

Organising Events

Coming soon: [Link to Events Organiser Spreadsheet](#)

Step-by-step

1. **Your Society:** Consider the interests and capabilities of your society members as well as the resources available to you.
2. **Target Market:** Think of who you aim to attract for fundraising – who are the people who will want to help you generate funds and why?
3. **Aims:** Set clear goals for what you aim to achieve with your fundraising activity, including a financial target.
4. **Planning:** Develop a detailed plan that outlines the roles and responsibilities of each member, the timeline, and the logistics involved.
5. **Location:** If you are targeting university students: Book a stand at your local campus hub
6. **External Stakeholders:** Consider involving local businesses and organisations that might be willing to sponsor your event or donate prizes for competitions
7. **Promotion:** Create a marketing strategy for your fundraising event. Promote your event well in advance using posters, social media, and word of mouth. Include information on what you are fundraising for. Let everyone know that it will be cash only.
8. **Event Execution:** Assign society members as helpers for the event to set everything up, attract and engage with participants, manage your donations and clean everything up at the end
9. **Follow-Up:** Thank your participants, sponsors, and everyone who contributed to the success of your fundraising activity. Share the outcomes, including how much you raised and how the funds will be used. This not only shows appreciation but also builds trust and encourages future support.
10. **Reflection:** Have a conversation with your society members on what worked well and what could be improved for next time?

Online Events

While we always encourage societies to try to bring people together in person so people can make real connections and feel part of a community, there may be times and reasons for you to want to host online events (eg. accessibility requirements of members or if you have found an invaluable guest speaker for your society who is not able to travel to your campus).

In these cases, it might be a good idea to explore organising some meetings or events online.

You can decide what works best for you and your members.

Previous societies have successfully managed to organise events and activities online. These include:

- Society welcome events and AGMs
- Committee meetings
- Social events
- Campaigning
- Guest speakers
- Online games
- Peer support
- Academic and careers networking



Tips for running good and engaging online events:

- Set a clear context and purpose for the meeting (eg. quiz, online games, campaign planning)
 - This helps give the event a structure and lets people know what to expect
 - But don't be worry if general conversation starts to take over. That's definitely a good thing!
- Make it easy for members to access details to join your meetings
 - Creating events on the Students' Union website and social media pages can help with this
- Welcome everyone to the meeting and check they know how to use any necessary functions (eg. cameras, microphones, chat, adding their names)
 - Ask people to put in their preferred names and pronouns
- Give people a reason to have their cameras on (if it's possible for them to do this)
 - Ask for physical responses to welcome questions (eg. raising hands, nodding heads, thumb up)
 - This will also help set a relaxed, informal tone for your meeting
 - It will also help people feel part of the meeting, rather than quietly observing
- Give everyone a chance to speak
 - This happens less naturally than it would in face to face conversation
 - If someone hasn't said anything, make a point to give them the opportunity
- Don't automatically insist everyone puts themselves on mute when not speaking!
 - The quality of videos has improved a lot in the last year
 - It's much easier to have a normal flowing conversation if people aren't muted

