THE UNIVERSITY of EDINBURGH

Alumni fundraising

A guide for EUSU sports clubs

What is the Alumni Fund?

Every EUSU club has an alumni fund where donations to clubs can be made and are held. Clubs can access these funds to support a variety of club activity and development programmes.

Accessing the Alumni Fund

To release money from your alumni fund, please fill in the Alumni Fund Withdrawal Application form found on the Supporting Documents Page of the EUSU website.

The Alumni Fund committee will review applications to the fund to ensure the requested use of funding meets the criteria of alumni fund use. **Applications should demonstrate how the fund can facilitate club development, legacy building initiatives, or improving club performance and accessibility**.

Examples of accepted applications for funding include:
- large equipment purchases
- new facilities and facility access
- subsidising coaching and training programmes
- one-off training sessions
- performance or development programmes

If you would like to know your current alumni fund balance or have questions around the application process for receiving funds, please contact eusu.partnerships@ed.ac.uk

Fundraising

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.

Online fundraising
As a first step, add a fundraising link to your club's website and social media pages to encourage online donations. You can find an online donation link to your club on the EUSU website.

To help you promote your fundraising online check out the promo kit with templates for posts and messaging: Download the Promo Kit

You can also add your fundraising link or a QR code of it to any print promo materials.

Fundraising events
If you are fundraising through a community event, the Development and Alumni team can help support in various ways:

Fundraise your Way
The University has a platform called Fundraise your Way to help guide you in organising a fundraiser.

Contactless Giving
Development and Alumni have multiple contactless giving devices that you can borrow for events. All devices accept Apple Pay and Google Pay.

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.

Key fundraising opportunities
Look to plan out when you are communicating the opportunities to donate to your alumni. Some of the best times to consider this are:

- start of the new semester/season
- big games, competitions or derbies

- Christmas
- alumni events
- graduation

Rules of promoting fundraising

Data Protection Law
We must comply with General Data Protection Regulation (GDPR), which is the legal framework guiding collection and processing of personal information, and the UK's Privacy and Electronic Communications Regulations (PECR), which gives people specific privacy rights in relation to electronic communication and marketing.

To comply with these, the following processes must be taken:
- All data used to contact Alumni should come from the 'golden copy' alumni database managed by the Development and Alumni Office.
- **Fundraising links should not be added to emails as this constitutes direct marketing which is not allowed without express consent given.**

If you would like to add fundraising messaging to your emails, the fundraising team in D&A can help ensure you do this to comply with GDPR legislation. Please see the Contacting Your Alumni Guide for more information

Further guidance
For further guidance on contacting your alumni for fundraising and other purposes, please view the Contacting Your Alumni Guide on the Supporting Documents page of the EUSU website.

Contacts

For general enquiries on alumni fundraising please contact eusu.partnerships@ed.ac.uk and supporter@ed.ac.uk