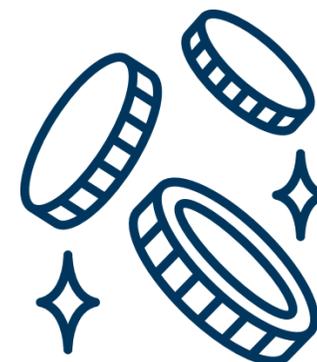
A key part of choosing what fundraising activity you're going to do is making the most of the skills and interests you already have.



Great at tennis?  
Host a tennis  
tournament



Love crafts?  
Sell your  
creations



Enjoy chatting to people?  
Attend a bucket collection

# Seasonal ideas



Halloween movie night



Pumpkin carving competition



Make and sell Christmas decorations or cards



Team wide New Years Resolution



Christmas present wrapping



Take Me Out event



Valentine's Day cards



Easter egg hunt

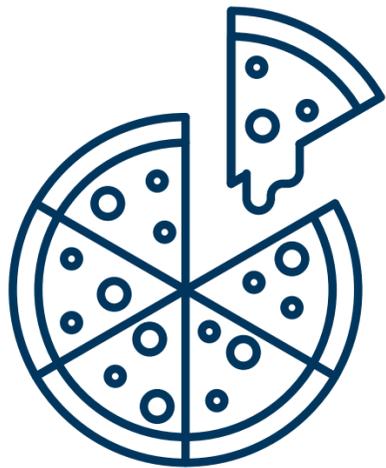


Sporting sweepstake



# Following regulations

You need to make sure you follow any relevant rules and regulations when planning your event. For example:



Food hygiene rules if serving food



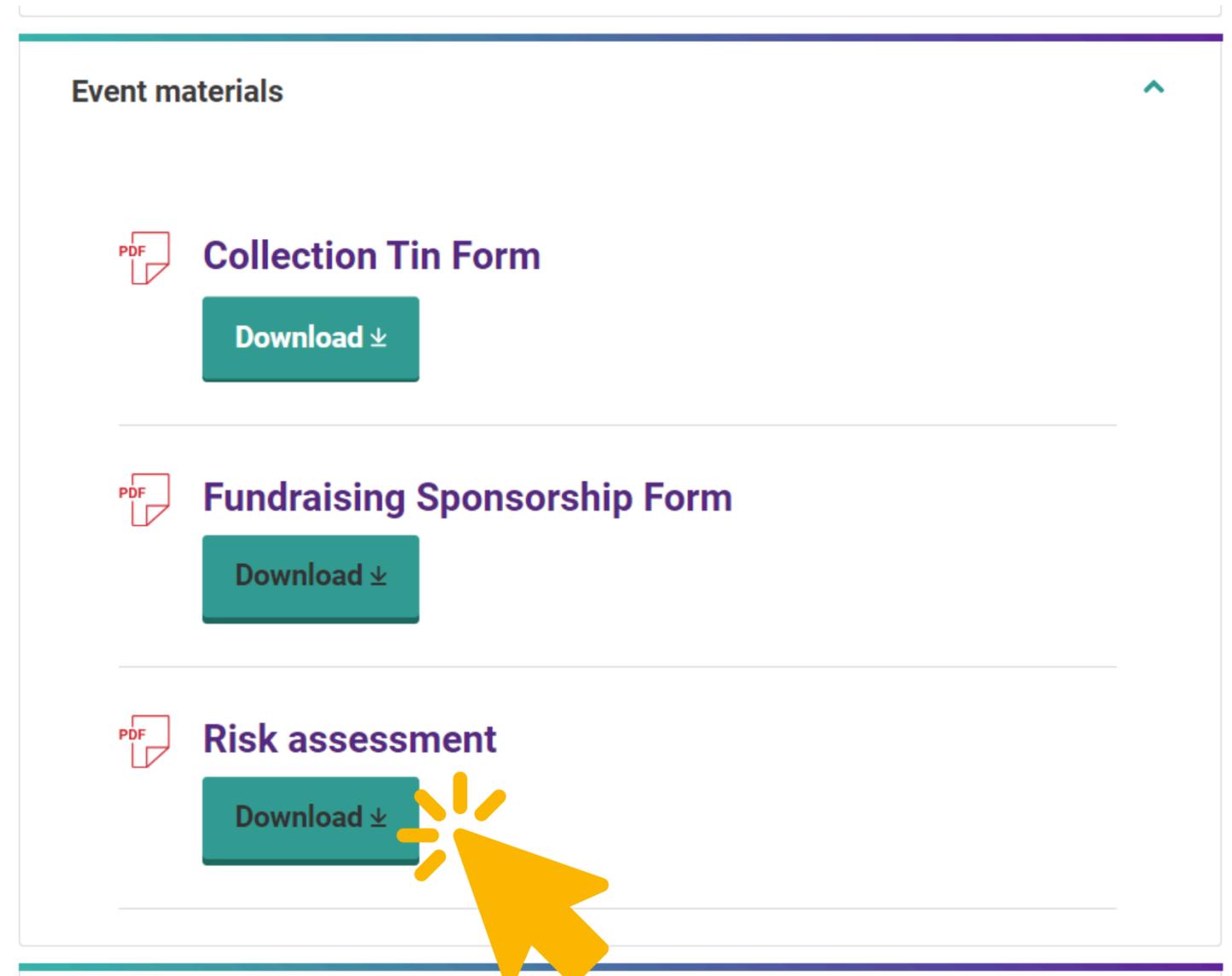
Age limits if serving alcohol



Venue health and safety rules

# Risk assessments

This involves thinking about what could go wrong, particularly where people could become injured, property could become damaged, goods/money are lost, or the charity reputation could be damaged.



Event materials

PDF **Collection Tin Form**  
Download ↓

PDF **Fundraising Sponsorship Form**  
Download ↓

PDF **Risk assessment**  
Download ↓

# Activity: Your first fundraiser

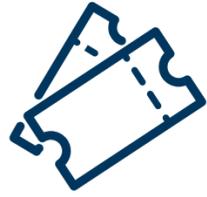
Take a look through the how-to guides on the resources hub and think about which you might like to try.

Choose one in your pair and begin planning it. Think about:

- Where
- When
- What resources you need
- What can you add on to boost donations (raffles, competitions etc.)



Raffle



% of drinks sales



Sell cakes

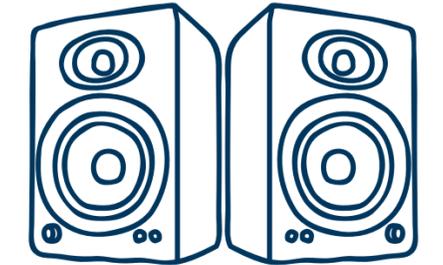


Best fancy dress

Request a song



Cloak-room



# Maximise your event

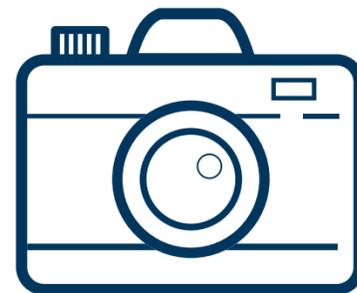
Glitter stall



Tombola

Photobooth

Guess the name  
of the teddy



# Fundraising calendar

Everyone's fundraising journey will look different and there is no right or wrong way to reach your fundraising target.

However, creating a fundraising plan for the calendar year can help keep you on track.

Whatever plan you make, you will need to adjust it each month depending on how it's gone so far.

### September

Feel free to get started with creating your JustGiving page and sharing it

Have a look on the Meningitis Research Foundation website to understand the cause more

### October

Set up, personalise, and share your JustGiving page

Book in a 1-2-1 with Maya or Rosie to make a personalised fundraising plan

### November

Organise a pub quiz with a raffle at your local bar at university

Get in contact with your old primary and secondary school to see if they can hold a non-uniform day

### December

Use the same quiz to host a pub quiz in your home town with family and childhood friends

Take part in the MRF online raffle and sell tickets to friends and family

### January

Start a sponsored New Year's resolution (e.g. dry January, Veganuary)

Supermarket bag pack - invite all your friends to volunteer!

### February

Organise a Take Me Out event at your Student Union (this could be one to do as a team!)

A Valentines day themed cake sale in your course cafe

### March

Run a sports tournament at your local club

Take part in a team bucket collection in your local area (we recommend fancy dress)

### April

Make the most of Easter by running an Easter egg hunt or get decorating some cakes to sell

Set yourself a sponsored fitness challenge and shout about it online

### May

May might be the start of your exam season

Previously students have held bake sales in their uni libraries during exam season when they are the busiest!

### June

If you enjoyed your last bag pack - do another one!

Book in a 1-2-1 call for some support reaching your final milestones

### July

You might have some more time on your hands with the academic year ending

Organise a coffee and cake morning with a raffle

### August

Reach your final fundraising target by selling pre-loved clothes on vinted, creating a sponsored playlist for your challenge and sharing round your JustGiving link one more time!

# Collecting money

You'll collect money in lots of different ways throughout the year  
- JustGiving donations, cash, cheques, etc.

However, please try to use JustGiving as much as possible. This keeps things easy for you and for us.

Tickets for events - donations to JustGiving

Cash - cash in the money to your personal bank account and then donate to yourself on JustGiving. You can write a note like 'thank you to everyone who donated at Sainsbury's today!'

# Your JustGiving page

# How to set your page up

You'll have been emailed a link to follow to set up your JustGiving page.

It will lead you to your university's JustGiving 'campaign'. This is where you can see how you're all doing as a team.

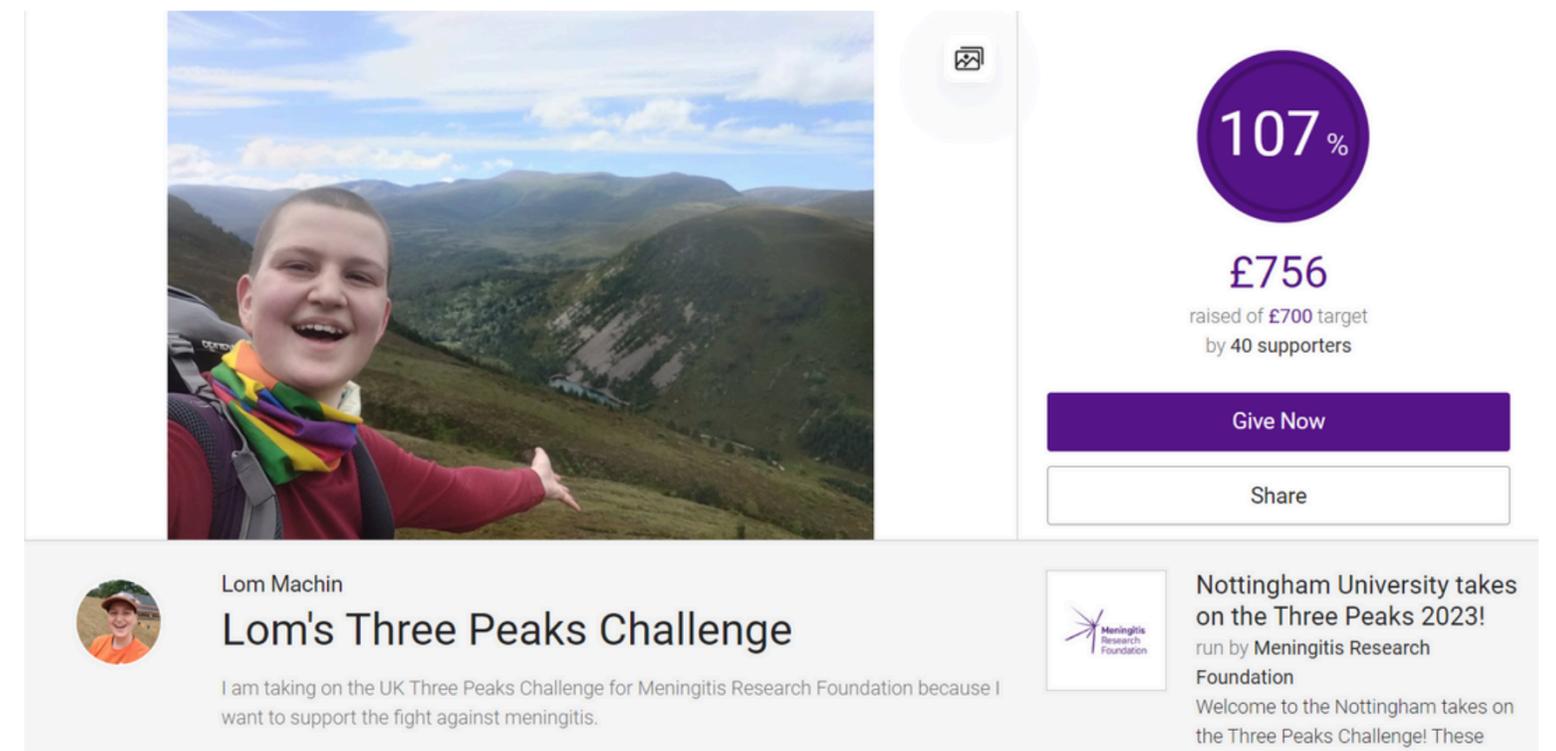
Follow the orange 'start fundraising' button and follow the steps to set up your page.

# What does a good JustGiving page look like?

- A personalised JustGiving page is key to getting donations
- Add a donation from yourself to kickstart

65% more raised with a personalised story

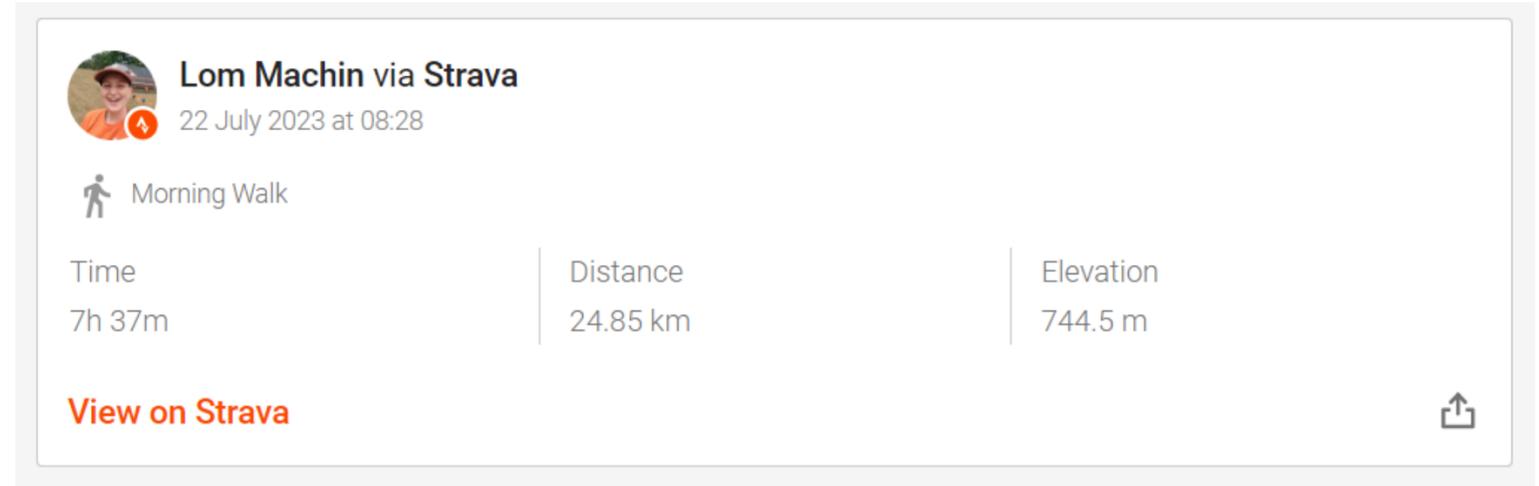
13% more raised when you add a photo



The screenshot shows a JustGiving campaign page for 'Lom's Three Peaks Challenge'. At the top left is a large photo of Lom Machin, a young man with a backpack and a colorful scarf, standing on a mountain trail. To the right of the photo is a progress indicator showing '107%' in a purple circle, with '£756 raised of £700 target by 40 supporters' below it. Below the progress indicator are two buttons: a purple 'Give Now' button and a white 'Share' button. Below the photo and progress indicator is the campaign title 'Lom's Three Peaks Challenge' and a short description: 'I am taking on the UK Three Peaks Challenge for Meningitis Research Foundation because I want to support the fight against meningitis.' To the right of the description is the Meningitis Research Foundation logo and a text box that reads: 'Nottingham University takes on the Three Peaks 2023! run by Meningitis Research Foundation. Welcome to the Nottingham takes on the Three Peaks Challenge! These'.

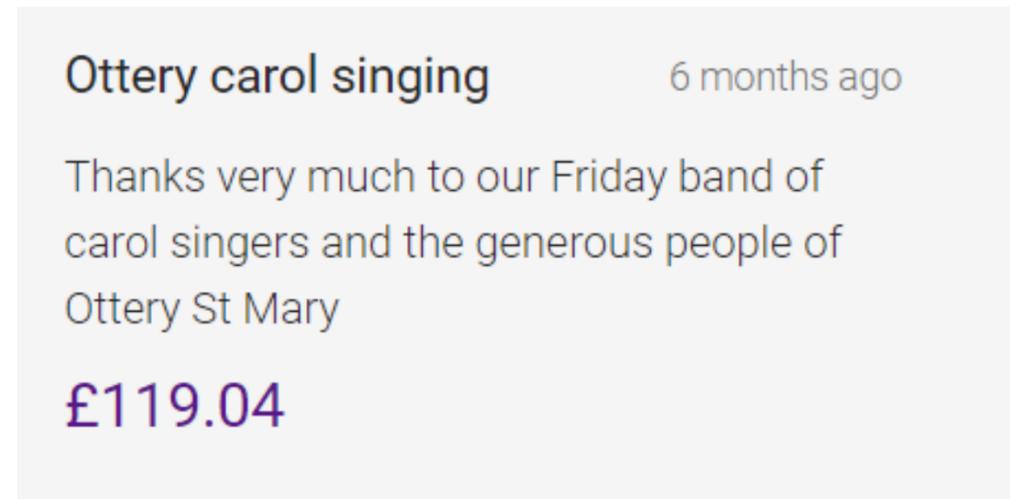
# What does a good JustGiving page look like?

- It is also really important to keep your page up to date
- Describe the offline donations you've received when adding them
- Link your fitness apps like Strava



A screenshot of a Strava activity post. At the top left is a circular profile picture of a man in an orange shirt. To the right of the picture, the text reads "Lom Machin via Strava" and "22 July 2023 at 08:28". Below this is a walking icon and the text "Morning Walk". A table-like structure displays activity statistics: "Time" (7h 37m), "Distance" (24.85 km), and "Elevation" (744.5 m). At the bottom left is a red link "View on Strava" and at the bottom right is a share icon.

Time	Distance	Elevation
7h 37m	24.85 km	744.5 m



A screenshot of a JustGiving donation post. The title is "Ottery carol singing" with a timestamp "6 months ago" to its right. The main text reads: "Thanks very much to our Friday band of carol singers and the generous people of Ottery St Mary". Below the text is the amount "£119.04" in a purple font.

# Sharing your page

- Sharing your page is vital
- Social media presence is key to getting donations from your networks
- Put your JustGiving link in your bio
- Post fundraising updates on social media with a link to your fundraising page



# Things to remember

# Milestones and deadlines

5 milestones to achieve across the year:

20%      40%      60%      80%      100%

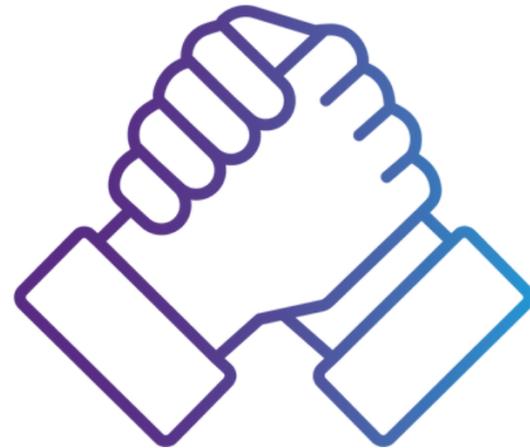
The two deadlines that everyone **must achieve on time** are the 80% and 100% deadlines.

**Meeting your 80% deadline is how you are approved for travel.** You will be informed of the exact dates of your milestones by email.

# Saying thank you

This is the most important part of fundraising. You wouldn't be able to do what you're doing without other people.

Make sure you recognise and thank every donation and every piece of support you receive.



# Give potential donors an opportunity

If you are worried you will annoy people, or feel embarrassed, try to reframe the way you are thinking about it.

**You are giving potential donors an opportunity to make a difference.** They need to be offered that opportunity to say yes. Some people will say no, and that's OK.





# Where to turn throughout the year

- [students@meningitis.org](mailto:students@meningitis.org)
- 1-2-1 calls
- You Challenge Leader and your WhatsApp group chat

For anything challenge related:

- [team@chooseachallenge.com](mailto:team@chooseachallenge.com)
- +44 (0) 203 773 4140

**Any questions?**