

# SUMMER UNIVERSITIES

## BUDGET & FR

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# Budget

A solid budget provides the basis for a successful Summer University. The treasurer, together with the organising team should start by drafting a financial budget for the SU.

On the income side it's mostly the fee and the optional fee paid by participants. It is highly recommended that the organisers approach (non)-governmental or commercial organizations for sponsorships. The board of the organising AEGEE antenna may also consider to support the SU project financially.

On the expenditure side it is a day-by-day prognosis of the SU costs. Please, forecast all the expenses in detail. Take into account the costs per participant, organiser and helper.

During the preparation process, the budget might change because of changes in either the income or the expenses. Make sure that the net result is close to 0, because AEGEE is a non-profit organisation.

During the SU period it is of great importance that the treasurer keeps track of all the expenses on a daily basis. The actual gain/loss should be communicated during the daily organisers' meeting. Organisers should ensure that the spendings are within the boundaries in order to avoid excess loss/profit.

It is recommended to already use [the provided financial report](#) while budgeting, so you will have less work after the SU ends. Please, do not forget to submit your financial report after the end of the SU on the SU webpage, also together with the activity report.

# Fundraising

After designing a nice programme for your Summer University and carefully estimating the expenses for all your activities in the budget, it's time to find funds to realise your project!

Fundraising is an activity in which both sides offer something that is valuable to the other. We can safely say that Fundraising is similar to sales. Although the purpose is not profit, both sides get something from the deal, even the fundraiser! They get to develop their skills, have fun and play a major role in sustaining and developing his organisation.

Furthermore, FR is not about convincing companies, but rather convincing people. As a matter of fact, fundraising is a complex process, with logical steps and constitutive elements.

## 5 Key principles of a Fundraiser

**Believe in what you sell:** You have to be passionate about the event that you wish to be funded and your organisation. Passion is something that you can transfer from person to person. Even if that person doesn't know about your event you might be able to convince them that your event is worthy just because you believe in it and therefore you're able to present it well. Not believing in an event and trying to do FR is like moving to failure -> best option is to not start.

**Don't lie:** The relationships that you have to build with your funders will be aimed at being long lasting and long lasting relationships will be built on trust and not on lies. If your event doesn't offer a certain benefit or feature that a funder is interested in, then admit it, be honest and you'll be praised for it!

**Failing to plan is planning to fail:** Use your time wisely and set deadlines; we are students and have other things to do besides the work for our NGOs. So keep in mind that you should plan how to use the available resources wisely. Every opportunity you have to present your event either in a call, a grant application or even a meeting is an opportunity for a positive answer. So, don't waste it.

**"I hear and I forget. I see and I remember. I do and I understand":** While doing FR, every moment you'll have will be an opportunity to learn (successful or not). Success will motivate your team and failure will let you analyse your mistakes, so that they are avoided in the future. The only way you are going to improve your skills at FR is by doing FR.

**Be creative:** Companies love creative ideas and are a lot more open to support them. So put aside your fear and go for that creative idea you were thinking for a while. It will be worth it. :)

## Fundraising Process

The fundraising process can be structured in some steps. Easy as it may seem, if one of these steps is missing, then the whole process is compromised. So make sure you give each of them special attention!

### *Get to know your organization and your event*

The first step to becoming good at fundraising is to know your organisation and its services. Fundraisers are the ones creating the image of your organisation towards companies. This means that when you are confident about your organisation and its services/events, not only you, but also your organisation is perceived as professional and credible.

When thinking of the most appropriate way to describe your organisation, keep the following things in mind:

- What makes you special (experience, university, size, impact)
- What is the impact you have in the students, that are a target of your activities
- What companies/institutions you have been working with
- How many members you have
- Use impressive numbers and keywords of your organisation!

As mentioned before, FR has the purpose of providing the means of existence to your organisation. Therefore, you should have a deep understanding of the needs of the event/activity you are going to organise in order to identify what you wish to fundraise.

The needs of an activity vary according to the activity and may include:

- Accommodation
- Food
- Transportation
- Materials (pens, notebooks, flipcharts, etc)
- Products

Identify the needs and targets to cover these needs.

It's possible to fundraise most of the things identified during the needs assessment. You should also keep in mind from which sources you'll fundraise – targets.

Associated to each target there is a resource we wish to fundraise namely:

- University – Accommodation, money, materials, etc.
- Supermarkets and local shops – Food and Materials.
- Companies – Money, lectures, visits, also food and products.
- Institutions – grants, facilities, transportation

*"Why should I support you?"*

As important as knowing the features and characteristics of your event/activity, it's even more important to know what the benefits of the event/activity will be for the partner that you wish to cooperate with. We convince our partners by talking in terms of selling points. A selling point is commonly defined as a feature of the event that might be attractive for potential partners. In order to find it, you need to analyse your event from all the stakeholders points of view.

In the end, you are providing something of value to the partner and in turn your partner provides something of value to you, it's a partnership! Whether your target is an institution or a company in the end it's all about fundraising in order to support your NGO.

Institutional and Corporate Fundraising have some key principles in common although the processes/approaches are quite different. You should be completely aware of the processes required to perform fundraising to the target you are interested in.

Some of the steps that institutional fundraising requires:

- Having knowledge on the institution and its grants
- Writing application forms
- Writing budgets
- Getting partnership agreements
- Some of the steps that corporate fundraising requires:
- Preparing an offer booklet
- Making calls
- Attending meetings
- Thanking sponsors
- Agreement with the funder

After presenting your event to several targets (institutional and corporate) some of them will confirm their participation at your events through an agreement.

According to the regulations and procedures used in your organisation, country, institution or company you are cooperating with, this agreement might take the form of:

- A legal contract

- An e-mail
- A memorandum of understanding

Surely with the support of some partners you'll be able to organise your events and fulfil your mission and vision.

## Evaluation of the FR

*"Fundraising doesn't stop at the end of the event"*

Fundraising is an activity that lasts for the whole duration of the project. Therefore, after the event there are some activities related to fundraising, such as evaluation and follow up. Evaluation might be used for the following purposes:

- Evaluation for project management -> assess if the tools, initial plans and deadlines, work-flow/workload of the team were adequate. This helps other FR projects that your organisation performs become more efficient
- Evaluation for dissemination -> assess the outcomes of the event (to which you've done fundraising) in order to increase awareness of the event or communicate them to the funders.

### *Follow Up*

Follow up helps to increase the awareness of our organisation and its events to the external world. For instance, if you create a nice booklet with the outcomes of your event and present it to your university, your rector might be impressed.

Follow up might also be used as a way to nurture a long lasting relationship with your partners. For example, you may send a Christmas postcard to all the partners you cooperated during your year or a personalised birthday card to the representative of one of your sponsors.

Tools that might be used for follow up:

- Thank you letters
- Reports
- Booklets
- Photos
- Postcards
- Gifts (watch out so it is not taken as a bribe).