

**SUSK CONGRESS
EDMONTON, AB**



**MAY 12TH-15TH
2022**

Congress Fundraising Toolkit 2022



*Prepared by:
Ukrainian Canadian Students' Union (SUSK) 2021/2022*

Direct Inquiries to:

vp@susk.ca



OVERVIEW

In this Congress Fundraising Toolkit, you will find information on how to successfully implement a Covid-friendly fundraising event to raise money for your USO. Given that SUSK Congress is coming up, SUSK's Project Grant Committee put together this toolkit to help provide ideas and guidance on how to host fundraising events that can help cover part of the costs required for your USO's delegates to attend the SUSK Congress.

In this toolkit, you will find guidebooks for the following:

- Baked Goods Sale
- Cook Book Fundraiser
- Movie Night Fundraiser
- Karaoke Night
- Perogy Fundraiser
- Pysanky Kit Sale
- Skating
- Sports Tournament
- Paint Night



Baked Goods Sale

Part of the Congress Fundraising Toolkit 2022



Event name ideas:

- Donut Sale
- Baked Goods Sale!
- “Krispy Kreme” Fundraiser etc

Brief Introduction:

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A donut/ baked goods sale is a good way to raise money for your club! Everyone enjoys baked goods, and these types of fundraisers are often very popular. Depending on your location in Canada, many different baked goods fundraisers may be available.

Objective:

The key objectives of the proposed event:

- Raise money to financially support the costs for delegates to go to Congress
- Organize a club-run fundraising initiative
- Provide friends and family with baked goods

Steps/Phases of planning:

1. Check out the types of baked goods fundraisers. Is this going to be a donut fundraiser, edible cookie dough fundraiser, cupcake fundraiser etc?
2. Determine who the supplier will be
 - a. Homemade?



- b. Company run fundraiser (i.e. Krispy Kreme)
3. Ensure you list all allergens on the advertisement
4. Will this be a delivery or pick-up type of fundraiser?
5. Decide on pricing
6. Advertise via social media and posters, emails, etc
7. Sell baked goods, raise money!

Companies who do fundraising:

- [Little Caesars](#)
- [Krispy Kreme](#)
- [Terra Cotta Cookie Fundraiser](#)



Cook Book Fundraiser

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Brief Introduction:

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Through the sale of a book that your club has created, your USO can raise money to attend Congress, as well as spread the word and advertise your club throughout your community in a safe way during Covid-19.

Objective:

The key objectives of the proposed event:

- Raise money to financially support the costs for delegates to go to Congress
- To generate a small revenue for future events and SUSK Congress expenses
- To celebrate and preserve Ukrainian traditions/recipes in Canada
- To contribute to the Ukrainian Canadian community by engaging youth in your city.

Steps/Phases of planning:

1. Create a committee that would be in charge of this initiative
 - a. Can include general and executive members, be sure to choose a committee chair
 - i. Committee members can include but aren't limited to:
 1. Committee chair
 - a. Oversees project
 2. Community sponsor outreach
 - a. Reach out to possible sponsors



3. Finance representative
 - a. Create and edit budget + costs
4. Creative design representative
 - a. Create template for recipes
 - b. Receives recipe submissions
 - c. Create digital draft of final product to vote on
- b. Decide on recipes to include in the final product
 - i. Is it going to surround a theme? (Ukrainian holidays, seasons, specific dishes)
 - ii. Create deadline for submissions
 1. Outline the expectations of what a submission needs to include (template created by creative design rep)
- c. Create a draft
 1. Create a rough draft of your design (add photos, titles etc)
 - a. Summarize the initiative
 - b. Compile recipes
 - c. Finalize front and back cover and table of contents
 - d. Dedicated section for sponsors
 - e. Contributor section
- d. Determine cost
 - i. Receive quotes from printing companies
 1. Printing company ideas:
 - a. https://createmycookbook.com/home_family_alt
 - b. <https://mixam.ca/cookbook>
 - c. <https://www.staples.ca/>
 - d. <https://www.vistaprint.ca/>
 - e. <https://www.canva.com/>
 2. Price will vary depending on contents of the cookbook
 - a. Mixam.ca quote:
 - i. 25 colour copies with 24 double sided pages = \$321.50
 1. Cost/book = \$12.84
 2. Sell cookbook for \$25 to make \$12.16 per book = \$304
 - b. Shipping cost
 - i. Around \$2 / envelope
- e. Release Order Form / Add onto SUSK Website
 - i. Google form can be used for interested buyers to fill our delivery information
- f. Advertise on Social Media + SUSK Website
- g. Order Books
 - i. Create one shipment and arrange pickups and deliveries
 - ii. Organize central pick location in your city, at a frequented location
- h. Continue to advertise!



Movie Night Fundraiser

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Brief Introduction:

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Objective:

The key objectives of the proposed event:

- To raise money to financially support the costs for delegates to go to Congress
- To generate a small revenue for future events
- To raise money for a charitable organization of your choosing
- To uphold safety regulation to ensure the safety of all participants
- To significantly contribute to the Ukrainian Canadian community by engaging members and fostering meaningful connections
- To screen a film that relates to Ukrainian culture/history (optional)

Steps/Phases of planning:

In-Person:

- Attain film through purchase/rental/streaming (streaming may cause buffering)
- Determine time and place for event
- Book an easily accessible classroom on-campus or room in cultural centre



UKRAINIAN CANADIAN STUDENTS' UNION
СОЮЗ УКРАЇНСЬКОГО СТУДЕНТСТВА КАНАДИ
UNION DES ÉTUDIANTS UKRAINIENS CANADIENS

- Distribute advertisement post through your USO social media account
- Arrive early to the location of the event to allow for set-up (seats, snacks, screen, etc.)

Online:

- Attain film through purchase/rental/streaming (streaming may cause buffering)
- Determine time for event
- Create Zoom or Google Meet-Up link to distribute over email before event time
- During event, post link to donation site in the chat - frequent reminders of the donation link is recommended
- During film viewing, it is advisable to have all attendees' cameras and microphones off to prevent connection interference
- Optional - The members of your USO can put together snack packs and offer delivery for a price which will allow some profit



Karaoke Night

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Brief Introduction:

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Through a karaoke night, you'll be able to get together with your friends and USO members and sing your heart out to your favourite songs. This event will work best if you rent out a community space as well as a karaoke machine (or play YouTube videos and rent the microphones). The USO can raise money by charging to attend the event (or depending on the overall costs of renting the facilities and equipment, a "pay what you can" admission fee can also work) and providing the necessary equipment and snacks/beverages.

Please note: this event is extremely dependent on COVID-19 restrictions (such as capacity limits and indoor masking guidelines) in your region. Please review the guidelines for your city/region/province before planning this event.

Objective:

The key objectives of the proposed event:

- To raise money to financially support the costs for delegates to go to Congress and represent their USO
- To let loose and sing your favourite songs with friends—new and old!
- To uphold safety regulations and COVID-19 restrictions to ensure the safety of all



- participants
- To generate a small revenue for future events

Steps/Phases of planning:

1. Delegate one USO member to research community centres/locations for where the karaoke night can take place.
 - a. This individual can create a spreadsheet with key details including the name of the venue, the location, the cost, capacity limits/COVID-19 restrictions, etc.

Venue	Location	Cost to rent	COVID-19 restrictions?

- b. Cost is a key factor since it will determine how much the USO can charge attendees to attend and how much money they have to put towards snacks and beverages and equipment.
2. Delegate one USO member to research karaoke equipment rentals.
 - a. There are several equipment stores in your region that can be found through a simple Google search. However, similar to the venue research, create a spreadsheet to keep track of the different rental costs to determine the best price for equipment.
 - b. Be sure to confirm with the rental equipment folks what the process of getting the equipment and setting it up is like; will they drop off and set up the equipment and pick it up the next day? Do you have to set it up yourself? Is the set up an extra fee?
3. Once your venue and rental equipment is organized, delegate one member to create a budget for the remaining items (snacks, drinks, chairs if needed, etc.). From there, you can determine how much you will charge attendees.
 - a. Once you have your budget planned out, consider applying for SUSK's project grant—this allows USOs to apply for up to \$250 from the organization towards an event, which can help cover some expenses and allow the club to make a profit for future events.
4. Pick a date and time to hold the event that doesn't conflict with other key dates (i.e., a religious holiday, a significant date in the Ukrainian or Canadian community, another USO event, etc.).
5. Delegate a USO member to be in charge of advertising.
 - a. Create a poster for the event including the date, time, location, cost to attend, as well as any additional information pertaining to the event and/or the venue (i.e., any COVID-19 restrictions that must be followed)
 - b. Share the poster on social media and encourage your USO members to do the same. Depending on the number of people that are allowed to attend the event, feel free to reach out to other USOs to help promote the event by sharing the poster on their social media, too.
6. On the day of the event, make sure to set up the equipment and snacks well ahead of time before the attendees are supposed to show up and test the equipment to make sure everything is working properly. Consider decorating the space to make it feel more like a karaoke bar — you can even make it a themed night and have attendees dress in particular outfits if you'd like, and the songs can all match the vibe!



Perogy Fundraiser

Part of the Congress Fundraising Toolkit 2022



Brief Introduction:

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Through a Perogy Fundraiser, your USO can raise funds that will help cover the costs of hosting various club initiatives or be distributed amongst members to aid in travel costs to SUSK Congress. This fundraiser is also a great way to learn a new skill and share a part of Ukrainian culture with the broader community. Since perogies can be enjoyed any time of the year, this fundraiser can run at any point in the semester. This guidebook will help navigate your USO through the process of organizing a Perogy Fundraiser. Some features include a traditional perogy recipe (for homemade perogies), as well as sponsorship and distribution ideas.

Objective:

The key objectives of the proposed event:

- Raise money to financially support the costs for delegates to go to Congress
- To celebrate and preserve Ukrainian traditions in Canada
- To generate a small revenue for future events



Steps:

1. First, decide with your team if you plan to **A)** homemade the perogies, or **B)** search for sponsorships and donations from various sources (ex. local churches, community volunteers, grocery stores, local Ukrainian food companies, etc).

If Option A):

You can combine the perogy fundraiser with a perogy making social with your USO. This is a great way to collaborate with members, share recipes and keep the Ukrainian tradition alive.

2. Set a date, time and location for your perogy making event.
 - a. Ensure that your club adheres to the appropriate restrictions as per province/University (shift to virtual if needed).
 - b. Find a location that is appropriate for the size of your USO (ex. USO member's house kitchen, church kitchen, etc.).
3. Purchase the appropriate supplies (Figure 1). **Remember**, you can apply for the USO Project Grant of \$250 to cover the initial costs.
4. Gather the necessary cooking materials (Figure 2).
 - a. Most households already have the necessary materials - reach out to your USO members in advance to find members that can bring them to lower expenses.
5. Follow the recipe provided (Figure 3) or choose your own and enjoy the perogy making experience!
 - a. Ensure that you are following proper food preparation guidelines (ex. Washing hands thoroughly, wearing gloves/hairnets, etc).
6. Optional: Set aside some fresh perogies to eat with your USO after your hard work.

Figure 1: Estimated Expenses (as per Loblaw's)

Supplies	Estimated Cost Per Item	Estimated Quantity
Potatoes	\$5.00/10lbs	1
Eggs	\$3.30/dozen	1
Sour cream	\$3.49/tub	1
Onions	\$3.00/3lbs	1
Flour	\$5.00/2.5kg (1 bag)	1
Salt	\$2.30/1kg (1 box)	1
Bacon (Optional)	\$8.00/500g (1 package)	1
Disposable Gloves	\$9.00/50	1
Parchment Paper	\$4.00/30cm (1 roll)	1
Paper Plates	\$8.50/40 plates (1 package)	1
Plastic Cutlery	\$6.50/95 (1 box)	1
Large Ziplock Bags	\$14.00/60 bags (1 box)	1



Total Estimated Cost	\$72.09	12
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Figure 2: Materials

Tool	Purpose
Baking Sheets	Storing readily pinched perogies for freezing or boiling
Large Bowls	Mixing the ingredients
Wooden Spoons	Mixing the ingredients
Rolling Pins	Rolling out the dough
Glass Cups	Cutting out dough circles

Figure 3: The Best Perogy Recipe

Makes approximately 10-12 dozen perogies.

Ingredients:

Dough:

- 1 egg
- 1 tub of sour cream
- 4 cups of flour
- Pinch of salt
- 1 tbsp of vegetable oil

Filling:

- 10 potatoes (peeled and cut)
- 1 block of old cheddar
- Salt and pepper to taste

Steps:

Note: Make your filling ahead of time. It should not be warm when assembling the perogies.

1. Boil potatoes until cooked. Then mash until creamy. (Do not add butter or liquid).
2. While mashed potatoes are hot, add grated cheese.
3. Season potato mixture with salt and pepper to taste.
4. Roll into small balls and set aside.
5. Whisk egg and sour cream in a large mixing bowl.
6. Add 2 cups of flour. Mix until dough comes away from the edges of the bowl.
7. Add oil. Mix for another minute. The dough should feel soft, not sticky.
8. Remove dough from bowl and knead by hand. Add a sprinkle of flour to the counter or to your hands.
9. Cover dough with a bowl or slightly damp cloth. Let rest for 30 minutes.
10. Roll dough and make small circles using a glass cup.
11. Fill each dough circle with a ball of potato mixture.
12. Pinch perogies until they are tightly sealed.
13. Place onto a floured parchment lined baking sheet.
14. Either freeze and package once frozen or boil water to cook fresh.
15. Add fried onions and bacon once cooked.
16. Enjoy with sour cream.



If Option B):

1. Research potential local businesses that would be willing to donate perogies for the fundraiser.
 - a. Some vendors that you can reach out to include; local Ukrainian churches and businesses that sell perogies, grocery stores, etc.
 - b. Use the proposal draft provided (Figure 4) or write your own.
 - c. **Keep in mind** that it is best to utilize connections within the Ukrainian community to receive the best response.

Figure 4: Proposal Draft

Dear _____,

My name is _____ and I am the **(insert position)** at the **(insert USO)**. I am writing to inquire about a potential sponsorship opportunity with **(insert business/organization)**. The **(insert USO)** is seeking to organize a Perogy Fundraiser in order to raise funds that will be used to send our members to the upcoming Ukrainian Canadian Students' Union (SUSK) Congress, located in Edmonton this year. SUSK is a non-profit student organization and member of the Ukrainian Canadian Congress (UCC) that works to address concerns relevant to Ukrainian Canadian students and encourages them to celebrate their Ukrainian identity. Attending Congress is an incredible opportunity for students to build leadership skills, network with professionals and ensure the growth of the Ukrainian Canadian community.

If **(insert business/organization)** is able to donate perogies that will be sold to the community as part of this fundraiser, it would be greatly appreciated. Please let us know if you are interested in this opportunity and we will be happy to discuss further details.

Thank you kindly for your time and consideration.

(insert name)
(insert position)
(insert USO)

1. After finding sponsorships, you must determine how to price the perogies. Average costs range between \$8.00 - \$10.00 per dozen.
2. Then you must determine the method of sale and distribution.

There are a number of options to organize sales:

- a. Online Sales
- b. In-person Sales

Online Sales:

The first option is to market your fundraiser on social media and take online orders. You can do this by providing a list of contacts and marketing the price per order through various USO social media platforms including Instagram and Facebook. Google Forms is a valuable, easy-to-use tool that can be used to place orders. An example of a form is included below (Figure 5). Orders can then be distributed at a pick up location, or delivered locally by USO members.

In-person Sales:



Regardless of where you choose to take orders, it is beneficial to promote the fundraiser online to generate interest and increase awareness. Then you can organize an in-person booth at your preferred location. If your university allows, an on-campus booth is a great way to promote the fundraiser and reach a number of customers within your student community. Reach out to student club management at your universities to review their policies. This option is also an excellent way to share Ukrainian traditions with the broader community. Orders can either be distributed immediately (if you have access to a nearby freezer) or distributed afterwards through pick-up or delivery options, depending on your USO's capabilities.

Figure 5: Google Form Template

Questions:

What is your name?

What is your email address?

What is your phone number?

What is your address?

How many bags of perogies would you like to order? (1 bag = 12 perogies)

We deliver to the following regions: (insert delivery boundaries)

Choose one of the following (delivery is only applicable if your address falls within our delivery boundaries).

- Pick-up (insert pick-up location and date(s))
- Delivery

Payment can be made upon pick-up or delivery. You will receive an email prior to delivery.

Thank you for supporting the **(insert USO)**!



Pysanky Kit

Part of the Congress Fundraising Toolkit 2022



Brief Introduction:

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Pysanka: an egg, a symbol of fertility, is decorated by traditional Ukrainian patterns/designs to celebrate the rebirth of nature in the spring, and the rebirth of Christ (His Resurrection from the dead) at Easter. Using a *kistka*, some beeswax, and colourful dye, the egg can be transformed into a beautifully decorated pysanka. (<http://www.cchm.ca/index.php/articles/pysanky>)

By organizing a successful Pysanky Kit sale with your USO, your club can make profit from the sale while also providing a fun and convenient way for people to get all the tools needed to make their very own pysankas! What better way to celebrate spring and Easter than to organize a Pysanky Kit sale. This guidebook will help navigate your club in the process of organizing a pysanky kit (including kistka, beeswax, dye, and instructions) that you can deliver to your customers. The pysanky kit will provide all the necessary tools and instructions needed for people to learn and enjoy the traditional pysanky practice from the safety of their homes despite Covid-19.



Objective:

The key objectives of the proposed event:

- Raise money to financially support the costs for delegates to go to Congress
- To celebrate and preserve Ukrainian traditions in Canada
- To uphold safety regulation to ensure the safety of all participants

Steps to creating a Pysanky Kit Sale:

1. With your planning team consider dates, quantity of tools, prices, and delivery location ranges that will influence your sale activity. View Table 1, 2, and 3.
2. Based on how your planning team modifies Table 1, 2, and 3 in the planning process, the next step is to execute the tasks outlined for each date listed in Table 1.
3. Ensure that the Finance VP reimburses individuals who purchased the equipment for the pysanky kits (individuals must show receipts). Also, the Finance VP should be responsible for putting all profited money into the USO's bank account for future appropriate use.

Table 1.

<u>Events to consider for sale</u>	<u>Dates (Example dates below)</u>	<u>Details</u>
Easter; Orthodox Easter	April 17, 2022; April 24, 2022	You will want to give people enough time to use the pysanky kit before Easter.
Figure out pricing and assigning roles within team (approx. 1 month before Easter or whenever the team gets ahold of equipment prices)	March 10, 2022	Look at kistka, beeswax, and colour dye pricing at your local Eastern European stores or check online. Position Titles: - Team leader - Finance VP - Social media VP - Delivery Crew (people willing to drive kits to houses) - General exec members (main purpose: find videos/links on how to



		make pysanky, and provide QR codes in Pysanky Kit package; put together the packages)
Start Advertising (approx. 1 month before Easter, once pricing is figured out)	March 17, 2022	Advertise ordering via social media in poster format. Include: - kit cost (*see Table 2: <i>Pricing</i>) - what's included in kit (Table 2) - form for kit purchase (*see Table 3: <i>Order Form Template</i>) - due date for filling out form -date of Easter
Due date for filling out form (approx. 3 weeks before Easter)	March 27, 2022	Make announcement for last-call orders on social media
Purchase equipment + assemble kits (approx. 2 weeks before Easter the latest... but the sooner the better, in order to guarantee that they are still in stock)	April 3 - 4, 2022	-You can have a better idea of how much equipment to purchase based on how many people submitted an order to your USO. - Keep receipts for future reimbursements from your USO. - have General exec members put together the kits
Deliver kits to houses (approx. 2 weeks before Easter once purchases are made)	April 4 - 10, 2022	Based on order forms, organize members from your USO who are able to deliver the pysanky kits to houses.



Table 2.

Expenses for Pysanky Kit	Estimated
Envelop for kit packaging	\$0.50
Kistka (stylus)	\$4
Beeswax small block	\$4
Yellow dye	\$1.75
Red dye	\$1.75
Blue dye	\$1.75
Printed out pysanky making instructions (with QR codes to youtube tutorial and websites to pysanky inspirations)	Free
<i><u>Pysanky Kit Expenses:</u></i>	\$13.75
<i><u>Total Expenses (x20 kits):</u></i>	\$275
Income	Estimated
USO selling price for one Pysanky Kit	\$25
<i><u>Total Income (x20 kits):</u></i>	\$500
Net Income	Estimated
(Total Income - Total Expenses)	\$225

Where to buy pysanka supplies - Canada:

https://www.learnpysanky.com/suppliers/suppliers_can.html

How to make pysanky (can add this link to printed out instructions slip in Pysanky Kit):

<https://www.allrecipes.com/article/how-to-decorate-pysanky-ukrainian-easter-eggs/>

Table 3.



Questions to add in google form	Details
1. What is your first and last name:	- To know who is ordering
2. What is your email address:	- In case you need to contact this individual for any future clarifications with their order.
3. What is your address:	- USO's 'Delivery Crew' with deliver package to this address
4. We are only making deliveries to these cities/regions: x, y, z. Would your delivery address be located within one of these regions? Please write "yes" to proceed:	- Specify which regions your USO is willing to deliver to.
5. Quantity (3 max):	- Specify how many max you are willing to sell to each customer (Note: in case you don't sell it all this year, you can hold on to it in order to sell it next year)
6. Etransfer money to USO's bank account (specify the email address and security question details associated with etransfer) Please write "I understand" to proceed:	- To ensure the customer understand how to go about making the purchase, please specify to whom to etransfer money to



Skating

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Through a skating event, USOs are able to confidently ensure that members are socializing in a fun and safe manner. Your USO would be able to raise money by selling "tickets" which would cover the costs of the snacks and hot chocolate, as well as raise some extra funds for the SUSK Congress.

Objective:

The key objectives of the proposed event:

- Raise money to financially support the costs for delegates to go to Congress
- Unite USO members to socialize and get your daily exercise!
- Uphold safety regulations to ensure the safety of all participants
- To generate a small revenue for future events and SUSK Congress expenses



Steps/Phases of planning in-person event.

1. Delegate one member to researching a skating rink close to the majority of the USO members.
2. Choose a time and date for the skating event.
 - a. Create a poll deciding how many USO members would feel comfortable attending in order to make sure you wouldn't need to rent the entire skating rink (only an issue for large USOs).
3. Based on the number of members planning on attending, decide on what snacks or drinks you would provide.
 - a. Granola bars, hot chocolate, small chip bags could be purchased in bulk.
 - b. The cost per person should cover costs of food in addition to profit.
 - c. Anywhere from \$10 to \$15 is a good range depending on the number of individuals you're expecting to attend. (Remember that most USO members are also on a student budget!)
 - d. Ensure that one USO member is delegated to be the individual with the food and snacks in his trunk in order to ensure that social distancing could still be maintained.
4. Delegate a student to focus on advertisement.
 - a. Encourage USO members to bring their non-Ukrainian friends.
 - b. Include time, date and cost on the social media posts.
 - i. Ensure that social-distancing and regional guidelines will be followed.



Sports Tournament

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Through a sports tournament organized by your own USO or involving other cultural clubs, you can raise funds while also engaging in healthy physical activity. This is a great opportunity to get USO members to come out and create meaningful connections with other students and clubs on campus.

Please note: this event is extremely dependent on COVID-19 restrictions (such as capacity limits and indoor masking guidelines) in your region. Please review the guidelines for your city/region/province before planning this event.

Objective:

The key objectives of the proposed event:

- To raise money to financially support the costs for delegates to go to Congress
- To generate a small revenue for future events
- To Uphold safety regulations and COVID-19 restrictions to ensure the safety of all participants
- To engage USO members and students in healthy physical activity



Steps/Phases of planning:

Depending on the sport/type of event and the parties involved, the timeline for planning may vary. This is an “all hands on deck” event, meaning everyone from your USO executive team should be helping in one way or another.

1. Arrange a meeting with your USO to determine what the event will be, whether it will be held outdoors or indoors, if it'll just be your USO or other cultural groups from your university, set tentative dates and times depending on the season/location.

OUTDOOR SPORTS TOURNAMENT

(spike ball tournament, soccer tournament, beach volleyball tournament, ultimate frisbee tournament, softball tournament, etc.)

1. If you are planning on holding an outdoor event, you must determine whether or not you will need permits to use any outdoor facilities or equipment (i.e., a soccer field with nets, baseball diamond rental, etc.). Figure out how long you will be needing the space for and check your city's website to see what the application process is like. Pick several dates that could work to hold the event, depending on the facility's availability.
 - a. If you do need to apply for a permit, make sure to do that as soon as possible because it can take a long time to process.
 - b. Keep track of renting costs and fees to determine how much you need to charge attendees.
2. Once you have a location and date set, figure out what you need to put on the event. Depending on the sport, what equipment will you need? Will you have a drinks and snacks station? Will you order food at the end of the event? Do you need to put up tents for these stations or will you be supplying these from a car on-site? Will you need to rent speakers and related equipment to play music?
 - a. Plan to supply food and drinks to folks in between rounds/games.
3. Determine the objective of the event. Will you pool funds for a prize for the winning team/individual? Will there be winners at all, and if so, what do they win?
4. Once you have the costs figured out, determine how much you will be charging attendees. You want to make sure they cover the costs of the facility if you need to rent the space, and/or the costs of equipment, food and drinks.
 - a. Once you have your budget planned out, consider applying for SUSK's project grant—this allows USOs to apply for up to \$250 from the organization towards an event, which can help cover some expenses and allow the club to make a profit for future events.
5. Delegate an organizer to be in charge of advertising.
 - a. Create a poster for the event including the date, time, location, cost to attend, as well as any additional information pertaining to the event and/or the venue (i.e., any COVID-19 restrictions that must be followed)
 - b. Share the poster on social media and encourage your USO members to do the same. Depending on the number of people that are allowed to attend the event, feel free to reach out to other USOs and cultural clubs to help promote the event by sharing the poster on their social media, too.
6. Delegate who will be helping out at which station during the event. You may need some people acting as referees for games while others will be at the refreshments' station. Make sure everyone is aware of their role ahead of the event.
7. On the day of the event, make sure to set everything up well ahead of time before the attendees are supposed to show up and test the equipment to make sure everything is working properly.



INDOOR SPORTS TOURNAMENT

(soccer tournament, volleyball tournament, dodgeball tournament*, etc.)

1. Similar to the outdoor event, you must determine whether or not you will need permits to use any indoor facilities or equipment (i.e., a soccer field with nets, gym, etc.). Figure out how long you will be needing the space for and check the facility's website to see what the application process is like. Pick several dates that could work to hold the event, depending on the facility's availability.
 - a. If you do need to apply for a permit, make sure to do that as soon as possible because it can take a long time to process.
 - b. Keep track of renting costs and fees to determine how much you need to charge attendees.
 - c. Consider any COVID-19 restrictions that may be in place at the facility and/or any waivers that attendees may have to sign (COVID-19-related or not)
 - d. *for dodgeball tournaments, you might want to rent out a trampoline facility such as Sky Zone or Air Riderz that already has the necessary equipment and planning in place. However, this may be on the more expensive side so make sure to consider that when organizing this event at one of these facilities.
2. Once you have a location and date set, figure out what you need to put on the event. Depending on the sport, what equipment will you need? Will you have a drinks and snacks station? Will you order food at the end of the event? Do you need to put up tents for these stations or will you be supplying these from a car on-site?
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Paint Night Fundraiser

Part of the Congress Fundraising Toolkit 2022



Event name ideas:

- Paint Night
- Paint n Sip
- Paintin & Drinkin
- Vino Painting
- Sips & Splatters
- Paint n Pour
- Pro Painters

Brief Introduction:

In this document, you will find information on how to successfully implement a Covid-friendly fundraising event to raise money for your USO. Given that SUSK Congress is coming up, SUSK's Project Grant Committee put together this toolkit to help provide ideas and guidance on how to host fundraising events that can help cover a part of the cost for your USO's delegates to attend the SUSK Congress to represent your USO.

By hosting a virtual crafts night, attendees are able to relax and unwind from studying and working. This would be a great way for all of USO members to socialize with one another, either virtually or in-person, while following along on a painting tutorial.

The idea is, everyone is able to paint the same image on a canvas by following a step-by-step painting process or video. The USO can raise money by charging to attend the event and providing necessary supplies to the participants.

Objective:

The key objectives of the proposed event:



- Raise money to financially support the costs for delegates to go to Congress
- To generate a small revenue for future events
- To uphold safety regulations to ensure the safety of all participants
- To allow the USO members to enjoy some painting with their friends
- To discover a new hobby
- To enjoy some relaxation with friends from your USO

Steps/Phases of planning:

IN PERSON EVENT

1. Delegate one person to create a poll asking USO members how many individuals would be interested in an in-person or virtual paint night event.
2. Based on the responses, find an in-person location that is central to all the individuals interested in attending. Look into booking a room at your university student hall, a Church basement etc.
3. Decide on whether you'd like this to be a wine + paint night, or strictly a no-alcohol event because that could affect which event space you can host at.
4. Based on how many individuals responded about attending the event, purchase paints and canvases in bulk. It would be a good idea to pick the painting you'll be recreating beforehand so you only spend money on colours you will need. It's usually best to stick with a 3 or 4 colour palette or painting!
5. Some other things you may need to purchase:
 - a. Canvases
 - b. Acrylic paints
 - c. Tablecloths
 - d. Paintbrushes
 - e. Pop or snacks
 - f. Plastic cups and one-time use plates to be used as the paint "palette"
6. Cost per person should not exceed ~\$20. The cost should cover all expenses, as well as provide the USO with extra funds without costing *too* much.

VIRTUAL EVENT EXCEPTIONS

1. Decide on whether the USO will be purchasing all the paint, canvases and paint brushes for the participants.
 - a. If the USO will be delivering all the materials, designate one individual to purchasing all the materials and paints.
2. Have one individual create a google form asking members where they are located and what day/time works best for them.
3. If this is a virtual event, individuals are able to make this a "Paint & Sip" event and it can be advertised as such.
4. Host on zoom, share the YouTube link and start painting!

Youtube Paint Links

1. https://www.youtube.com/watch?v=B_ijh2ZKsnI
2. <https://www.youtube.com/watch?v=liR0gS0sZY0>
3. <https://www.youtube.com/watch?v=t5TsUO7JHxk>
4. <https://www.youtube.com/watch?v=VjCGJb5ltZM>