



THE UNIVERSITY *of* EDINBURGH

# Start fundraising

A guide for EUSU sports clubs





## About the Alumni Fund

### Would you like more money for your club?

Of course you would! With more money you can include more people, improve the quality of what you do, and just do more. Who wouldn't be on board with that?

The good news is there is a source of funding available to you. Thanks to alumni of the University of Edinburgh, many of whom have been members of sports clubs, the Alumni Fund has been set up to provide financial support for student sport.

### What does the Alumni Fund support?

Money from the Alumni Fund is granted for club development or legacy building initiatives. It can't be used for day-to-day expenditure. For example, it has been used to pay for:

- Equipment for the Shinty Club
- Subsidised snowboarding for the Wakeboard and Waterski Club to improve engagement in winter
- Tripods to enable the Badminton Club to livestream matches on their phones
- Subsidised coaching and officiating training programme for students involved in the Tennis Club
- Weighted rackets for the Badminton Club to use for training
- Funding a coach to attend 1st team Netball Club matches with the aim of getting promoted
- New member start-up packages for Judo and subsidised Judo Scotland memberships
- Refurbishment of boats for beginner or recreational squads to use in the Boat Club



## Fundraising for the Alumni Fund

### Growing the Alumni Fund

To make sure our alumni funds grow so that more clubs now, and in the future, can benefit, we need to encourage donations.

Your club can play its part in growing its fund. The people who feel strongly about supporting sport at Edinburgh are the people who played it. Your community of past and present members are the people who are most likely to donate. Don't be shy, it's ok to ask for contributions. This document includes tips and guidance to help you embed fundraising effortlessly.

### Promoting fundraising on your website

As a first step, add a fundraising link to your club's website to encourage online donations.

You can find an online donation link to your club on the EUSU website:

**[www.eusu.ed.ac.uk/alumni/donationsandsponsorship](http://www.eusu.ed.ac.uk/alumni/donationsandsponsorship)**



Think about how and where to add your fundraising link. Is there a spot on your website that attracts the most traffic? Is there a section or a webpage specifically aimed at alumni?

**Download sample wording for your website**





## Promoting fundraising on your social media

However, your website link won't fundraise by itself. You'll need to let people know it is there.

One way to do this is to promote fundraising as part of your social media activity. We've created a promo kit to help you.

**Download promo kit**



You should also consider promoting your fundraising link on any other club promotional materials. If adding to print materials, you can add a QR code.

## Community fundraising

You can also fundraise for your club by organising a community fundraising event.

Community fundraising is when people give their time to fundraise in aid of a cause, charity or organisation. Using their own network of friends, family and colleagues, community fundraisers support causes by taking part in sponsored activities and organising events and/or cash collections.

Development and Alumni office can promote your community fundraising event through the University's branded platform 'Fundraise Your Way'. If you are hosting or organising an event and would like to use it as an opportunity to fundraise in aid of your club, the Development and Alumni team can help with this too.

### Collection cans and buckets

You can borrow collection cans and buckets ahead of your event, personalised with your branding. Simply return the collection cans after your event and the Development and Alumni team will bank the donations and disburse them to your fund.



## **Donation stations**

Development and Alumni are currently sourcing a new supplier for this purpose. When contactless devices are available, you will be able to borrow them, and all donations will go into your fund.

## **JustGiving**

There is a generic JustGiving page for the University of Edinburgh. Development and Alumni team can create a personalised campaign page for you, featuring messages and branding for your pot. They can also create a QR code for your JustGiving campaign page that you can display at your event. Guests can scan the QR code on their phone and donate securely online. All donations are disbursed to your fund.

## **Key fundraising opportunities in the academic year**

It's not only important to think about what you're saying to alumni, but it's equally important to think about when you're communicating these messages. There are key touchpoints throughout the year to look out for:

- New committee introductions (September time)
- Big games and events that the club participate in
- Christmas (December time)
- Alumni events
- Graduations

## **The rules around fundraising promotion**

### **Alumni data**

The University must maintain a register of all graduates. This register is administered and maintained by Development and Alumni on behalf of the University and is referred to as the “golden copy”. This database is the source of accurate and authenticated information regarding alumni.



## **GDPR and alumni**

The General Data Protection Regulation (GDPR) came into force on 25th May 2018. It is a legal framework that sets guidelines for the collection and processing of personal information of individuals within the European Union (EU). The existence of the “golden copy” means that the University was well placed to build on existing policies and respond to the GDPR in a comprehensive and forward-thinking way. To ensure GDPR compliance, all data used to contact alumni should come from the alumni database managed by Development and Alumni office.

## **GDPR and PECR**

While the GDPR governs the legal bases and transparency aspect of processing personal data, the data used for communicating electronically is defined by the UK’s Privacy and Electronic Communications Regulations (PECR). PECR gives people specific privacy rights in relation to electronic communications, including marketing calls, emails, texts and faxes and cookies (and similar technologies), and it helps to keep communications services secure.

### *Explicit consent*

Messages that promote and benefit the University, such as communication around fundraising or advertising events and alumni benefits, always require consent. This can be through people actively signing up to receive your newsletter, by ticking a box and registering online, or by signing up to a mailing list during an event. To comply with the legislation, you cannot include fundraising asks or donation links in your email signatures.

### *Legitimate interest*

Legitimate interest can be used as the legal basis to send communication considered essential to the service the University provides to alumni, including news, updates, newsletters or special announcements. The option to opt out, for example through an ‘unsubscribe’ link in the footer of the email, needs to be provided.

If you would like to enquire about GDPR and PECR in relation to alumni data, or make a data request, email Development and Alumni at [alumni@ed.ac.uk](mailto:alumni@ed.ac.uk).



## Accessing the Alumni Fund

### How to apply to the Alumni Fund

If you are planning a club development or legacy building project, you can apply to release funds from your Alumni Fund. There is no minimum amount to withdraw from your fund, so if you don't have much in your fund you should consider using it for smaller projects – your alumni have donated money to be used! Make sure your application meets the set criteria – they will be applied proportionally to the amount requested. You can apply at any point throughout the academic year, and application reviews take place on a six-week rolling basis.

Clubs can also apply to the Sports Union General Alumni Fund – there are additional criteria for applications to this fund (see below).

Applications should be emailed to [eusu.partnerships@ed.ac.uk](mailto:eusu.partnerships@ed.ac.uk).

### The criteria for fund allocation

1. Both the individual club and Sports Union General Alumni fund will be released to applications which demonstrate club development and legacy building initiatives only, and cannot be used to support day-to-day expenditure.

Where a project is on-going it should be viewed as a source of “start-up” funding. Examples of accepted applications for funding: large equipment purchases, new facilities and facility access, specific coaching and training programmes, all with a clear benefit structure and legacy to the club.

2. The Alumni Fund Committee will consider each application to both individual club and General Alumni funds based upon adherence to the following criteria:





- Tangible and long-lasting benefit to the club
- Legacy to the club in terms of student experience and sporting opportunity
- Clear spending timeline and reporting structure of all spend to EUSU
- Full engagement with Development and Alumni and EUSU with content, imagery and reports on spend

3. For applications to the Sports Union General Alumni Fund, the additional criteria below will also be considered:

- Good, sustained, levels of alumni engagement and involvement in club activity
- Current individual fund balance and income – the aim is to increase the accessibility of funds to clubs who may not have access to high levels of funds
- Desire and potential to improve Alumni Fund donations to individual club fund as a result of this project
- Standard of social media and public image, particularly in relation to alumni and supporter engagement, or potential to do so
- Any previous awards from this fund, and overall budget of the General fund

The Sports Union reserves the right to withhold a portion (up to 50%) of any awarded funds until the club has fulfilled their agreed follow up engagement obligations.

Applications will be accepted on behalf of one club, a partnership of clubs, the Sports Union as a whole, or any combination of the above.







## Receiving funds and sharing impact

### Funding success!

When you've been granted funding, it's important to share how the money made a difference.

You'll need to write an impact report that should cover:

- What the funding was used for with any images if appropriate
- Why the purchase was needed
- How the club might use money in the future

It is important to promote your success too, so that alumni can see the benefits of their generosity and may feel inspired to give again.

### Some tips for sharing impact

Good stewardship – sharing your successes, thanking your alumni, asking them what they'd like to hear about or what motivates them – pays in the long term. Not only does it engage your supporters in a more meaningful way, but it also nurtures a relationship that is more likely to result in continuing support, financial or otherwise.

Stand out with short, snappy posts that showcase your club's personality and focus on positive messages that will leave an alumnus feeling good, as well as connected to your cause.

As previously outlined, direct requests for donations have their place and should be sprinkled in occasionally to your messaging.

Positivity, however, should always be interwoven into your words.



## People who can help you

### **Accessing your alumni fund and all other queries**

EUSU Partnerships and Alumni Officer  
Hannah Campbell 2022/23  
[esus.partnerships@ed.ac.uk](mailto:esus.partnerships@ed.ac.uk)

### **Communicating with your alumni**

EUSU Communications and Events Coordinator  
Emily Roxbee Cox  
[emily.roxbeecox@ed.ac.uk](mailto:emily.roxbeecox@ed.ac.uk)

### **Promoting or organising community fundraising events**

Senior Community Fundraising Officer  
Kerry Mackay  
[kerry.mackay@ed.ac.uk](mailto:kerry.mackay@ed.ac.uk)

### **Alumni data requests, GDPR and PECR regulations in relation to alumni communications**

Development and Alumni office  
[alumni@ed.ac.uk](mailto:alumni@ed.ac.uk)