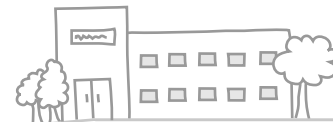




# A QUICK GUIDE TO FUNDRAISING AT UNIVERSITY



Red Nose Day is all about three things... having a laugh, raising money and changing lives for the better. Do whatever you like to be a part of it – just make sure you end up doubled-up with laughter and raise stacks of cash. Because it's the money you raise that will transform someone else's life forever.

Use this handy 5 step guide to help you on your way this Red Nose Day!

## 1. CREATE A RED NOSE DAY GIVING PAGE AND HELP YOUR UNI TAKE VICTORY!

Go to [rednoseday.com/universities](http://rednoseday.com/universities) and you'll find a link to create your own Red Nose Day Giving page – it's like Facebook and Just Giving all rolled into one. You can upload photos, invite people to your event, link it to your Facebook page and do all sorts of other great stuff to help you raise money and change lives.

But that's not all... you can add the cash you raise to your university's total and the uni that raises the most money (in line with our terms and conditions of course), will be crowned the Red Nose Day 2009 Uni of the Year. The crowned winners will have their victory trumpeted on our website and feel the pride of becoming the RND '09 fundraising champions.

So, not only will you help your university climb the leader-board and share your efforts with your mates, you'll also get to make a huge difference to someone's life in the process with the money you raise.

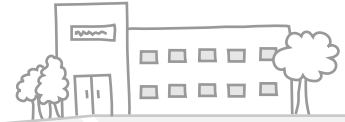
## 2. DECIDE WHAT TO DO

Sounds obvious doesn't it? But starting with a blank page can be hard, anyone who's had to write the first line of an essay knows that. Here's a few ideas to help you Do Something Funny for Money!

- **Slave Auction** — get your lecturers, sports captains or Student Union President to surrender themselves to the mercy of the students and auction them to the highest bidder. Proceeds to Red Nose Day!
- **Treasure Hunt** — hide a prize somewhere on campus or in the city and get teams to pay a RND fee to join the treasure trail! Why not make it fancy dress too?
- **Ransom the DJ** — hijack a regular university night and subject everyone to a terrible song on a loop (something like 'The Stonk'?) until the revellers have donated enough money to free the DJ.
- **Fashion Show** — with an element of the funny of course! Inject a Zoolander element into the models' turns, and get people to pay to attend. You could even auction the clothes afterwards.



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- **Give massages in the library** — with everyone getting stressed about impending deadlines, they'll be queuing up to get a 5 minute shoulder rub to relax. Just remember to charge them for the pleasure!



## 3. SET A TARGET

There's nothing like the feeling of reaching a goal, so set a fundraising target and aim high! Keep track of your fundraising activity with your online Red Nose Day Giving Page and keep your friends, supporters and sponsors up to speed on how you're getting on.

And remember to consider your event's budget (if it needs one) and use any contacts you can think of to blag prizes for raffles and auctions.

## 4. TELL PEOPLE ABOUT IT

Your Red Nose Day Giving Page gives you the option to recruit supporters and sponsors, invite people to your event, and thank people who've already donated. So start by inviting everyone you know to your event (you can link your page to your Facebook account), and why not ask for help with getting things started at the same time?

You could even use old fashioned paper posters to advertise your event. Go to [rednoseday.com/dosomething](http://rednoseday.com/dosomething) and you'll find resources galore to help you give your event a real presence on campus. There's loads of other stuff there too, so it's well worth a gander to get your fundraising off the ground. Just don't forget to recycle whatever you print off and use once your event's over.

## 5. HAVE A LAUGH, RAISE A BUNDLE - CHANGE THE WORLD!

That should be enough to get you started, but if you have any further queries or want to give us your comments on our website and resources, give us a call. Emily White is the Universities Campaign coordinator so drop her a line at [universities@comicrelief.com](mailto:universities@comicrelief.com)



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