



STUDENT SECTION FUNDRAISING BOOKLET

2023-24

Foreword

To our wonderful Student Ambassadors,

We would like to thank you all for joining the CLEFT Student Section as Student Ambassadors. We are grateful that you would dedicate your time to our cause and hope you find your experience fulfilling and enjoyable!

This document has been made to help you plan and generate ideas for events that you will organise at your universities. We have made every effort to be comprehensive and broad but of course there may be some ideas that we have missed out! If you have an idea that you would like some advice on or would like to seek permission for, please contact us early on in the planning process.

We have organised the ideas into 3 categories:

Solo events: simple enough that each Ambassador can organise it themselves.

Group events: have a few more complicated steps that can be easily overcome when working together as a team!

Collaborative events: where you join with another society at your university to create a themed event.

As a guide we would like our Ambassador teams to aim to organise:

- 1-2 group events (per year) with their university team.
- 1-2 solo events (per Ambassador, roughly one per term, can get help from other Ambassadors)
- 1 collaborative event.

Further details on making fundraising pages, ticketing etc. can be found in the 'Information Booklet' document – we highly recommend you read through this first.

We wish you all the best in your endeavours and will be there to help at any stage, so please feel free to drop us an email or message us on WhatsApp!

Good luck!

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Tips and tricks

1. Develop camaraderie with each other, have regular team meetings where you bounce ideas off one another and have meet-ups/ dinners where you get the opportunity to bond. Fundraising is hard but rewarding and a lot more fun when you are doing it with friends.
2. Challenge people in your university team with solo fundraising activities to push yourselves further e.g. winner gets a team dinner paid for etc.
3. Collaborate with Student Ambassadors from your university that do other courses (medicine, dentistry, SLT).
4. On a similar note, have a rivalry going with a nearby university who also has a CLEFT Student Ambassadors team.
5. Plan, plan, plan. Have each of your solo and group fundraising events planned out early on in the year and start organising early, this will reduce stress and panic later down the line. Make sure to have the Central Student Team review your event plans well in advance (at least 1 month).
6. Go hard with social media and ask us if you need/ want anything reposted, especially for any large scale events that may go beyond your university.

7. Send us pictures of your event. We will add it to the Student Section of the CLEFT website and repost it on the CLEFT FB page.

8. Get friends involved in spreading the word, try to post your events in big group chats and society social media pages.

9. Also send mass invites on FB to everyone on your friends list (maybe also be more liberal when sending and accepting friend requests to expand your reach?)

10. Encourage people to attend events in groups and organise group events; people find these a lot more enjoyable.

11. Can ask local stores for donations for your endeavours, e.g. for a sweepstake/ prize can ask a local wine shop for a (discounted) bottle or the local Sainsbury's for boxes of chocolates, for meals can ask the venue (e.g. a pub) or local chippies/ restaurants if they can help.

12. Always have a target goal and short story when advertising events to give yourself a drive and allow people to better engage.

13. Be timely, e.g. have an Easter/ Christmas/ Valentines themed event etc.

14. Follow, like and repost messages on both CLEFT's main and Student Section social media pages. This will make your friends/ community aware of your new role.



15. Contacting businesses

- When contacting businesses for prizes, you can use the CLEFT Student Section email signature banner in the Important Documents folder of the Google Drive to make the email more formal and professional.
- Before contacting businesses, in order to prove you are a genuine Ambassador for CLEFT, please complete the following steps:
 - Please complete your volunteer insurance form to get a Welcome Pack (containing leaflets, a t-shirt, and other items to help with events) and correct insurance cover. Find it at the following link: <https://forms.gle/JMgqJ2jPcGVNMwoT6>.
 - Create a Student Ambassador Bio on the CLEFT website: <https://www.cleft.org.uk/news/newly-elected-ambassadors>
- In your email to the business, link the following page as proof you are an Ambassador (your Bio will be uploaded here a few days after you submit all the required details): <https://www.cleft.org.uk/Pages/FAQs/Category/student-ambassadors>
- If you need us to review an email before you send it off, contact us at cleft.studentsection@gmail.com.
- When/ if you receive any items from a company, YOU MUST email the following...
 - Name of company
 - Name and email of contact
 - Item received
 - Any documentation

... to Melanie Baldwin (CLEFT Executive Officer) at info@cleft.org.uk, and CC: cleft.studentsection@gmail.com. This is so that the company/ business can be appropriately thanked for their help.

16. Before you continue, please note:

- 1. Information on how to gather donations, contact businesses/ venues, organise ticketing etc. can all be found in the Information Booklet; please read this first.**
2. CLEFT will not be able to pay for any fee/ sponsorship for any activity booking.
3. Any donations to CLEFT received during the course of fundraising for the event should not be put towards reimbursing oneself for any out of pocket expenses incurred.
4. Additional costs should either be borne by the volunteer or raised separately but clearly stating that these funds are to pay for the activity - not for the charity. If you choose to raise these funds (for bookings, items etc.) separately, you must find and use a different medium to raise these (not the CLEFT website). For fundraising and for donations the CLEFT website can be used as normal.

CLEFT Challenge events

Solo fundraising ideas

Difficulty: easy to hard

Difficult aspects

Physical conditioning, innovative fundraising methods.

Preparation

None required, however, depending on the challenge you may wish to consider developing a training plan.

Instructions

1. Sign up to one of the challenge events organised by CLEFT (e.g. the Royal Parks Half Marathon). Will require a registration fee and minimum fundraising target.
2. Set up a fundraising page on the CLEFT website.
3. Share the link with friends, family, societies and on social media.
 - a. Have a target (aim big, evidence shows the larger your target the more people are likely to donate).
 - b. Share training videos and keep your supporters in the loop.
4. Organise coinciding solo events.
 - a. e.g. Sweepstake for guessing your completion time, £1-5 entry for suggesting a time, person who is closest wins a prize (can ask local businesses to donate a prize – e.g. a bottle of wine, a nice box of chocolates etc).
 - b. Organise group training sessions where people donate however much they like to take part.



Books and clothes sale

Solo fundraising ideas

Difficulty: easy

Preparation

You will need to decide how you plan to send off any of your old possessions e.g. postage and packaging, and how you will cover the cost of this (perhaps include it in the item price).

You will need to consider how the fundraising money will be collected. If it is to be kept in a personal account, before transferring to CLEFT, please ensure this transfer is made as soon as possible and ensure that two people are present to observe the list of transactions and the total amount donated.

Instructions

1. Sign up to websites/apps such as eBay, Depop and Vinted and sell your pre-loved clothes.
2. Can consider having discounts if someone buys more than one item etc.



Dinner party

(or afternoon tea, picnic or tasting evening)

Solo fundraising ideas

Difficulty: easy to medium

Preparation

1. You will need to organise and think of what you will want to make/ serve to your guests.
Remember to take into account any dietary requirements.
2. If you are organising a picnic, ensure that you provide the essentials (e.g. blankets, baskets) or ask those attending to do so and that you pick a day with good weather!
3. If you are organising a dinner party decide on the maximum number of guests you would like to attend.
4. You can invite people in your family/ friendship group and ask them to donate however much they wish on arrival/ at the end of the night.
 - a. Or you can ask them to pay the amount they would be willing to if the food you made was served at a restaurant.
 - b. Additionally, people can pay to take the leftover wine/ food home with them.
 - c. Also remember to budget the amount of money you are going to spend on making the meal!
5. For a tasting evening you can either choose to be specific: e.g. wine, cheese, chocolate etc, or you can choose to mix and match.
6. For tasting events you can ask local wine shops or supermarkets if they would be willing to donate wine (and/or cheese). Can make the tasting evening a competition e.g. cheap vs. expensive, and keep score of who gets the most right and gift them one of the bottles.
7. During your tasting evening or dinner, perhaps consider organising a movie night also as a form of entertainment whilst you are preparing/ setting things up.
8. You may wish to also consider a sweepstake for any of the remaining tasting foods, where people pay £X amount and guess the price of the item and the closest person gets to take it home with them.

Always make sure to display allergy information clearly.



Instructions

1. If holding a tasting evening, inquire and acquire the required tasting items and make the score card for your guests. If organising a dinner party, gather the necessary ingredients ahead of time.
2. Decide whether you will collect donations during the event, at the beginning or at the end. As this is a small group activity between friends/ family, you may find it easier to have a QR code to a pre-made event donation page that guests can scan and donate to, or arrange for tickets to be made available on the CLEFT website.

Videogame tournament

Solo fundraising ideas

Difficulty: easy to medium

Preparation

1. A console (PC, PlayStation etc.) and videogame (FIFA, Fortnite, Super Smash Bros., Pokémon etc.) that you will host the tournament on.
2. A structure on how the tournament will play out e.g. Top 8 to quarter finals to semi-finals and then final. Decide if you will host it in-person/ local or online.
3. Envision how many days this will be hosted over (may not be possible to do it in one evening/ afternoon) and any necessary rules/ refereeing and how people can spectate.
 - a. It may be necessary to set up a Twitch account/ stream with each of the games. This may require additional equipment.
 - b. Can choose to mimic and downscale the rules of eSport events.
4. If there is a gaming society at your university, perhaps liaise with them to reach a wider audience.
5. Could also do table top, board or card games.
6. Decide on the entrance donation and prize.
 - a. Can ask a local supermarket/ wine/ confectionary store if they would be willing to sponsor a prize.
 - b. Can set up ticketing using the CLEFT website (ask central Student Section if you need help for this).

Instructions

1. Advertise the date and time of the event and explain for who and why you are raising money.
 - a. Will require a registration fee.
 - b. Share the link with friends, family and on social media.
 - c. Have a target (aim big, evidence shows the larger your target the more people are likely to donate).
 - d. Perhaps make a trailer/ video to get people excited for it.
2. Share the fundraising/ ticket page on the CLEFT website. Remember to limit the number of available tickets to the number of your entries (so everyone who buys an entry can take part).
3. Carry out the event on the day and keep track of scores/ tournament progression. Try to use apps like Discord, Skype, Teams, Zoom and Twitch to keep everything social and competitive.
4. Have a grand prize giving ceremony.

Fitness bootcamp

Solo fundraising ideas

Difficulty: medium

Difficult aspects

If in-person, it can be difficult finding a good studio/ venue however, we recommend asking the Student Union/ University Campus buildings - more about this can be found in the Information Booklet.

Preparation

1. Pick a date and give yourself enough planning time!
2. Plan workout routines you intend to perform and gather the relevant equipment
e.g. yoga mats, resistance bands, speakers etc.
3. Decide the amount you want family/ friends/ people taking part to donate.
4. Find a suitable venue – e.g. a park, a gym, a dance studio, online.
5. The less resource intensive the better as it means more people can get involved.
6. Find a suitable way people can pay for tickets e.g. via a fundraising or ticketing page.
7. May be worthwhile considering if a sport society/ gym class will host or sponsor a boot camp/ workout session with you.
 - a. This will give you the opportunity to not only advertise to your own social circle but also the gym/ class regulars too!
 - b. E.g. if you have barbell/ power lifting society at your university, you can take them out of their comfort zone and do a calisthenics/CrossFit training day or ask them to help you run the fitness boot camp.
 - c. Make posters to stick around the venue you chose to use (if it isn't a park or online).

Instructions

1. First organise and find a suitable venue. Use a public place or university area that can be booked for free. These would be suitable for most events. If you need evidence of your position as Ambassador you can create a CLEFT Student Ambassador bio here: <https://www.cleft.org.uk/news/newly-elected-ambassadors> and link this in any emails. More details can be found in the Information Booklet.
2. Place your posters in suitable locations and spread the news via social media.
 - a. Can make an exercise/work-out video in the build-up to the day to get people interested.
 - b. Have a target (aim big, evidence shows the larger your target the more people are likely to donate).
3. Set up a fundraising page or create tickets to be available on the CLEFT website (see Information Booklet for more on how to arrange for this).
4. Ask people to post-stories on their Instagram and tag CLEFT in them or your university's CLEFT Student Section/ Ambassador socials.

Odd jobs

Solo fundraising ideas

Difficulty: medium

Examples

Dog walking, car washing, child minding, supermarket bag packing

Difficult aspects

May find some jobs are quite time consuming for the amount raised.

Preparation

1. Ask friends and family if they need help with any task and ask that in exchange for your help you would like them to make a small donation to CLEFT.
2. Record and keep track of the money you have raised so that it is added to your team's total.
3. May be worthwhile making a private video on YouTube where you explain who CLEFT is, what our goal is and why you decided to fundraise for us. You can then share the link with your friends and family so they can better understand your endeavours.



Small scale sporting tournaments

Solo fundraising ideas

Difficulty: medium

Examples

Penalty shoot-out, 3-pointer competition

Difficult aspects

Can be difficult to find a non-public venue.

Preparation

1. Decide on the rules and how to choose a winner.
2. Decide on how large you want the tournament to be (e.g. could limit to one sports society and do multiple small scale tournaments for each sport, or have an open event).
May be effective to partner up with a sport society you are involved with.
3. Pick a suitable venue. Be careful as some may require an entry fee to hire the pitch/ court, alternatively you could find and use a public pitch/ court. Explain to the venue that this will be for charity and if they require evidence in order to waive the cost provide a link to your student ambassador bio/ ID. Details on how to create this are in the Information Booklet.
4. Produce posters/ social media posts to advertise the events.
5. Decide on how much the entry fee will be and what the prize for the winner is.
6. Find a suitable volunteer to act as a goalkeeper (if you decide on a penalty shoot-out).
7. Gather necessary equipment e.g. balls, bibs etc. Make competition rules that participants must follow.



Instructions

1. First confirm the venue and date.
 - a. **Note** some venues may require an initial fee but do explain that you are fundraising and try to find a venue that does not require you to pay out of pocket.
 - b. Organise with ample time in advance as some venues may be fully booked.
2. Set up a fundraising/ ticketing page on the CLEFT website.
3. Share advertising with friends and family on social media.
 - a. Explain what the event is, who you are raising money for and explain a bit about the charity.
 - b. Perhaps make a trailer video to generate a buzz.
4. On the day of the event, prepare the venue early and inform participants of the rules.
 - a. If you wish to use CLEFT banners and/ or t-shirts, please ask the Central Student Team to organise this.
 - b. Referee the event to avoid any arguments on the day.
5. Present the prize to the winner.

Other challenges

Solo fundraising ideas

Difficulty: medium to hard

Difficult aspects

How hard you make the challenge!

Preparation

1. If you always had the goal to climb a mountain or cycle from coast-to-coast, now is the best time!
2. Think of a challenge you have always wanted to do, set a date, make a training plan and start preparing for the big day.
3. Contact the central Student Section and we will help you in your endeavours. We can assist in providing fundraising packs including t-shirts and leaflets and set you up with a fundraising page on the website.

Ideas

1. Cycling related: coast-to-coast cycle tour, 50/100mi bike ride, city-to-city cycle tour.
2. Running related: park runs, mini-marathons, cross-country runs, assault-course runs.
3. Swimming related: pool length challenge (asking people to donate and guess how many lengths you can swim, and the closest wins a prize).
4. Hiking related: climbing Mt. Snowden, Ben Nevis, Scafell Pike or trekking across any of the UK's National Parks.
5. Others: sponsored silence, eating competition.

If you have any other ideas that you would like advice/ opinions on, please do get in touch with the Central Student Section and we will help in any way we can.

Group sporting challenge

Group fundraising ideas

Difficulty: variable

Difficult aspects

Depends on the challenge!

Preparation

1. Choose an activity that the whole university CLEFT team will take part in. Examples include Ekiden (long-distance relay run, can cover a marathon by splitting the distance between yourselves), long-distance group bike ride, group hike etc. This can even be done virtually through apps such as STRAVA where the team can have the goal of cumulatively running the distance to a particular destination (without having to run an actual route to the destination).
2. Create a group fundraising page on the CLEFT website.
 - a. Aim big and advertise well to ensure you smash your target.
 - b. Spread the word to your friends and family, also advertise on university pages.
 - c. For people you are less acquainted with, encourage smaller donations (which are better than none).
3. Plan a course or how you are going to get to the site of your hike (e.g. who will be driving, train tickets etc).
4. Can have this as one of your last events of the year seeing as it does not require a lot of organisation or selling of tickets.



Sign-up stalls

Group fundraising ideas

Difficulty: easy to medium

Although fundraising is an important part of your role, increasing the general public's awareness of the work CLEFT does is also vital.

We encourage all teams to set-up a stall at University Fresher's or Volunteering Fairs to advertise the work CLEFT does.

- a. You will need to contact the relevant people at your university so that you can make it happen. If you need to obtain affiliation, contact the Central Student Team and we will arrange for this.
- b. When writing emails show your enthusiasm to convince people to let you set-up a stand.
- c. Have lots of leaflets, have a QR code in an obvious place (or use an iPad/ table to get people to sign-up to the mailing list on the spot) and wear your CLEFT t-shirt!

Alternatively, students can try to contact established groups eg. surgical/ medical/ dental/ SLT society to see if they can advertise via their tables at Freshers Fairs (it can be very difficult to get a table if you aren't a society!)



Coffee mornings and bake sales

Group fundraising ideas

Difficulty: easy to hard

Preparation

1. Venue: you can set up a stand at either a foyer to one of your university's busy buildings or outside the entrance to a university library.
 - a. You may need to get permission from the relevant site keepers to set-up shop.
 - b. Pick a place that is quite busy and a time when you would come across many people e.g. exam seasons or study weeks.
 - c. If you need a table you can ask groundskeepers, premises teams and receptionists if you can borrow a table for the day to set your stall up.
2. Acquire cake and coffee.
 - a. If there are keen bakers in the group they could supply the bakes themselves.
 - b. Alternatively, you can ask supermarkets and cake shops if they would be willing to donate some for your sale.
 - c. Ask student union coffee shops if they would be willing to collaborate and donate some confectionary or coffee to you.
 - d. Krispe Kreme offer charity discounts on doughnuts that you can order online.
 - e. Strike a balance between quantity and sales; be realistic but not pessimistic.
3. Ask the Central Student Team for t-shirts, leaflets etc. to help you fundraise and increase awareness of CLEFT.
4. Advertise the event beforehand on university social media accounts.
5. Be timely e.g. have a seasonal theme.

Always make sure to display allergy info clearly.



Instructions

1. Delegate roles: one person to contact venue, one or two people to source baked goods/ coffee, one person to liaise with central team and obtain t-shirts, banners etc.
2. Agree on pricing, date and roles on the day – will you stay at one location or move around?
3. Set up your stand the night before or early in the morning.
4. If you have lectures in the building you are selling in, announce before/ after the lecture that there is a charity bake sale to encourage students to go buy some during the break.
5. On the day you can choose to sell items separately or together for a discount (e.g. coffee and cake combo), you may wish to discount your cakes further towards the end of the day if you have leftovers.
6. Go to the people; some people may be too busy to leave the library!

Quiz/ bingo night

Group fundraising ideas

Difficulty: medium

Difficult aspects

Finding food/ catering at a discount can be tricky.

Preparation

1. Choose a date, make questions and categories, and find a suitable venue.
2. Agree on a ticket price and use the CLEFT website to sell tickets.
3. Choose if it will be a solo or team quiz night.
4. You could ask a student union café if you could hire it out for a few hours one evening.
 - a. They could also provide snacks, this way they will get more customers and you get to fundraise and increase people's awareness of CLEFT. You could also ask if they could donate a small percentage of the sales.
 - b. Alternatively you could combine this with a dinner party and scale it down.
5. Choose a prize that would encourage people to sign-up and participate.
6. Create advertising to share on social media, information on how to do this can be found in the 'Student Section Information Booklet'.
7. Make score cards/ answer sheets.

Instructions

1. First confirm a venue and date/ time.
 - a. Pick a day where people are less likely to be busy or attend other events.
 - b. Make the quiz seasonal (e.g. have a Christmas category).
2. Find a local business that is willing to donate a prize, can give them a shout out during the quiz.
3. If you choose to have food, find somewhere that will be happy to provide this.
4. Create the quiz, have multiple different categories and involve music and movie clips to make it interesting. E.g. guess the song from the first 4sec or a clip from a movie.
5. Make the advertisements and tickets.
 - a. Advertise on social media via society pages.
 - b. Have a maximum number of teams and participants.
6. On the day, set up the venue with CLEFT banners and posters, and remember to wear your t-shirts!

Raffles

Group fundraising ideas

Difficulty: medium

Preparation

1. Could choose to have this in conjunction with another event such as a bake sale, afternoon tea/ dinner party or sports tournament.
2. You can get tickets to hand to participants from stationary stores or use the CLEFT website. Can use online software/ websites to pick names/ numbers or pull names out of a hat.
3. Ask people or local/ independent businesses to donate prizes, this will maximise the amount that goes to CLEFT.
 - a. If there is an art degree/ course at your university, it may be a good idea to ask budding artists to donate some of their works of art.
 - b. When writing emails to local businesses, write emails that appeal to them. If you need more information on how to contact businesses, please see point 15 on Tips and Tricks and the Information Booklet for more detail.
 - c. Think about which prizes your target audience would want.
 - d. You do not need to have many prizes; think quality over quantity!
 - e. Think creatively e.g. if you have a skill (cooking, gym training), you can offer lessons as a prize.
 - f. Experiences e.g. dinners and theatre/ cinema tickets are also good prizes.
 - g. Can group small prizes together. **Note:** prizes cannot total to above £500 in value (if bought yourself), if this occurs you will need to obtain a license which costs around £40. You will also need a license if you choose to have a stand-alone raffle.
 - h. We find that more people will sign-up if there is one big prize rather than many smaller ones but a combination of the two works best.
4. Can sell raffle tickets online (make sure to have a maximum number of tickets bought) or in person, use a random number picker to draw ticket numbers.
5. If choosing to host it online, have it in addition to another online based event e.g. the online boot camp or videogame tournament.
6. Once winners have been chosen, discuss with them how they would like the prize delivered to them.



Instructions

1. Gather prizes from local businesses, friends and family etc.
2. Gather and setup necessary methods for ticketing. Ensure there is maximum number of tickets people can purchase.
3. Advertise the raffle alongside an existing event or as an event on its own. Could organise it for later in the year but advertise and sell tickets at preceding events.
4. Decide whether results will be drawn during another event and with/ without an audience.

Park runs

Group fundraising ideas

Difficulty: medium to hard

Difficult aspects

Can be hard to co-ordinate and keep on top of participants' donation pages

Preparation

1. Will need to decide on the distance, venue, course and maximum number of participants.
 - a. You can have tickets made available on the CLEFT website that can double up as sign-up forms.
 - b. You can have multiple distances and mile markers where people can drop off at.
 - c. You can also use websites such as On the Go Map to make the route and share with participants.
2. Produce a sign-up form and advertisement.
 - a. Additionally, you can ask runners to make their own CLEFT fundraising page.
 - b. Advertise posters in society group chats and social media pages.
3. Ask the central Student Section to provide completion t-shirts.
4. May want to make certificates with finish times for those who cross the finish line.
5. Also could participate in the park run yourself.
6. Establish date, deposit fee (e.g. £5) and minimum fundraising target (e.g. £50).

Instructions

1. Delegate roles: one person to make course, two people to make advertising and instructions on how to send park run place deposit fee, how to raise the minimum target and how to set up a CLEFT fundraising page.
2. Make a FB group with all the participants and encourage each person to share training videos and tips, keep it interactive and lively!
3. On the day have people positioned at the start line, finish line and at any mile/ km markers. You may choose to make banners and flags for each of these.
4. Hand out t-shirts and/ or completion prizes.
5. Record each person's fundraising amount and add it your university team's total on the Google spreadsheet.

Art exhibition

Group fundraising ideas

Difficulty: hard

Preparation

1. To carry out this event you will need: venue and people/ students to donate their pieces of art.
 - a. The venue can be somewhere on campus (pick somewhere that has a lot of foot traffic) where you have permission to either hang artists' work on the walls or on stands.
 - i. Can ask the grounds team if they have stands that are used during grand rounds or poster presentations, you can use these to hang up the paintings.
 - ii. Can also include photography.
 - b. Think of a particular theme and have the exhibition based around this.
 - c. Smaller venue may be better as it will be easier to populate with art pieces.
2. Can make it a formal occasion and serve food and drink whilst people come to view the art.
3. Have a date set out in advance so that you can recruit artists in advance and they could make artwork specifically for this. For student artists, you could even hold a competition and invite judges. You can invite art collectors or, if there is an art course at your university, art teachers.
4. Decide whether you will have a small on-the-door entry fee or if you will sell tickets to the event in advance (if you organising for the art to be sold to raise money for CLEFT, the tickets should not be expensive; alternatively, you could have free entry).
5. Consider contacting local artists and art collectors and collaborating with them also.

Sporting events

Group fundraising ideas

Difficulty: hard

Preparation

1. Organise a charity football tournament between different societies at your university.
 - a. Advertise in society group chats and social media pages.
 - b. Can have three separate tournaments: mixed, men's and women's depending on popularity.
 - c. If your university holds a varsity tournament against a city rival, could also ask if they would be willing to partner with CLEFT and if your university's CLEFT team can fundraise during the event.
2. Find a suitable venue; weigh up the pros and cons of a 5-a-side pitch that will require hiring and a public pitch at a park. The same goes for tennis courts, basketball courts etc.
3. Establish date, rules, who will referee (if any), grand prize, tournament structure, team entry cost. Can ask local shops to donate a prize.
4. Can ask teams to bring their own football or you could supply some.
5. Ask the central student team for t-shirts, leaflets etc. to help you fundraise and increase awareness of CLEFT during the event.
6. Could consider having a mini cake/ refreshment sale during the tournament.

Instructions

1. Delegate roles: two people to make advertising and disseminate, two people to organise venue and equipment.
2. Find a suitable venue.
3. After confirming a venue, confirm the rule structure and where you will get any necessary equipment (e.g. footballs and bibs).
4. Advertise the event well in advance (after the venue has been confirmed) and ask teams to pay a deposit in advance. You can use the CLEFT fundraising page for this.
5. On the day of the event, head to the venue early to set up anything necessary.
6. Explain the tournament structure and rules to the participants.
7. Make sure to stick to a timetable as these tend to run over naturally and depending on the start time you may not want the tournament to go on too late.

Collaborative fundraising suggestions

It is always worthwhile seeking collaborations as this will help spread word of your events and help raise awareness of CLEFT. Seek to build long-term relationships with some of the organisations/ groups listed below and any other you believe would be worthwhile.

Societies

Raising and Giving (RAG) Society

RAG societies often partner with a few charities each year.

They hold large events such as jailbreaks and can provide a great opportunity for a collaboration.

At the beginning of the year, inquire about the charity selection process. Although they may not partner with CLEFT this year, it would be good to establish a long-term partnership with such societies. It is therefore important to get the ball rolling early on.

Medical/ surgical/ clinical/ dental/ SALT societies

Healthcare related student societies often hold student-led conferences, webinars and talks. Liaise and build a partnership with these societies to gain greater opportunities to advertise your fundraising events and further grow your university's CLEFT Student Ambassador community.

- You could request that an optional donation is added when conference tickets are sold (alternatively you could request a £1 donation to be added on to the ticket price).
- Additionally, we encourage our Ambassadors to give a short talk about CLEFT's work and encourage delegates at webinars, talks and conferences to sign up to the CLEFT mailing list or follow CLEFT's socials to find out how to get involved.
- If societies require speakers to provide more insight into CLEFT, the work the charity does, what inspired them to join the charity, and how this impacts on the work they do, we have a number of surgeons and SLTs working with CLEFT who we can ask to get involved if notified well in advance.

Subcommittees of these societies may be involved with charity work, take the opportunity to collaborate with them on their events so that you can also receive help for your own.

Sports societies

Sports societies offer an effective place and way to advertise events. For sporting related events, look to these societies to find people who want get involved and take part.

Collaborate and organise fun charity matches for teams (e.g. men's football first team vs. fifth team but the first team have a handicap e.g. playing with two players less).

Country-specific societies

CLEFT works to train surgeons across the globe, some of these surgeons come from Bangladesh, Egypt and Uganda. Consider liaising with these societies and asking if they would be willing to help or organise a charity event for CLEFT as the matter may be closer to their heart.

Similarly, religious societies often hold charity weeks, it may be worthwhile asking if CLEFT can also be one of the charities they raise money for.

Performing and Visual Arts Societies

Many Performing Arts societies hold yearly productions, e.g. at UCL the MDs hold an annual comedy show and at Oxford, Tingewick hold an annual pantomime. Proceeds are often donated to partnered charities.

If you are involved with such societies please consider suggesting CLEFT as one of the partnered charities, and get in contact with the Central Student Section so that we can provide any necessary info.

If you are not, it is still worthwhile inquiring and establishing a partnership so that collaborations can be made in the future.

Visual Arts Societies will provide a pool of talented individuals that will be able to help when organising events such as an art exhibition or auction, meet with the society and students early to suggest the idea of a collaboration.

Other

Secondary Schools

Collaborate with your secondary school or local secondary schools.

Many secondary schools have a Charities Committee and hold regular bake sales, non-uniform days, fun runs and more.

It would be a good idea to contact your school and let them know your involvement with CLEFT and ask if they could hold an event for you.

- Non-uniform days where students bring in £1 to not wear uniform often go down very well.
- You could offer to deliver an assembly presentation regarding the work CLEFT does.
- You could also hold university advice days in return for the school's support, you could offer to review personal statements and provide feedback and tips.

It is important to note that the feedback and advice you give should in no way be phrased as coming from CLEFT as this is not within our remit.

Useful links

CLEFT related

<https://www.cleft.org.uk/Pages/News/Category/student-section>

<https://www.cleft.org.uk/Pages/Fundraisers/>

<https://www.cleft.org.uk/Pages/Events/Category/challenge-events>

<https://www.cleft.org.uk/Appeals/Post>

General Advice

<https://www.eventbrite.com/blog/how-to-plan-a-successful-charity-event-ds00/>

<https://www.goodbox.com/2019/08/how-to-plan-a-fundraising-event/>

<https://www.charliehouse.org.uk/uploads/images/D.2.5.4-Fundraising-A-Z.PDF>

<https://20bedfordway.com/news/keep-costs-organising-charity-event/>

Videogaming

<https://theairambulanceservice.org.uk/get-involved/virtual-fundraising/how-to-host-a-virtual-gaming-fundraiser/>

Fitness Bootcamp

https://www.theptdc.com/wp-content/uploads/2018/01/PTDC_CharityBootcamp.pdf

Sponsored Silence

<https://www.christie.nhs.uk/the-christie-charity/get-involved/ideas-generator/sponsored-silence>

Sport Tournaments

<https://www.bhf.org.uk/how-you-can-help/fundraise/do-your-own-thing-at-home/plan-your-fundraiser/how-to-organise-5-a-side-football>

Dinner Party

<http://www.gavethat.com/2009/09/host-dinner-party-at-home-for-come.html>

Bake Sale

<https://coffee.macmillan.org.uk/ideas/top-tips/>

<https://knowhow.ncvo.org.uk/how-to/how-to-organise-a-charity-bake-sale>

<https://www.krispykreme.co.uk/fundraising-doughnuts-how-it-works>



Fun Run

<https://donorbox.org/nonprofit-blog/organize-a-charity-run/>

Quiz Night

<https://www.rookiemag.com/2013/09/anna-trivia-night/>

Art Exhibition

<https://www.helencannfineart.co.uk/organise-art-exhibition-15-easy-steps/>

Raffles

https://media.gosh.org/documents/15_02_Community_How_to_raffle_guide_ST8.pdf

<https://www.gamblingcommission.gov.uk/for-the-public/Fundraising-and-promotions/Fundraising/Lotteries-at-events.aspx>



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