

# Top Tips for Fundraising

## Membership Fees

Membership fees are the best way of raising money very quickly, although there can be drawbacks to charging people to join your society or to attend your events:

- It can put off potential new members
- Not charging for membership can give a new society a competitive edge over those that do charge
- Initially, your society will not necessarily be able to provide value for money

If your university's student groups generally do not charge then the decision to introduce a membership fee may well be controversial. What benefits are you going to offer members over non-members? Discounts and free stuff? A newsletter? Membership cards?

Some groups charge an annual fee, usually around £5 a year. This can sound expensive but most people prefer to pay more for things they expect to be worth something. Other groups charge a higher flat fee, for the duration of the course of study or for life.

### *Top Tip*

Have different price tariffs for members and non-members at events, or say that members get into events free. This will encourage people to join because it will work out cheaper over the course of the year if you have tempting future events to offer them.

Always have a desk at events and meetings for taking new members' details and a box of float if you're charging them.

## ***Sponsorship***

There are few organisations which specifically fund atheist, humanist, and secular activities but you might want to contact the BHA, the NSS, the Richard Dawkins Foundation for Reason and Science and Atheist Alliance International. Otherwise choose carefully the organisations you contact.

## ***Donations***

Send off letters to absolutely everyone you can think of, especially alumni of your university who have gone on to better things. Always be courteous and not too grasping, and *try to offer them something in return*. They could speak at your society or become a patron of your society: having public figures in nominal positions can be a real boost for your society's profile, as well.

Approach your Students' Union about extra funds for societies, especially if you can show that your society works to support students. The AHS has limited grants for specific projects suggested by its members. Ask your Rep for a Grant Application form.

## ***Sales***

Sell society merchandise, especially commemorative merchandise at events. Hold a cake or craft sale where you can publicise yourselves and sell to non-members as well as members.

## ***Services***

Think of things you can do for others which they'd be willing to pay or sponsor you to do. Hold a waxing or a hair dyeing event, a sporting event, try busking, or holding a promises auction. The AHS can provide further tips for hosting such events.

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