

rgu:union

# SOCIETIES INFORMATION PACK

2018/19



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Running a Society

## What is a society?

RGU: Union Societies are groups made up of members who share a common interest and are supported by RGU:Union. Societies are a fantastic way of meeting new people, having fun, sharing ideas and receiving volunteering recognition for your CV. You might even win an award!

## Start a society in 3 easy steps...

### Step 1 - Contact us

Send an email to our Student Development and Volunteering Co-ordinator on [societies@rguunion.co.uk](mailto:societies@rguunion.co.uk) (or pop in and see us), letting us know your ideas. Then an informal meeting will be arranged where you will receive your New Society Application Form, Constitution Form and Budget Application Forms

### Step 2 - Complete your paperwork

- You will need a minimum of 10 interested students to start a society.
- You should write out your aims and objectives, giving as much detail as possible, making it clear what the society is all about and what it aims to achieve.
- Prepare a brief overview of planned society activities for the year. This will aid any applications for financial support you make as it will show you are organised and focused on what you want to achieve.

### Step 3 - Hold your first meeting

- Invite students to come along. RGU:Union can help you set up and advertise the meeting through their (social) media channels.
- Make sure everyone attending has the opportunity to input their ideas for the development of the society.
- Ask if anyone would be interested in committee positions and vote in your first committee.
- Inform RGU:Union about your new committee and plans for the year.

## What does the Union expect?

### FINANCES

- Your society must charge a minimum membership fee of £5 for a full year. This money is used as your basic spending account for the society for the year. You can charge more for membership if you wish, for example to subsidise equipment costs.
- **PLEASE NOTE: AT ALL TIMES, IT IS THE RESPONSIBILITY OF YOUR SOCIETY TREASURER TO KEEP UP-TO-DATE ACCOUNTS AND TO KNOW HOW MUCH MONEY IS IN EACH OF THE SOCIETY'S BANK ACCOUNTS (more info later in this chapter).**

### MEMBERSHIP

- A committee of at least four fully-matriculated students should be elected into the positions of: **President, Vice-President, Treasurer and Secretary.** You may want to create other positions also – for example, an Entertainment Officer or Media Officer – this is entirely up to you.
- A minimum of ten fully-matriculated students of Robert Gordon University must be paid members of the society. However new memberships can be commenced at any point in the year – we want to see every society expand and flourish, so keep inviting new members to come along!
- 51% of the members of the society must be Robert Gordon University students. Some members might be staff or alumni, and sometimes RGU societies merge with the societies of other universities, but in order to be financially supported by RGU:Union, **51% must be students of this university.**
- Membership of the society shall run from August to July each year.
- Membership of a society is open to all members of RGU:Union without discrimination. . All RGU students are automatically members of RGU:Union unless they opt out.

### AGM

- All societies must hold an Annual General Meeting (AGM) before the end of the academic year. See page 12 for a full description of the AGM.

### How can the Union support your Society?

- The Union will provide access to support from staff and officers.
- Your society is welcome to use the office facilities within RGU:Union.
- RGU:Union can help advertise your society events and announcements on RGU:Union (social) media
- The Union can help you to set up a stall at both Freshers' and Refreshers' Fayres to promote your society, create awareness and attract new members.
- In-house training can be provided in order to help committee members fulfil their roles within their societies.
- You'll have the option to apply for financial assistance from the Union in the form of a budget and a contribution (where available) towards transport to events.
- You can have an RGU:Union email address.
- You'll be given a print code for use within RGU:Union to help with printing your flyers and posters.
- Your society will be listed on the RGU:Union website, helping the wider student body to find out about you.

### Communication with societies

- Do your best to keep regular contact with the Union in order to make the most of their resources and support. It is a good idea to include the Student Development and Volunteering Coordinator into your mailing lists ([societies@rguunion.co.uk](mailto:societies@rguunion.co.uk)) so that they are aware of your activities and can continue to promote them on your behalf.
- Keep an eye out on your Society email which you will receive from RGU:Union at the start of the year. Important society information will be sent to this address and it's a good way to communicate with external parties.
- A **Societies Forum**, organised by RGU:Union, will be held twice a semester in order to ensure that effective communication is being maintained between societies and the Union. This is your opportunity for your input and to have an informal meeting where you can discuss what the Union is doing, the successes of all societies and how the societies can be better supported by the Union.
- All members of the societies are very welcome to attend, but all RGU:Union societies must send **at least one** representative to be in attendance. Should any RGU:Union Society fail to attend or send apologies to 3 consecutive meetings, they are liable to have their budget suspended.
- All publicity materials should be discussed with the Union before being disseminated. This is to ensure that any society materials comply with the Equality Act 2010.



## The Committees Role

### What does the committee do?

The committee represents the views of all society members in the decisions made about the society. Generally the committee takes responsibility for staying in touch with the Union, organises, publicises and runs events, keeps in contact with members, and has financial and democratic powers and responsibilities.

Apart from the essential roles of President, Vice-President, Treasurer and Secretary, many society committees choose to offer various other leadership positions. If you feel that your society has not been running effectively, it could be because the committee is too small. Have a look at some of the following positions to consider if they might ease some pressure:

- **Publicity/Marketing Coordinator**
- **Social/Events Coordinator**
- **Fundraising/Sponsorship Coordinator**
- **...and many more!**

If you would like help in defining what these roles should do, please email [societies@rguunion.co.uk](mailto:societies@rguunion.co.uk). The following notes may be of assistance to you as you plan your roles and responsibilities. These lists are not exhaustive.



## Presidents Mandatory Duties:

Chair *regular* committee meetings.

Ensure each committee member understands their role and meets their action points and duties.

Approve the agenda of the committee meetings.

Ensure the society functions to the best of its ability.

Ensure the goals for the year set by the committee are met.

Authorise society expenses.

Submit all end of year paperwork, including the Annual Report.

Attend society training.

Attend RGU:Union Societies Forum (or make sure someone else of the committee attends)

Safeguard the sustainability of the society, ensuring the AGM and committee handover take place in a timely manner and RGU:Union are kept informed.

Provide information to RGU:Union on any external speakers taking part in society events.

Liaise with the Union and the Student Executive.

In the event of a committee vote, the President (Chair) will have the casting vote.

Signatory for society's bank accounts.

## Vice-President's Mandatory Duties:

Chair *regular* committee meetings in the absence of the President.

Ensure each committee member understands their role and meets their action points and duties.

Assist the President in running the affairs of the society.

Authorise society expenses in the absence of the President.

Ensure the society functions to the best of its ability.

Ensure the goals for the year set by the committee are met.

## Treasurer's Mandatory Duties:

Manage the finances of the society.

Authorise society expenses in the absence of the President.

Attend society training.

Submit grant application forms on time to ensure society funding.

Submit membership fees and form to the Union.

## Secretary's Mandatory Duties:

Manage and maintain the administration for the society.

Ensure the society is up-to-date with all administrative forms and requirements of the Societies Union.

Ensure the e-mail account is checked and any notification from the Societies Union is forwarded to the appropriate committee members.

Keep society members informed with regular up-to-date e-mails.

Ensure committee minutes are recorded and kept for distribution to society members.



## FINANCES: How do the finances work?

Each Society has two accounts which the Union holds for them. This is done to protect individuals from vulnerability. **No other external bank accounts may be used.**

1. The **budget account** is the society's primary spending account which is used for the general running of the society; it must be used within the academic year and must be spent by July every year. This account is made up of societies' membership money and a budget which can be requested from the Union at the start of the year.
2. The society will also have a **client account** in which they can put any sponsorship, fundraising or donations; this money has no "spend by" date and can be used from year to year.

The budgetary panel from the Union will allocate an amount to the Society and disperse it as and when the society has returned the following items:

1. **A completed New Society application form and a completed constitution form (returning societies to update and resubmit forms if there are any changes)**
2. **Completed budget request forms** (as agreed at the first general group meeting)
3. **The names of at least ten members, plus their membership fees of (minimum) £5 per person** (to be submitted at a time and date as agreed at the first general group meeting).

The Union will then be able to allocate a budget to the society. The budget is allocated considering a number of factors – whether this is a new or returning society, the previous year's budget, training and development needs, the size of the society and evidence of events and planned objectives for the year, and any equipment costs. Each form is considered on an individual basis.

**Note:** New societies are awarded a nominal amount to see how the money is used in the first year.

It is a good idea to give **as much detail as possible** when submitting your initial forms to demonstrate that your society is planning ahead with clear goals and objectives.

The budget from the Union will only be released when a minimum of ten paid members have paid membership to the society.

- Should a society fail to use their budget they are subject to having their budget removed at any time during the academic year.

- All money raised by societies via any means must be banked with RGU: Union. **No Society is to use an external bank account.**
- When a society makes a purchase, an Expense Claim Form must be completed and brought in, with receipts. These must be signed off by the president of the society. Expenses will be reimbursed from the Society Budget Account. You can download an expense claim form from the society forms section on [www.rguunion.co.uk](http://www.rguunion.co.uk).
- Society committee members can claim expenses by submitting a form and proof of payment to the RGU:Union office on Union Way, or by emailing the information to [societies@rguunion.co.uk](mailto:societies@rguunion.co.uk)
- The General Manager, Student Development and Volunteering Coordinator and Societies Vice-President have responsibility for managing the accounts for societies.
- The elected treasurer of each society has a responsibility for keeping their own records of how much money remains in each the society's accounts.
- There are three ways in which societies can use money from their accounts to pay for goods / services:
  - A member of the Society pays out of their own pocket, and then completes an expenses form which is signed by the president of the individual Society;
  - The goods / service are ordered and an invoice is presented to RGU: Union. A cheque can then be sent on behalf of the Society to the company;
  - In some instances, RGU:Union will be able to order the goods/ service on behalf of the Society and pay directly.
- Only the amount of money which is held within the society's accounts can be spent.
- The General Manager is the authorised budget holder for all societies.
- Sponsorship may be sought from external bodies. This may be financial or gifts in kind such as free use of space or free food. All external bodies agreeing to offer sponsorship must enter into a contract with the society. However, **all sponsorship deals must be discussed with the General Manager and Student Development and Volunteering Coordinator.** It is important that there is no conflict of interest at play in sponsorship deals. If it is felt that further communication is required, a meeting should be arranged with the proposed sponsor, the Society and the General Manager and Student Development and Volunteering Coordinator.

- While your Society meets on university or RGU:Union property, you will be covered by our insurance. However it is up to you, the society, to ensure that you complete a risk-assessment form **before** attending any events, on campus OR off (**risk assessment guidance** and a **risk assessment form** can be found on the RGU:Union website or in the appendix of this document). You will also need to ensure that you are covered when you are off campus; for example, when planning a paintball event, you will need to ask the paintballing venue if their insurance will cover you while you are present. You'll find an external activities form in the Appendix.
- You must not edit any existing RGU:Union form that contains the GDPR statement, these have been prepared to help protect you



Budgeting

You can arrange your accounts like this so it's easy to keep track of your finances. Don't worry if the print is a bit small here, you can speak to our Finance Officer if you have any queries about arranging your accounts.

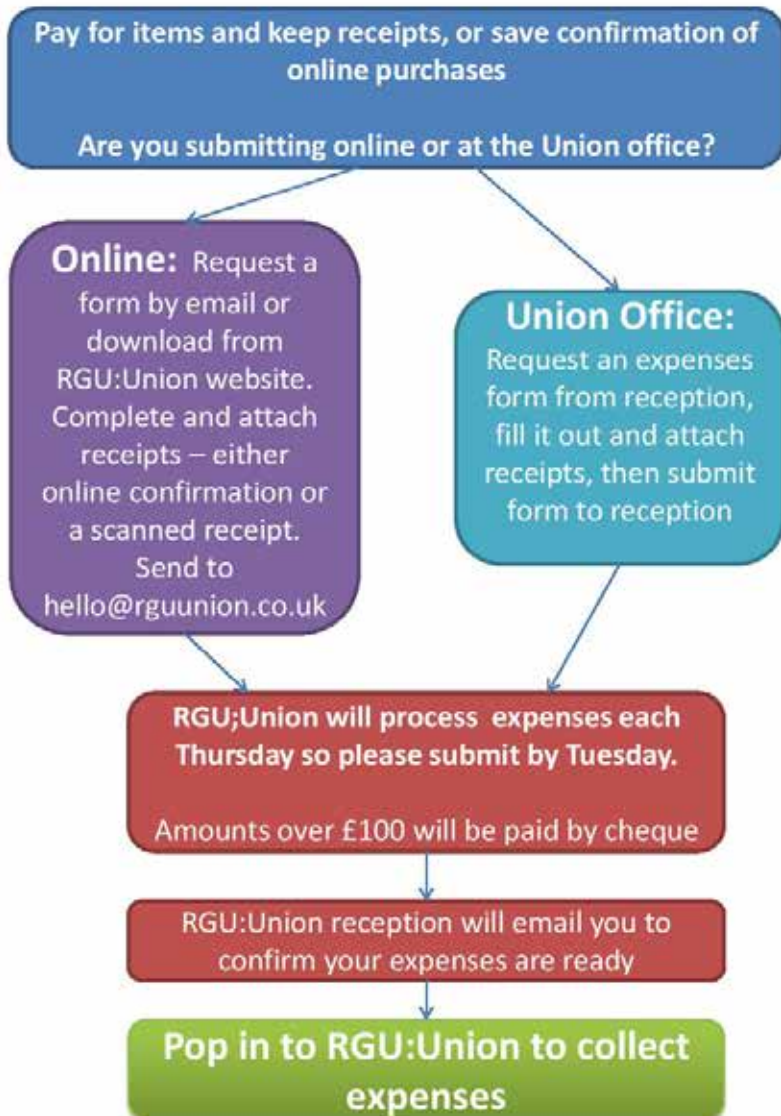
Budget Accounts:

|      |   |                           |            |        |          |               |
|------|---|---------------------------|------------|--------|----------|---------------|
| 4655 | <b>Eddy Merckx Appreciation Society</b> |                           | Budget Acc |        |          |               |
| 2516 |   |                           |            |        |          |               |
|      | Date                                    | Description               | Membership | Budget | Paid out | Total Paid In |
|      | 12/10/2016                              | Budget from RGU:Union     |            | 150.00 |          | 150.00        |
|      | 11/11/2015                              | Membership                | 25.00      |        |          | 25.00         |
|      | 08/01/2016                              | Membership                | 75.00      |        |          | 75.00         |
|      | 15/01/2016                              | Membership                | 5.00       |        |          | 5.00          |
|      | 10/02/2016                              | Membership                | 5.00       |        |          | 5.00          |
|      | 29/02/2016                              | Photocopy-recharge cost   |            |        | 15.00    |               |
|      | 15/04/2016                              | Fundraising               |            |        |          |               |
|      |   | Expense claim - president |            |        | 25.00    |               |
|      |   | Totals                    | 110.00     | -      | 40.00    | 260.00        |
|      |   | Grand Total               | 220.00     |        |          |               |

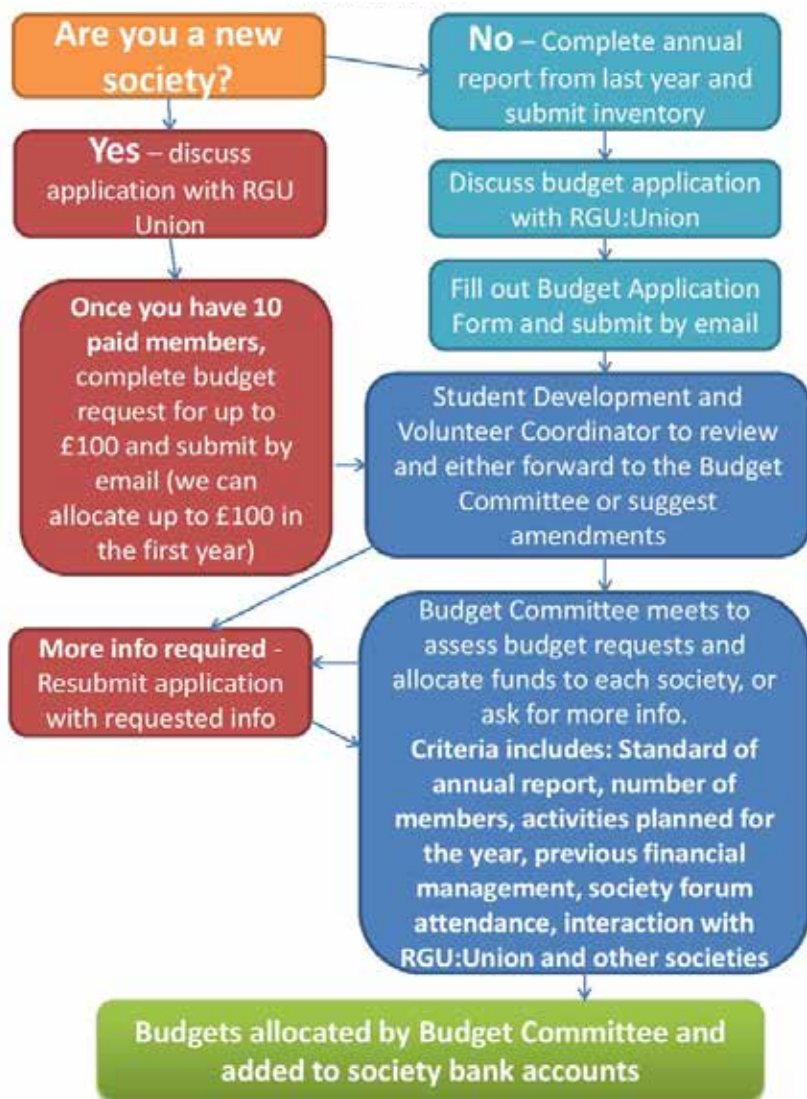
Client Accounts:

|                   |             |
|-------------------|-------------|
| <b>Client Acc</b> |             |
| Client Acc        | Fundraising |
| 100.00            |             |
|                   |             |
|                   | 100.00      |
| Totals            | 100.00      |
| Grand Total       | 200.00      |

# Expense Claim Flow Chart



# Society Budget Request Flow Chart





## Financial Regulations Governing the Allocation of Funds of the RGU:Union Societies

These financial regulations are in accordance with the RGU Students Union's Constitutional Rules.

### 1. Budget Application Grants

1.1 As part of their grant application, each Society must provide an Annual Report (available on the RGU:Union website) to the Union which includes:

- The name of the Society
- Total membership
- Contact details of the current/new committee members
- Details of the year's activities
- Inventory

1.2 Societies should be aware that the Union may suspend the allocation of the budget if they do not fulfil their obligations and/or act outwith the Constitution.

### 1.3 Criteria for the Allocation of Grants

Society grants are awarded once the following criteria have been taken into consideration:

1.3.1 Previous grant allocations, if any.

1.3.2 Number of active Student Members.

1.3.3 Whether or not the training of Committee Members has been completed.

1.3.4 Whether or not the application has been received on time [in the case of a continuing budget application being received late, the budget will be treated as a first application].

1.3.5 The standard of the annual report.

1.3.6 Evidence of good financial management.

1.3.7 The Society's plan of activities for the forthcoming year.

1.3.8 The level of interaction with other clubs and Societies and with the Student Union in the previous year.

1.3.9 Attendance at Society forum meetings and training events.

1.3.10 Any charitable works undertaken by the society.

## 1.3.11 Evidence of community based activities.

The above list is not exhaustive.

1.4 On receipt of all budget applications the Society Finance Sub-Committee will meet to discuss, allocate and approve the budgets. The Committee will comprise:

- The General Manager
- VP Societies
- 1 Sabbatical Officer
- Rag Chair
- Student Development & Volunteering Co-ordinator

1.5 Those clubs and societies which satisfy the criteria listed at 1.3 will be best placed when the society grant application is being considered, but there is no guaranteed funding amount to be awarded.

## 2. Banking

2.1 All Societies shall be given their own Budget and Client accounts by RGU:Union. The Budget account is the Society's primary spending account which is used for the general running of the Society; it must be used within the academic year and must be spent by July every year. This account is made up of societies' membership money and a budget which can be requested from the Union at the start of the year. The Society will also have a Client account in which they can put any sponsorship and/or donations; this money has no "spend by" date and can be used from year to year.

2.2 All Societies shall elect a Treasurer to keep records of Society income & expenditure.

2.3 A Society is not permitted to have a personal/external banking account of any kind. All financial transactions must be made by completing the appropriate paperwork and processing the transactions via the correct channels.

2.4 Designated members of the Society committee shall be authorised as signatories for all financial transactions on behalf of the Society. Full contact details and sample signatures shall be submitted to the Finance Officer at RGU:Union by the authorised signatories prior to the beginning of the academic year. Any changes to these signatories must be agreed by the Society committee and the Union must be notified immediately.

2.5 No expenditure may be made without sufficient funds present in the Society account. Any expenditure must be approved by the Society Treasurer.

2.6 Reimbursements will be furnished only when a Society submits a

completed Expenses Form with receipts attached. Expense forms must be signed off by the authorised signatories of the Society and approved by the General Manager. Expenses will be reimbursed from the Society budget account.

2.7 An updated account balance can be obtained from the Finance Officer.

### **3. Memberships**

3.1 All recognised Societies must be open to all Robert Gordon University students.

3.2 Only students of Robert Gordon University and who are members of the RGU:Union shall be eligible to become a Committee Member of their Society.

### **4. Sponsorship**

4.1 Any sponsorship agreement made with an external individual, company or service provider must be discussed with the General Manager and/or the Student Development Co-ordinator before any contracts are signed.

### **5. Administration**

5.1 All societies shall be given their own print code and e-mail address.

5.2 Societies must not make any public statement (which shall include any statement on the worldwide web) on behalf of the Society if such a statement puts the Union or University at a reputational risk.

5.3 The Sabbatical Committee shall have the power to impose a penalty upon any Society which has acted in a manner prejudicial to the interests of RGU:Union. Societies in receipt of such a penalty have the right to appeal through the Executive Committee.

## Recognition and Awards

- A Student Achievement Awards Ball will be held annually in the second semester in order to recognise the achievements and contributions made by individuals to societies.
- Non-student members may be nominated for receipt of awards at the Student Achievement Awards Ball; should they qualify, they will receive honorary awards.

## Logging volunteering hours

- All Society members who give their time voluntarily to benefit the Society and others will be encouraged to sign up for volunteering recognition schemes; either the Saltire Awards or the internal volunteering hours recognition which enables volunteers to gain certificates for hours spent volunteering.

**Please encourage your society committee members and yourself to log your volunteering hours to make sure you will get recognition for it at the end of the year. A volunteering hours log sheet can be found on the [rguunion.co.uk](http://rguunion.co.uk) website and should be sent to the Student Development and Volunteering Coordinator ([volunteering@rguunion.co.uk](mailto:volunteering@rguunion.co.uk)) on an annual basis at the end of February.**





Holding Your AGM

## Between April and September

**Step 1** – Hold your AGM (See next section for info on your AGM), along with elections and the appointment of the new committee, preferably before **April 30th**. Confirm who will be the contact person for the Union in the new term and submit their contact details to the Student Development and Volunteering Co-ordinator.

**Step 2** – If there will be an entirely new committee, there will be a change of signatories on the society bank accounts, which are held by the Union. In order for this change to take place, the new President and Treasurer must meet with the Student Development and Volunteering Coordinator, along with the old President and old Treasurer, before they leave for the summer. At this meeting the society should formally submit these changes to the Union, along with minutes of the AGM and any equipment needing to be stored for the summer, and an inventory of same

**Step 3** – Hold the first committee meeting to discuss the year to come. At this meeting you should complete the new Budget Request Form to discuss goals and objectives which will have been agreed upon by the whole new committee.

## Other Suggested Tasks

- E-mail [societies@rguunion.co.uk](mailto:societies@rguunion.co.uk) to book an appointment to have a chat about the following year, and discuss any problems, worries or concerns you may have (no matter how big or small!).
- Think ahead to September the following year and make sure that you have everything in order to hit the ground running when you return to university.
- Ensure that you have all relevant information from previous committee regarding annual events run by the society.
- Plan your **Fresher's Fayre stall for September** – who will man it, how it will be decorated and how you will attract new members etc.
- Make sure that you have the previous committee members' details in case anything arises which you may need to ask them about.
- If you require extra funds, start thinking now about fundraising or sponsorship. Please feel free to come to the Union for advice or guidance on embarking seeking sponsorship or hosting your own fundraising events.
- Make yourself familiar with RGU Union – if you haven't already, come in and meet us and check out the website ([www.rguunion.co.uk](http://www.rguunion.co.uk)) for ways that we can support you.
- Most importantly - enjoy your summer!



## Annual General Meeting: It can be fun

An Annual General Meeting (AGM) is the most important meeting your society will hold – but it doesn't have to be as scary, complicated or bureaucratic as it sounds! The AGM can in fact be an exciting evening where everyone gets re-enthused about the aims and objectives of the society in an enjoyable setting.

**It is a good idea to hold the AGM by April 30th, before exam season begins.**

**The main purpose of an AGM is to elect the following year's committee.**

It is up to your society as to whether or not you make this an event in its own right or if you tag it onto another event. For example: if one of your regular events is watching a film, simply spend the first 30 minutes on the AGM, and watch the film afterwards.

As long as you ensure that everyone in the society knows that the AGM will be taking place that evening (giving at least 14 days' notice and an agenda in advance) then there is no reason why the normal activities of your society cannot also take place at the same meeting.

Your AGM is the place to iron out the details of handover to the new committee, presenting the society finances, planning your events for the next year, thinking about your stall at the Freshers Fayre...all this must be recorded in the minutes by the secretary, and submitted to the union before you leave for the summer.

If you would like someone from the Societies Union Committee to attend your AGM for help and guidance, please contact us on [societies@rguunion.co.uk](mailto:societies@rguunion.co.uk) and we will endeavour to send someone.



### AGM Guidance Notes

Please find below advice on holding an Annual General Meeting of your Society.

#### **Agenda should include:**

- Minutes of Previous AGM
- Society's activities summary
- Annual financial report
- Committee election
  - Summary of current committee position
  - Election of new committee
- Approval of Constitution (for coming academic year)

Full minutes must be taken at the meeting and an electronic version circulated to the society's members.

#### **Suggested Election procedure**

Elections are held during the Society AGM for the committee positions for the following academic year. All members are eligible to stand for election, as long as they will continue to be students of The Robert Gordon University in the following year. Candidates should give a brief description of why they would like to be considered for the role and which qualities they would bring to the position.

#### **Elections will be decided by either Open Vote or Secret Ballot\***

\*In the case of a secret ballot, an impartial party must count the votes. The name of the person conducting the count should be entered in the minutes. If a suitable party cannot be found or decided upon, please contact RGU:Union, who will assist you.

- At any time, a member of the society may call for vote by secret ballot if this is not the chosen method of election.
- Committee members will serve from 1st August to 31st July. However the present and new committees should work together at the end of the current year to ensure a smooth transition.

#### **Official points to note:**

- The Annual General Meeting (AGM) should be held once every academic year towards the end of the Summer Semester, preferably by April 30th.
- Society AGMs shall be open to all Full, Associate and Honorary members

of the society.

- Only full members of the society are entitled to speaking and voting rights at the AGM.
- Notice of the AGM shall be given to all society members at least 14 days before the meeting.
- The business of the AGM shall include the election of the society committee and the presentation of the annual financial accounts of the Society.
- It is also very important to discuss at the AGM who from the committee will be the contact person for the Union for the following academic year, and submit their contact details to the Student Development and Volunteering Coordinator.
- All members of the society should be invited to the AGM and sent an agenda in advance, with a minimum 2 week notice period.
- Between the election of the incoming committee members and the end of the outgoing committee members' term, there should be a period of transition and handover, involving the student Development and Volunteer Coordinator.

Quorum at AGMs is 50% + 1 of the Society's membership. This is the minimum number of voting members who must be present in order for motion to be passed. The AGM shall be chaired by the Society President or another committee member if he/she cannot be present, and the Secretary shall take the minutes of the meeting. Minutes are a record of what took place at the meeting. The minutes shall be made available to all members and a copy must be submitted to RGU: Union following the AGM. Sample agenda and minutes can be found on pages 24-26.

**After the AGM, please send the following documents to RGU:Union:**

- Amended constitution
- Minutes of the AGM
- Updated committee list
- Inventory form of your equipment
- New bank account signatories
- End of Year Report

Please see the **handover checklist** available online or at the end of this pack for a full description what to hand it to RGU:Union at the end of the year.

## Sample Agenda

### **The Stamp Collectors Society AGM**

**Friday 8th May 2013**

#### **Agenda**

- Presidents Introduction
- Minutes of previous AGM – approval
- Overview of previous year's activities
- Annual Financial Report (Treasurer)
- Committee Elections:
  - Summary of Position from President and other previous position holders
  - Secret/Open Ballot
  - Position Announced (this will be repeated until all positions have been filled)
- Society business for forthcoming year (if any)
- Review of Constitution for following year if needed
- AOB (Any Other Business)

## Sample Minutes

### **The Stamp Collectors Society AGM** **Friday 8th May 2013** **Minutes**

#### **- Presidents Introduction**

President gave a short introduction about the running of the AGM. Thanked everyone for coming. Ran through the agenda, and specified that any other issues not on the agenda could be discussed under AOCB.

#### **- Minutes of previous AGM – Approval**

The minutes which were circulated prior to the AGM were approved as an accurate representation of the previous AGM.

#### **- The Stamp Collectors Society's Activities 12/13**

- The President ran through the Society's events of the year:
- Freshers Week – Great success, recruited 30 new members, and the freebies went down well.
- Trip to Edinburgh – Everyone seemed to really enjoy this trip, learnt a huge amount – money was handed in on time, smoothly ran!
- Summer Ball – Few venue issues, and the band failed to show. However, everyone enjoyed the food, and popped to a club afterwards which went well. We'll overcome the band problem next year by not going with the same band, and ensuring some sort of contract is issued.

#### **- Annual Financial Report (Treasurer)**

- Treasurer summarised:
- Year Beginning: £2
- Income: £2,321
- Budget from the Union: £500
- Expenditure: £1,567
- Year End: £756

Budget Request forms are yet to be submitted.

#### **- Committee Elections**

President: James Moses, Bruce Lee and Frank Simon  
Elected: **Bruce Lee**

Treasurer: Simon Cohen, Ann Rice and Natalie Young  
Elected: **Natalie Young**

Secretary: Stephen Ryan and Johnny Don  
Elected: **Johnny Don**

### **- Society business for forthcoming year**

There was a suggestion to hold fundraisers in November, as very little activity is done in November. The committee will look into this.

### **- Review of Constitution for following year**

Approved

### **- AOB (Any Other Business)**

This year no hoodies were ordered or organised by the committee – a member of the Society said it would be nice to have these for next year. The committee will look into this.

The president closed the AGM with a thank you speech.





Helpful Info

### Useful Contacts

#### **Euan Walker - Student Development and Volunteer Coordinator**

Email: [e.walker6@rgu.ac.uk](mailto:e.walker6@rgu.ac.uk)

Phone: 01224 262265

#### **Martha Gilmore – Societies Vice-President(elected)**

[vpso@rguunion.co.uk](mailto:vpso@rguunion.co.uk)

#### **Jo Taylor- Union Administrator**

Email: [hello@rguunion.co.uk](mailto:hello@rguunion.co.uk)

Phone: 01224 2622667

#### **Michele Collie – General Manager**

Email: [m.collie@rgu.ac.uk](mailto:m.collie@rgu.ac.uk)

Phone: 01224 262292

#### **Graeme Clark – Finance Officer**

Email: [g.clark10@rgu.ac.uk](mailto:g.clark10@rgu.ac.uk)

Phone: 01224 262267

#### **TBD – RAG Chair**

Email: [ragchair@rguunion.co.uk](mailto:ragchair@rguunion.co.uk)

### What if my society needs a room?

For room bookings/open spaces on campus, there is a short form to fill out. This is available to fill out on the RGU:Union website.

### How do I advertise a society event?

It is very helpful for a society to make a Facebook Page with your unique URL (for example: [www.facebook.com/rgustampcollectorsociety](http://www.facebook.com/rgustampcollectorsociety)) and/or Facebook group so you can advertise all the events there. Link your Facebook page to a society Twitter account and look at other social media sites to see if they suit your needs – some societies have Instagram pages for event photos etc., and these can be linked to your FB and Twitter profiles.

Remember: There might be members in your society who do not have a social media account, so make sure you have an email list for your members and circulate all info through that as well.

## Ideas for events and venues

Events come in all shapes and sizes and the type of event you put on will depend on what your society does, but most societies have social events at some point during the year and will want to put them on in the city centre, rather than on campus. So with that in mind, where will you host your event?

We get mixed reports on venues, but generally there are some which most societies seem to enjoy using and we get good feedback. We gather all this information (it should be contained in your annual report too) and can advise you on finding a venue which suits your needs, so speak to the Student Development and Volunteering Coordinator when you start planning your event and we can advise on the best options.

## What can we do to help?

If you contact us at the union with details of your event, we'll do the following:

- Book a space on campus or help you find a suitable space in the city centre
- Help with event planning and organisation
- Advertise it on our Facebook and Twitter pages
- Add it to our weekly Wired mailout
- Get the info added to the university's weekly bulletin
- Print off any publicity materials you make
- Put up posters for you and hand out flyers across campus

Email the Student Development and Volunteering Coordinator on [societies@rguunion.co.uk](mailto:societies@rguunion.co.uk) with your event info and he'll do the rest!

## Forms

There are plenty of forms to cover all sorts of situations, from membership forms, application forms and budget request forms to forms for events like risk assessments and room booking forms.

A full list of society forms can be found in the appendix of this pack and online at [www.rguunion.co.uk](http://www.rguunion.co.uk) in the societies section.

### External Speakers

In regards to society events, there is a slightly different procedure if you are booking a space on campus and you have an external speaker taking part.

#### **Definition of External Speakers**

An external speaker is an individual or group who is not part of RGU and is coming on to campus to do a talk/lecture/presentation/workshop etc. For clarification, academic staff from other institutions are also classed as external speakers.

#### **Legal issues around external speakers**

Under the Government's Counter Terrorism and Security Act 2015, all academic institutions have a duty of care and stringent legal responsibilities to monitor and vet any external speakers for events on university property, as the legislation places the onus on the institution to ensure hate speech and radicalisation do not take place on campus, with the aim of safeguarding staff and students.

As such, RGU is now closely monitoring any bookings for external speakers and must approve the speaker before any booking for space on campus can be confirmed.

As RGU:Union does not have rooms/space suitable for many society events on campus, we work with RGU to find suitable spaces for these events. The legal responsibility for these events and the speakers in attendance lies with the university and so they have the final say on any bookings by societies which involve external speakers.

RGU:Union also has a legal responsibility to monitor the activities of all societies in regards to this legislation, to ensure the safety and wellbeing of all our members.

These procedures are for the protection of all students and the university is in constant dialogue with RGU:Union, the NUS, NUS Scotland, other academic institutions and the UK and Scottish Governments on these issues.

#### **Booking procedure**

The Room Booking Form (available on our website) contains a section on external speakers and you should complete this if applicable, giving as much information as possible.

RGU could request more information, or may need to conduct some background research into a proposed speaker and it is important to note we cannot envisage how long this process will take. The university will endeavour to conduct this process as quickly as possible, but societies should keep

in mind that for any external speaker bookings, the earlier you can submit the booking form, the easier the process will be. As a general rule, **all such bookings should be submitted at least 3 weeks' in advance of the event.**

### Disputes over bookings

Should you submit a request for an external speaker to be present at your event on campus and this request is subsequently refused by RGU, they should respond outlining their reasons for this refusal. Should you wish to dispute this refusal, please in the first instance contact the Student Development and Volunteering Coordinator, either in person or by email on [societies@rguunion.co.uk](mailto:societies@rguunion.co.uk), and appropriate advice will be given.

Please feel free to contact us if you have any queries on the above issues and procedures.

### Other useful info: spending your money!

As the end of the financial year approaches (31st July) you'll need to make sure all the money from your Budget Account has been spent, as you cannot carry this money over to next year. Your Budget Account contains all your membership money and your budget from RGU:Union – all other money goes into your Client Account and those funds are carried over year-on-year.

So, around March/April, you should look at your balance and figure out a plan for your remaining money. Here are a few ideas of good ways to spend your members' money:

- Purchase some pop-up banners for Freshers Fayre, which you can use at all events throughout the year (ask at RGU:Union for where to order these)
- Other materials for Freshers Fayre – this will save you money from next year's budget if you buy these before the summer
- End of term society gathering – you could put on an event for all your society members, order in some pizzas and make it a social gathering before people go their separate ways over summer
- Order food for your AGM, as everyone seems to be easily won over by the offer of free grub!
- Buy a few prizes for a society raffle – any money raised will then go into your Client Account as it'll be classed as fundraising, so it's a good way of having your money carry over to the following year.

Hopefully that is useful. The basic point is: **spend it or lose it!**

### Fundraising guide

As part of our fundraising efforts, RGU RAG has produced a fundraising guide, which is included at the back of this pack and can also be downloaded from our website: [www.rguunion.co.uk/getinvolved/societies/forms/](http://www.rguunion.co.uk/getinvolved/societies/forms/)

A few important points about fundraising:

- If you are doing any fundraising as a society, **we strongly advise you to contact RAG** for support, but also to make sure you are following the policies on fundraising.
- We can supply buckets, lids and security seals for any fundraising events and **you will not be able to fundraise on campus without sealed buckets.**
- All money raised must be paid into your society bank account at the end of each day of fundraising – **please do not take money home overnight.**
- Please keep RAG informed of your fundraising totals so we can add it in to RGU:Union's fundraising figure for the year – email: [ragchair@rguunion.co.uk](mailto:ragchair@rguunion.co.uk) after your event and let them know how you got on.

RAG is there to assist you with your fundraising and offers many benefits (all for free) including:

- Budgeting advice
- Event management assistance
- Marketing/publicity
- Volunteer recruitment
- Choosing a charity
- Networking and contacts
- Sponsorship tips and advice
- Health and safety/risk assessment/insurance advice
- Equipment



## Social Media Policy

Social media sites are an excellent tool for promoting your society, reaching existing members attracting new members and building links with external groups. You'll know which sites are best suited to your society and which ones your members are most likely to use, so we'll leave those decisions to you.

There are however a few housekeeping rules to keep in mind when using your social media profiles so please ensure all society members are aware of these:

- Only current committee members should have access to your society accounts
- Don't rely on social media for reaching your members – keep an email list and always email out important information as well
- Remember that you are part of RGU:Union and represent the union as well as your society
- No swearing on your social media profiles
- Do not post anything which could be deemed as offensive on grounds of race, nationality, religion, gender, sexuality, disability or anything else which could be deemed as discriminatory.
- Do not use or alter the RGU logo without permission
- Post regularly in order to keep you society info on people's newsfeeds and maintain a high profile
- Hyperlink to any other groups/organisations you are working with in order to develop strong partnerships
- Speak to us before accepting and sponsorship deals involving social media posts
- Do not breach copyright rules by posting images/text/video you do not have permission to use (especially if your social media profile has RGU in the name!)
- Never give away personal information of your members and keep in mind the Data Protection Act includes giving out the email addresses of your members (commercial sponsors such as bars and clubs will sometimes ask for contact details for your members – **never give this info away!**)

You can consult RGU's social media guidance online for more information:

[www.rgu.ac.uk/staff/rightclick-reloaded/general-guidance](http://www.rgu.ac.uk/staff/rightclick-reloaded/general-guidance)

### Conflict Resolution

We all hope running a society is a fun and rewarding experience, bringing people together and providing valuable social/academic links. However, from time-to-time, issues emerge where there is conflict, a dispute, or where one or more society members breach society rules or do something which is not in the best interests of the society as a whole.

In these circumstances, the committee needs to work to resolve the issue and the priority at all times must be to reach a solution which protects the society and its members. Removing a member/committee member should always be the last option, used only if other possible outcomes cannot be reached.

RGU:Union should be kept informed of any disciplinary issues or areas where conflict emerges. We will also advise your committee on the options available and the most appropriate actions.

The flowchart on the following page takes you through the process to follow, and the general rule of thumb is to always ask us for advice.

# Conflict Resolution Flowchart



rgu:union

# FUNDRAISING INFORMATION PACK

2018/19



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# Welcome!

RGU Raising and Giving (RGU RAG) began life as a society in 2003, primarily to organise events over one week of the student calendar, raising funds for local, national and international charities. In over a decade since, RAG has grown and increased its activities significantly, becoming the official fundraising wing of RGU:Union. In short, the progress made by RAG means the group is not only vital, but a real asset to RGU:Union, and the university at large.

Why is RAG so crucial? It's because of the results. Whether it's reaching the heady heights of raising £58,000 for a Kilimanjaro climb, or a humble bake sale, RGU:RAG has not only made gigantic inroads as a charity wing of the Union, but has gained a great reputation with partner organisations and charities.

Whether it's a walk, a run, music, selling arts and crafts, baking, bucket collections, skydiving, abseiling or anything else you can think of, all RGU students have an excellent opportunity to fundraise for RAG.

There are no ideas too big or too small; with the support of RAG and RGU:Union, you can turn the clever plan you have into a legitimately successful event, which will benefit those for whom you are fundraising, but will also be of great benefit to you personally, developing confidence, skills and experience which will stand you in good stead for years to come.

This pack will guide you as you try to negotiate the world of fundraising. Normally, RAG week is held during the second semester of the University calendar, generally in March. However, you can raise funds for local and international causes all year long!

Thanks,  
Marty  
RAG Chair 2015-16



# Why RAG?

If you are an RGU:Union society or just a group of students looking to do some fundraising, RAG can offer you all of the support you need, whether it's logistical advice, helping you to find a space for an event, coming up with fundraising ideas, or any of a whole host of issues, including (but not limited to):

- Budgeting
- Event management/assistance
- Marketing/publicity
- Financial advice
- Volunteer recruitment
- Choosing a charity/appeal
- Sponsorship
- Health and safety/risk assessment/insurance advice
- Equipment



# What others have to say about RAG

**Former RAG Chair Steph Dowling, *now senior fundraising coordinator for CLAN Cancer Support*:**

“RAG let me meet new people while studying at RGU. It let me develop skills while having fun, making friends and raising funds for some fantastic causes.”

**Paul Greene, *former RGU President for Communication and Democracy*:**

“As well as raising money for good causes, RAG provides loads of exciting opportunities, from volunteering in the community to climbing Kilimanjaro. Since its inception, RAG has always been a great hub for socialising as well as making a difference.”

**Stevie Kearney, *former Student Development and Volunteering Coordinator at RGU:Union*:**

“The work RAG has done over the years is phenomenal and it has proved to be an incredible tool for both fundraising and student development. Those who have been involved have gained a huge amount, clocking up thousands of volunteering hours, developing skills and confidence and making themselves much more employable after graduation. When you consider the end result of this fundraising – supporting hundreds of good causes locally, nationally and internationally – it really is a big win for everyone involved”.



Fundraising

# Fundraising Ideas

There are plenty of ways to fundraise, but often we find people tend to go with the usual suspects; ones they feel are easy and will get a good result. That's great, but if you really want to grab people's attention, there are plenty of ways to go about it and really make your event stand out from the crowd, generating more money for your cause.

Let's face it, fundraising events are everywhere. A recent survey suggested that in London, you are never more than 2 metres from a charity fundraising event at any one time. Okay, this may have actually been about rats, but you get the point – you need to stand out from the crowd.

To help with this, we've compiled a list of fundraising ideas to get you thinking creatively about your events:

- RGU's Got Talent
- Bungee Jumping
- Sports tournaments
- Sky Diving
- Charity Ball/Dance
- Gig(s) – more info in Section 4 of this guide
- Mountain climbing - whether it's up Bennachie or even Kilimanjaro
- Sponsored walks
- Food bank collection
- Bake sales – see section 4 of this guide
- Raffle/tombola
- Quiz nights
- Film nights
- Comedy nights
- Guest lectures
- Guess How Many (sweets in a jar, etc)
- Face painting
- Society events
- Arts and Crafts Fair
- Book Stall - sell old and unwanted books
- Bag Packing
- Guess the name
- Hula Hoop Contest - who ever can go the longest wins a prize
- Pin the tail on the Donkey
- Gunge a student/society member - you can use tinned food, milk,

- water, oats... basically get that person covered!
- Arm wrestling
- Waxing
- Tea/Coffee mornings
- Easter egg hunt
- Limbo Competition
- Pancake day sale
- Take over a Quiz Night
- Eating contest
- Pie throwing
- Scavenger Hunt
- Throw wet sponges at someone's face
- Carol Singing
- Hook a Duck
- Head Shave
- Baked bean bath - someone sits in a container and people donate to pour beans over them
- Smoothie stand
- Car Wash
- Bail Me Out! - Lock up a fundraiser and free them when you have reached a target
- Face Painting
- Delivery Service - bring food to hungover students at halls



# Fundraising Do's and Don'ts

## Do...

### ***Aim high!***

Be confident in your approach and put in the hard work!

### ***Research!***

Know your charity, know your event, know your targets and desired outcome

### ***Use your contacts!***

Friends, family, colleagues – speak to everyone you know when you're fundraising. If you don't ask, you don't get!

### ***Crowdfunding!***

Read up on successful online crowdfunding campaigns, and see if they might work for your fundraiser

### ***Be original!***

People are more likely to be receptive to your fundraising ideas if they're quirky, unusual (within reason!) or totally original

### ***Keep in contact!***

Whether it's your first or your fiftieth fundraising event, keep RAG informed and use the Student Union for help. We can provide all of the help you'll need to make your event a success.

## Don't...

### ***Pressure anyone!***

Whether it's a potential sponsor, someone on campus who's seen you and your bucket or someone who's not sure they can make your event, don't hassle anyone for money or be too pushy.

### ***Forget to plan!***

If you fail to plan, you plan to fail, as I'm sure one of your teachers told you at some point. That rings true for fundraising – try to think about every aspect of your fundraising from conception to completion. Plan, plan and plan some more.

### ***Forget to follow our social media guidelines***

Twitter, Facebook et al are becoming the standard way to raise awareness of fundraising activities, so you'd do well to heed our advice! (see our 'Social Media' advice in Section 3)

### ***Think something is unachievable***

You're probably not going to be able to do a sponsored trip to the moon, but remember that you have plenty of support to help you with ambitious fundraising aims.





Marketing



# Promotion

Here are some tips on marketing and promotion that work for the vast majority of fundraising. What should you be doing to promote your event?

## **Posters**

Trusty, trusty posters. There are lots of these on the university campus, so make sure yours stand out. If you want to create your own, that's great, but the Union may also be able to help you with design and we can definitely help with printing. **Keep in mind though – you can't just put posters up around campus. You need to drop them into RGU:Union and we'll get our PR staff to put them up in designated areas.**

## **Flyers**

Get out there with a couple of your co-volunteers and hand out some basic literature about your event, the charity you want to raise money for and most importantly what it is you're doing. You can print A5 flyers at RGU:Union.

## **Word of mouth**

Tell everyone. You never know who will be willing to help out and word of mouth remains a great way to plug your event to those you meet.

## **Pre-event Event**

Obscure one, this. But you can actually promote more than one event at one time. Let's say you're doing a bucket collection and handing out flyers simultaneously; win-win.

## **Wired**

Just like the Bulletin, Wired is a weekly email that goes out to students and staff. Send to the address above.

## **Radar**

If you'd like your student magazine to feature your event, write an article on it or help with publicity, email them on [radar@rguunion.co.uk](mailto:radar@rguunion.co.uk) or contact them on Facebook.

## **RGU Radio**

With our radio station up-and-running, getting on the airwaves is a great way to reach students! Contact them on Facebook or by email:

[rguradio@rguunion.co.uk](mailto:rguradio@rguunion.co.uk)

# Social Media

Twitter, Facebook, LinkedIn, Pinterest; you, your mates, even your uncle, everyone's connected to their friends, colleagues and relatives online. While it is a well-trodden path, social media provides fundraising groups with excellent opportunities to connect with students and charities.

Here's a quick guide to using social media for fundraising:

- **Use your personality:** anyone who uses social media is bombarded with generic content, event invitations and whatever else. No-one's going to read another bland announcement, even if it's about the most amazing event in the world. When you're writing something about your fundraising event or project, make it personable, relatable and enjoyable to read. Keep it light, write in a semi-conversational style while making absolutely sure you've made it clear what you're proposing.
- **Don't spam:** Try to figure out the times where your posts will have maximum reach, and find people that way. Constantly bothering people en masse will only turn them off. ALSO: don't send unsolicited spam to other groups' Facebook pages, etc, as it's bad manners, a waste of time and energy, and a great way to have your page banned from Facebook.
- **Don't say anything terrible:** This should go without saying, but it bears repeating, unfortunately. Don't say anything racist, homophobic, sexist or discriminatory in any way, not even jokes. Never criticise people, or alienate potential volunteers who are mulling over whether or not to sign up to your project. Basically, be professional at all times or it reflects badly on you, your group and also the cause you're attempting to support.
- **Remember it's about the fundraising:** Don't treat an event or society's social media like your own. Treat your press/social media announcements with a level of professional decorum, while making it personable and friendly. There's a balance, but you'll master it.
- **Don't use the rag/group/society/event pages for personal business:** Obviously. Don't promote any products or agree any sponsorship deals without checking with RGU:Union first.
- **Do your research:** What are other pages doing? What works, what doesn't? When is the best time for interaction and reach? What kind of posts do people enjoy, and what isn't going so well? Have a bit of a scour round similar pages and events, whether it's to confirm that your ideas are original and/or to check what kind of style other people have. Good artists steal, and so on.
- **Bring your event to life:** Use photos and video wherever possible to really bring your fundraising to life on your social media accounts – it'll make a big difference

**Ask not what you can do for your union, ask what your union can do for you!**

You'd be amazed how often people miss this step out, yet your union can offer a lot of help. With 17,000 people on Facebook and 11,000 on Twitter, these are fairly obvious sources for you to tap into.

It's really easy too – just get in touch with us on [volunteering@rguunion.co.uk](mailto:volunteering@rguunion.co.uk) and tell us what you're doing, then we'll spring into action.

We can add the info to our website and events guide, plus we can point you to external places to advertise and promote your fundraising.

Additionally, we can produce a press release for you if it is required and then we'll forward it to RGU's Comms Dept to put out to all their press contacts. They will also be able to help in other ways, giving your fundraising a huge reach.

**One important point** – never put out your own press release. This should always come through us then on to the Comms Dept., with no exceptions. The Comms Team are great and will give us loads of help, but if any of our groups just go rogue and start sending out press releases that haven't been approved, their support will quickly disappear.



How to...

## Intro:

With all those fundraising ideas listed earlier in this guide, we thought it might be useful to focus on a few ideas as examples of how you would go about putting on a fundraising event.

So we've picked out three of the most common ideas and gone into a bit of detail for you. The 'How to put on a gig' section is by far the most complex, so is naturally the longest. However, the points raised here are also applicable to similar events like comedy nights, drama etc.

And bucket collections and bake sales are clearly the most common method of fundraising. Although we'd push you to be a bit more creative and original, these timeless classics also serve as good examples, so please read the advice contained below.

## How To: Put On A Gig

Everyone likes music, right? Even the people that are weird about it, and say they don't – they do. So why not put on a gig, now that you're at university? You'd be surprised how easy it is, provided you're not trying to book the Wu-Tang Clan or Muse or something; you probably can't book them.

There is a wealth of great resources, courtesy of 57North, that will help you with the music scene in Aberdeen. For example, a comprehensive guide to DIY gig promotion can be found at [www.57north.org/57-north-guides](http://www.57north.org/57-north-guides).

Are you into folk and singer-songwriters? Plenty of those. Indie bands? Ten a penny. Are you a fan of metal? Well, sorted. There's even a emerging hip-hop scene, seemingly millions of great producers/DJs, all sorts of musicians from across the globe playing native and international sounds; loads, essentially. Put together a budget for your gig, and follow these steps:

### 1. Find a venue

This bit can be a bit of a headache. The first tip is probably this; don't overlook smaller venues. If you think your first port of call is the Music Hall for your mate's band, a drum circle and a flautist, then you're wrong. Find somewhere realistic, there are a bunch of great venues dedicated to local live music, like Downstairs and Cellar 35. If you've managed to snare an act that is guaranteed to bring **at least** 150 people through the door, maybe try Tunnels. If you're, for whatever reason, putting on

a Nordic metal night, the Moorings might be a good choice. If it's DJs you like, play around with convention – places like Peacocks Visual Arts centre have had good nights before, and even the first floor of a pub can be a viable option. Think outside the confines of what you think a gig should look like – the novelty of putting music on in say, a museum, is an enticing prospect to people who go to gigs all the time. Just make sure it'll fit people, you can afford the overheads (venue cost for a charity gig like this shouldn't cost you more than £100, **EVER**) and there's a decent sound system/PA in place (these can be borrowed - <http://57north.org/resources/shops-equipment>). Sorted. For a list of venues across Aberdeen and Aberdeenshire, have a look here: <http://57north.org/resources/venues> - but ask at RGU:Union as we'll be able to help find the perfect venue at the right price.

Included in this, make sure you know who's doing the sound engineering. The venue might have someone for you to keep everything running smoothly behind the desk, but if not, ask at RGU:Union. Normally they would expect around £50 payment for a gig, but if you can convince them to do it for free, great. Budget for paying someone though and make sure they know what they are doing or it could sink your whole night!

## **2. Book your acts**

First of all, it's tempting to put your mates on, but are they going to bring a crowd in? You're trying to raise as much money as possible here, so your dad's rap career might have to be put on ice for a bit. If you want to book bands, book ones that sound relatively similar, or would at least comprise a bill that would be appealing to as many people as possible. A metal band, a singer-songwriter and a Hardstyle DJ are unlikely to work as a bill, for example. Two indie bands and an Ecuadorian pipe ensemble – also unlikely to work. Just think of the gigs you've gone to and how the bill's been comprised. It'll come to you. Keep it thematic.\*

\*This is advice for a charity gig, don't let this put you off putting on wacky gigs in your own time. If you do, power to you.

## **3. Set a (fair) price**

You'll want to pay your bands, even if it is for charity. Whether that's in drinks, actual cash or some kind of gesture. If you promote this properly, loads of people will come, which will take care of the charity aspect of your night. Your initial budget should cover the venue and something for the bands. If they're local, even £20 is okay going for a band playing a charity night – that's a couple of sets of strings, buses covered, petrol, whatever. This is key, and it'll improve your reputation as a charity promoter, meaning that you'll be able to draw from a bigger pool of artists

for your next event. Musicians (in the main) aren't greedy, it's just about covering a cost. You wouldn't hire a plumber with the promise of great exposure and a good crowd.

As for your door price: anything over £10 per person for relatively well-known local musicians is absolutely bonkers. Don't do that. That said, don't undersell the night so you end up making a loss, that also renders the experience pointless. If, say, you're putting on 3 or 4 local musicians in a capacity that holds about 100-150 people, £5 is reasonable.

You can add to the admission fee by selling cakes (people go absolutely crazy for cakes), little gifts (handicrafts, wristbands, that kind of thing) or anything else you're trying to sell elsewhere at the time, as long as it's charity orientated and goes to a good cause.

If you're extremely clever, and have booked more than one gig at one time, and have something else coming up, you could always try a ticketing system which allows a small discount at the next gig. That's a great way to build a core audience who come to your charity nights.

**IMPORTANT:** do you really need to print and distribute tickets for this, by the way? It'd be much cheaper (free, even) to have someone at the door of your gig, taking cash amounts for entry. For small, local gigs, this is a much better approach. Think environmental.

#### **4. Promoting your night**

Facebook posts here and there won't do it. Instead, design posters, print them off into A3 and flyer size, and hang them up/give them out. Having a physical presence when you're promoting something is still absolutely imperative. Some people might see your event invitation on Facebook, or your millions of tweets, but it comes across as a bit lazy if you're not out there, physically, saying to people "HEY LOOK, A GIG". **GET YOUR POSTERS PRINTED AT RGU:UNION TO SAVE YOUR BUDGET.**

Also, since it's for charity and not private profit, you're allowed to tell the local news about it. It's an easy article for a journalist to write, it helps you become a recognised public name in event co-ordination/fundraising, and it means more people will come to your show. So, **ASK THE UNION.** We have all of the contacts to give your event a big boost.

Announce your gig, if you can, a month in advance. That gives you loads of time to promote it. In the last two weeks, intensify your promotional efforts. Ask all of your mates. Ask your mates to ask their mates. Bother your colleagues, family, whoever. Remember that it's all for a good cause.



## 5. Looking after the artists

Sound-check at least an hour and a half before doors open, if possible.

This allows the following things:

- You to just chill out a bit before things kick off, not panicking about where the bands are
- The bands to make absolutely sure they have everything they need, and a quick soundcheck/line check with the sound engineer.
- Make sure the bands have time to get something to eat/drink before the gig. It's always nice to make them something, but in the main, no-one will expect you to do that. You could, if you wanted, but if you were going to, make sure that none of the musicians have any specific dietary requirements. This is especially true if you book Morrissey, or a vegan punk band.
- Introduce yourself/chat to everyone that's playing. You'd be amazed how many people forget to do this. They're essentially doing you a gigantic favour, even if you are paying them. They are actual, real-life people, so behave around them as such. If it goes well, or even if it doesn't, they'll be more likely to help out again if you're polite and accommodating. It seems bizarre to add this, but you wouldn't believe how many promoters ignore you when you're playing a gig.
- Make sure the venue's absolutely ready. If you're expecting a packed night, make sure the main floor is clear, otherwise it's a) a fire hazard, b) totally dangerous, in general and c) it looks untidy and unprofessional. Nobody wants to have to move a table in order to dance. That's a total buzzkill.

## 6. Bits of advice for the night

With help from our friends at [www.57North.org](http://www.57North.org) - a great resource for any budding musicians and promoters in Aberdeen/anywhere - here's a quick guide for what to do on the night:

**Branding the venue** – Is it obvious your gig is on at the venue? Have you got posters outside and, if the venue is secluded, have you got signs directing people to where they should be?

**Stage times** – Have you done your stage times and is each act aware what time they are expected to set up, play and finish? You may want to put the stage time up on the wall at the gig, but most promoters don't publish these prior to the gig as it encourages people to only turn up for the one act they might know.

**Staffing** – Do you have people to take the money on the door? Who is going to manage the gig, making sure things run to time and that the sound engineer and bands are communicating with each other?

**Stamp** – Do you have a stamp or a pen for the door, so people can pop in and out of the venue?

**Change float** – Do you have a change float? Best ask the venue for this early on.

Some venues may wish to take money off you up front for the change float, others will just want the float back at the end.

**Merchandising** – Bands may want a space to place their merchandising, so ask them beforehand and lay out a table for them, preferably somewhere near the entry-exit point. The bands will appreciate any efforts you can make to help them sell more ‘merch’.

**Leave the venue tidy** - If you want to continue to use a venue and enjoy a good reputation, best not to annoy the staff by not putting their equipment back as you found it. It's the venue's role to clean up after those attending the gig, but your responsibility to clean up after the musicians – so all equipment should be put away properly.

**Bands leaving equipment at the venue** - Some bands bring their own equipment but then fancy heading out for a few half pints of shandy after the gig, so they ask to leave their equipment at the venue. This is normally fine, but check with the venue first rather than assuming anything.

## 7. Stop stressing out!

You've booked the right venue, the right bands, the musicians are happy, you've promoted this as much as you could've. Doors are open. If it's totally rammed and everyone's telling you how brilliant it all is, well done. If it's pretty quiet despite your best efforts, don't panic. Think about this –



# How To: Bucket Collection

This is the easiest one. However, there's more to it than just buying a couple of buckets from the supermarket and walking around, smiling at people. There are rules to which you have to abide, but it's very much worth it, especially if it's for an emergency fund.

## **1. Establish who you're raising for, and how you'll get the money to them**

This, obviously, is pretty vital. Will it go to a fund that accepts cash readily, if it's local? If it's an international charity fund, then that's unlikely to be the answer. Sort out volunteers to count the money from the buckets at the end, and how you'll turn that cash into a cheque or some kind of online payment. Your Student Union will help you with this.

## **2. Print out A4 sheets detailing your cause**

This shouldn't be anything more than "[CAUSE] APPEAL, DONATIONS WELCOME", or something of that ilk, with your chosen charity's logo. Don't over-complicate, make it very clear. If anyone has any questions, you should know enough about what you're raising for that the details don't need to be on the bucket itself.

## **3. Get some buckets**

Buckets need to have an official seal with your name, the charity's name and the address of the student union/RAG office, as well as the aforementioned A4 sheets from point 3. **YOU CAN GET THESE FROM THE STUDENT UNION!**

## **4. Distribute your group evenly**

Think tactically – where is busiest, and when? If this is specific to campus, lunch-times are good, as well as ten minutes to the hour on most occasions, as this seems to be a busy time around the different buildings. Try to have groups of two, as there's safety in numbers, and it makes the fundraising effort look just that bit better. Say you have six volunteers; three groups of two is best.

## **5. Don't stay out longer than you need to**

Don't just stand about for ages while there's no-one there. Go somewhere else. Or if it's getting late in the day, hold fire until the next day, when it's

busy again. Go for short periods of maximum impact, as that seems to work best.

## 6. Count regularly

If you're collecting over a few days, keep what's been donated day-to-day locked up somewhere safe. Count it when you're done with it, if you have time, just so you can keep your volunteers, RAG and yourself up to date with how well you've achieved your fundraising goals.

## 7. Send it away

Send it away!

- BUCKETS MUST REMAIN SEALED
- DON'T SHAKE THEM WHILE COLLECTING
- CLEARLY DISPLAY CHARITY AND CHARITY NUMBER
- MAINTAIN A FRIENDLY ATMOSPHERE



# How To: Do A Bake Sale

There's a reason that charities turn to selling hot cakes on a regular basis – they sell like, well, hot cakes. This is an opportunity to be creative with the culinary arts, as well as make money for a chosen charity. There's an argument that selling baked goods isn't the most innovative idea, but if it ain't broke, don't fix it. Here's a quick guide to hosting a bake sale.

## 1. FIND A GOOD LOCATION

This should be obvious. Book a space and make sure the selling of food is above board, wherever you choose to sell your tasty wares. Give yourself about a week to prepare, as this allows you to spread the word, and **OBVIOUSLY**, make sure you're holding the sale somewhere convenient for both yourself and potential customers. Somewhere indoors, public and well-ventilated is the idea, ruling out a wind tunnel, or in a viaduct.

## 2. BAKE SOME CAKES

Know how to bake cakes. Or, have people in your life who are willing and able to make cakes.

## 3. SET A REASONABLE PRICE FOR YOUR CAKES

You're looking to raise some money, so don't undersell the array of delicious treats. Students are extremely good at buying cakes. Don't be selling muffins for 20p, but on the other side of the coin, even if you've made an incredible Victoria Sponge, it's probably not worth £100 a slice. You're not Mary Berry. If you aren't making at least a 100% profit on your expenditure, then you're doing it wrong, but don't rip people off, either. Find a balance.

## 4. BE AWARE OF ALLERGIES, DIETS, MEDICAL CONDITIONS ETC

It's absolutely rubbish being diabetic, so maybe provide an option that's sugar-free. What about vegans – vegan cake is delicious, and it's a good health option, too, so it's worth considering. As for people allergic to gluten, or whatever else, it's worth considering. Imagine walking past a bake sale and thinking "Nope, I can't have any of that". Try not to inflict that on anyone, wherever possible.

## 5. SELL OUT!

Food waste is an absolutely terrible thing – make sure you've made enough to sell, but not too much that there's excess. If you haven't sold out your cakes, give them away. This should be obvious, but still. Use your spare cakes as a donation to the homeless, or as a thank you to the staff who gave you the space for your sale. Something like that.

## 6. GET YOUR MONEY TOGETHER, SEND IT AWAY QUICKLY!

You've completed your Bake Sale. Well done!

# Sponsorship

If you're putting on a high-profile event, you could try contacting local businesses for sponsorship. Here are a few pointers for this:

- Contact us at RGU:Union first to get advice on how to proceed
- Never send out any correspondence/mail/emails to approach organisations for sponsorship without checking with RGU:Union first
- You can offer perks in exchange for a donation, such as facebook links through the RAG and RGU:Union pages, logos on posters etc., but these need to be discussed with the Union team as there are standard rates charged for these services
- The Union will help you draft letters and can provide letterheads to make it look official
- This is a potentially lucrative source of funding though and the bigger the event the more you could potentially generate!



## What do I do with the money I raised?

Money that's raised under the umbrella of RAG events should be banked the same day, at RGU:Union. This money should be counted by you and left with the Union Reception, containing a clear note saying who raised the money and where it is to be sent once counted.

**NEVER put any money that's been raised through charity action in your own bank account.**

Speak to RGU:Union about all finance arrangements. If it's a bucket collection, or anything involving change, the Union can turn that cash into a cheque, or in some cases, an online payment. Not only does that help you out, but it means you can avoid putting any money in a personal account – **all money must be donated to your chosen charity.**



# Useful Info

## Contacts

RAG contacts, event idea, support, planning, arranging and collecting buckets:

- **TBD**, RAG Chair – [ragchair@rguunion.co.uk](mailto:ragchair@rguunion.co.uk)

Student President, communications, student media and events support:

- **Michael Ife**, President of Communication and Democracy – [presCD@rguunion.co.uk](mailto:presCD@rguunion.co.uk)

Volunteer support, links to societies, room bookings, events support, logging your volunteering hours, links to charities, website/social media updates:

- **Euan Walker**, Student Development & Volunteering Coordinator – [e.walker6@rgu.ac.uk](mailto:e.walker6@rgu.ac.uk)

Other RGU:Union contacts:

- **Michele Collie**, General Manager – [m.collie@rgu.co.uk](mailto:m.collie@rgu.co.uk)
- **RGU:Union Finance Officer** – [finance@rguunion.co.uk](mailto:finance@rguunion.co.uk)
- **RGU:Union Reception** – [hello@rguunion.co.uk](mailto:hello@rguunion.co.uk)

## Useful Forms

On our website, you'll find a section for forms. These are mostly for societies, but there are some useful ones on there for fundraising events, such as room bookings, expenses forms, risk assessments and external activities forms.

You'll find them here: [www.rguunion.co.uk/getinvolved/societies/forms/](http://www.rguunion.co.uk/getinvolved/societies/forms/)

## Room Bookings

If you need to book a space anywhere on campus for your event, this is to be done through RGU:Union. You just need to download the room booking form from our website, complete it and you are done.



# Inspirational Outro

Have fun. Fundraising shouldn't feel like laborious. It's meant to put smiles on faces from the inception to the donation. Sure, there are tough moments, and it may not always go well. You might not raise as much money as you'd hoped, or perhaps not as many people attended an event as you'd anticipated. Don't be disheartened whatsoever.

It's important to remember that any charity fundraiser is a worthwhile use of time. Even if your contribution is modest, it's still something more than the charity had before. It's not just about finance – if you're volunteering your time to help with essential services, community work, etc, then your experience and willingness to help is, too, an extremely valuable resource.

If you've made 5 people aware of RAG, then that's a success. If you've raised any money at all, that's a success. Please don't feel discouraged; if you've had a disappointing outcome but are still keen to fundraise, let that disappointment motivate you for something bigger and better.

RGU:UNION is always here to help you. Whether it's for advice on a gigantic project or a small question for clarification, we're here. Remember that it's fine to ask silly questions sometimes – if you don't, silly things can happen.

The best part of fundraising and charity work is that anyone can do it. It's inclusive, it's fun, and it does a world of good. If you take away anything from this fundraising booklet, hopefully it's that charity is for everyone, and it's much easier to do than you might think.

No ideas are bad ones. Well, no, that's not strictly true, but certainly most fundraising ideas you could possibly come up with would be beneficial to you, your CV, and most importantly, the countless worthy causes on a local, national and international level.

Remember to log all of the hours you spend volunteering for your Fundraising event. You could be eligible for student awards at the end of the academic year, which is a boost to any CV, and a great topic to bring up at job interviews.

It all starts with one good idea. Through RAG, people have become best friends, changed career paths and, ultimately, had life-changing experiences. Who knows where RAG could take you?



# rgu:union

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