

SUSS GIVING DAY 2024

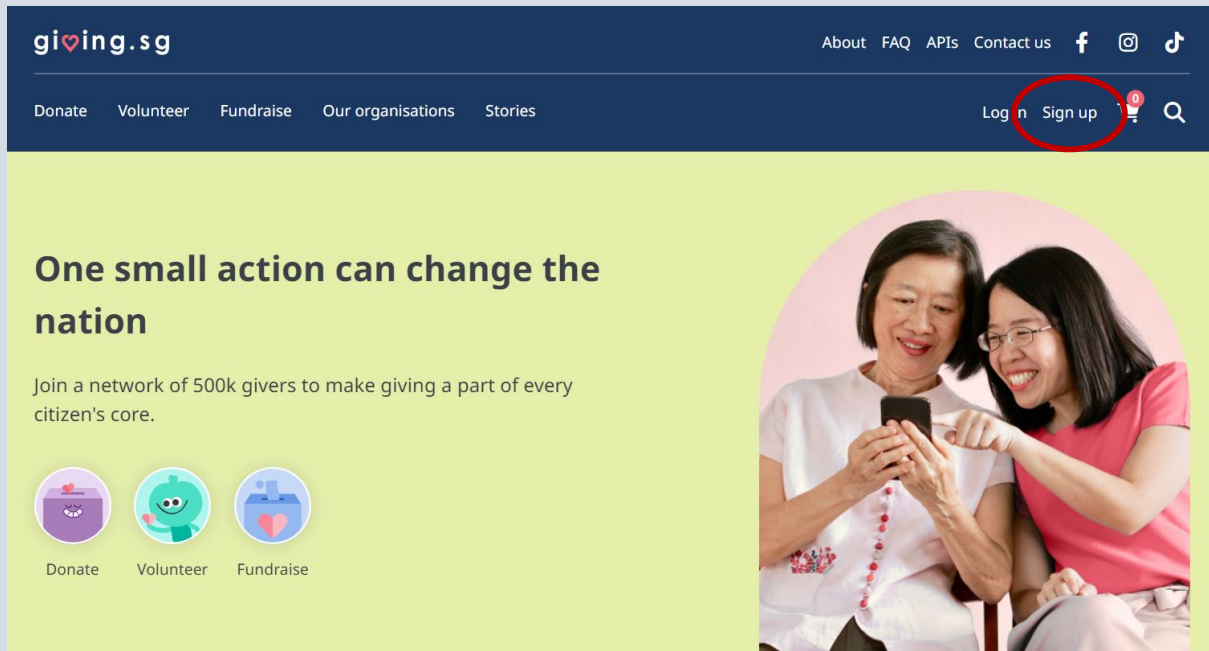
Better Together Challenge Instructions

Thank you for being part of the Better Together Challenge!

PRE-CHALLENGE

Step 1 (You may skip this step if you have an existing Giving.sg account):

Be a member of Giving.SG, if you're not already one - <https://www.giving.sg/signup>



Step 2:

Find the "Singapore University of Social Sciences" Giving.sg profile page - <https://www.giving.sg/donate/campaign/suss-giving-day-2024>

Step 3:

Create your campaign page under our profile page to raise funds! Simply:

Find the '**Fundraise for us**' button on the left column of the page.

You will be prompted to sign in before you're able to create your campaign page.

Tax-deductible

Make a donation

TDR will be issued for donations of \$10 and above

Donate

Fundraise for us

While creating your sub-campaign page, think about:

- Campaign Title
 - Naming convention to use:
 - *[FOR CHALLENGES INITIATED BY SCHOOLS]* **BTC24 - <school's acronym e.g., NSHD> - <name of challenge>**
E.g. BTC24-NSHD-Cookie Sale
 - *[FOR CHALLENGES INITIATED BY INDIVIDUALS/GROUPS]* **BTC24 - <name of challenge>**
E.g. BTC24-Cooking Challenge
- Fundraising Goal: How much you want to raise
- Write-up about your campaign
 - Which SUSS fund* you are supporting, and why you choose to support it. (**You can only support 1 SUSS fund.*)
 - Personal mission(s) of doing said challenge or activity: What you hope to achieve through this fundraiser. E.g. "I hope to be fitter and be able to run 10km under 30 mins by the end of this challenge!" OR "Welcoming my 40s in style and for a cause! Raising \$3,000 to honour my mum who was so selfless and giving to those around her. This is for you, Ma."
 - Include your social media handles (if you are comfortable) so that your supporters can follow you and be up-to-date on your progress easily (refer to step 6).
- Campaign Duration: How long you want to do this fundraising activity, within the Better Together Fundraising Challenge period – 1 May to 1 August 2024.

IMPORTANT

Please include the following liner under the 'About the Campaign' section of your campaign page.

All donations (\$10 and above) made in support of the SUSS Giving Day 2024 - Better Together Challenge are eligible for a 250% tax deduction.

Step 4:

Complete your fundraising campaign and submit for approval!


Ensure that you are raising funds for the correct organisation: Singapore University of Social Sciences.

- ✓ Describe your campaign
- ✓ Tag your campaign
- ✓ Set up the schedule
- 4

Settings

Settings

Fundraising type



Local
Giving for local communities and citizens


Tax deduction set by the NPO

The minimum amount claimable for tax deduction is currently set at **s10** currently. Donors will be eligible for TDR when they donate this amount and above.

By submitting, I declare that this campaign is to raise funds for local charitable purpose only, and that I am aware of, and abide the requirements under the Charities Act of Singapore (Chapter 37), include the Charities (Fund-raising appeals for Local & Foreign Charitable Purpose) Regulation.

Back
Save & preview
Submit for approval

I am fundraising for

 Singapore University of Social Sciences

BEGINNING OF CHALLENGE

Step 5:

Share your campaign with your friends, family, colleagues, neighbours, mentors, enemies, anybody!

Suggested text:

Hey XXX

As I *[insert personal mission]*, I am challenging myself to *[insert challenge/activity description + goal]*. Your support will benefit the students of SUSS! Can I count on you to help me reach my goal?

Click through to donate: *[insert your approved Giving.SG campaign link]*

Counting on you,
ABC

DURING CHALLENGE

Step 6:

Track your campaign progress and update your donors/would-be donors periodically (where applicable, e.g. your fitness progress or test bakes or song/dance selection etc.) to have your challenge in their radar.

Suggested text:

Hello supporters

Thank you to those who have helped me reached the *[insert % goal reached]*!

- *Provide updates on your preparation challenge or the status of it, e.g.*
 - i. *I have started riding more often this week and clocking XX km to reach my goal of 500km by the end of August!*
 - ii. *Started deep cleaning my kitchen in preparation for the cook-off/bake sale/etc. on [date].*
 - iii. *Testing our prototype/practising our art form ahead of [the sale or performance].*

If you've not pledged your support, please do! I'm still some way along my target. Your donation means a lot, not just to me personally, also SUSS students in need.

#SUSSBetterTogether

With gratitude,
ABC

Please document your campaign process by taking photos and videos (at least 10 secs long) along the way!

The Giving Day team will reach out to you in July for your photos and videos to be included in the Giving Day 2024 video montage.

END OF CHALLENGE

Step 7:

So you've hit your fundraising goal. That's awesome! What's next? Remember to thank your donors. You may consider sending them a personal thank-you note for their kind support. Alternatively, update them on your progress (if applicable) or record your activity/challenge to signify 'Mission Accomplished!'.

FYI, donors supporting you will receive an official Thank You letter and tax-deductible receipt (if applicable) from SUSS for their donation. As they're supporting you and your cause directly, it would be nice for you to send them a personal thank you note as well.

Suggested text:

Hello friends

We did it! Thank you so much for your support. Every little bit counts and I am deeply grateful for your friendship/support/trust/encouragement in doing *[insert challenge]*.

[Provide last update/status, where necessary, i.e. Stay tuned for the finale! Or, don't forget to collect your bakes/items on (insert date/time/location)].

Thank you, thank you & thank you.

ABC

Spread your enthusiasm and fun through your campaign!

We look forward to celebrating all challengers at the SUSS Giving Day Wrap Party on Thursday, 8 August 2024. 🥳



SUSS

SINGAPORE UNIVERSITY
OF SOCIAL SCIENCES



SUSS GIVING DAY 2024
*Better Together Challenge
Challenger Manual*

Advancement

Objectives

1. Encouraging the SUSS community to *Dream, Dare, Do* good and enhance our brand.



2. Increase alumni, student and staff affinity towards SUSS's vision to be the leading university for social good.



- *Affinity* Noun A natural attraction or liking
- The young couple had a great affinity for each other.

Synonyms: affection, fondness, connection

Antonyms: dislike, aversion

Derivatives: affinities, affinity (adj)

Better Together Challenge

How does it work?

(Refer to the Annex for step-by-step instructions)



giving.sg
the city of good



If you're familiar with the process of fundraising for a charity, you may do so directly here: <https://www.giving.sg/suss>

Better Together Challenge Details

- Fundraising campaign creation period: **1 May to 1 August 2024.**
- All donations go towards SUSS Endowment Fund, unless specified by the Challenger(s) to support existing SUSS fund(s).
- As this is a peer-to-peer fundraising activity, get as many friends, family and colleagues to support your campaign – refer to the next few slides on some potential campaign ideas!
- Every donation (\$10 or more) is eligible for a 250% tax deduction.

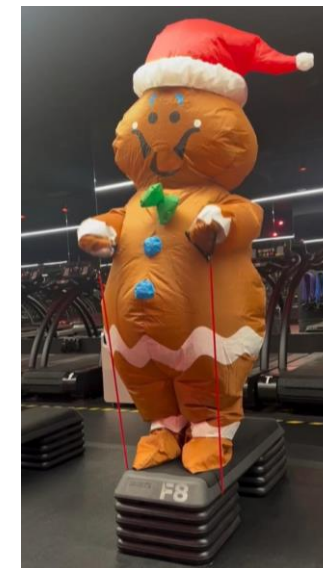
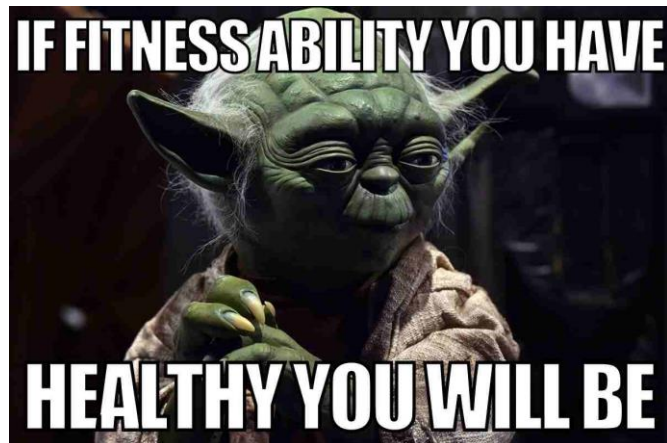
Ideas

Sport / Exercise

- Cycling
- Running
- Weightlifting

Examples:

1. Pledge to try out a new sport. E.g. \$500 raised will commit to a spin/hot yoga/WeBarre/martial arts class.
2. Buddies challenge: Pit amongst your team to create some friendly competition. E.g., for hitting every \$500 mark, someone will be 'volunteered' to do something outrageous (but safe!) like getting Dean/Vice-Dean to work some muscles while wearing a costume!
3. GPS Art: Create an interesting image on the map. The SUSS logo or *Dream, Dare, Do* tagline maybe?



Ideas

Hobbies

- Baking
- Cook-off
- Art-related

Today I picked up a new hobby:
drawing stick figure arms on birds



Examples:

1. Put together a 4-course menu and invite friends to support by making a donation to get a seat or two at your home dining fundraiser.
2. Buddy Challenge: An aspiring baker/chef/artist bakes/cooks/create art and someone (from the management perhaps?) personally delivers the goods to the donors.
3. Have a talent? Challenge your peers, colleagues and family to help you reach your fundraising target and they get treated to a mini performance by you. Performance can be done in person at your home or even recorded as a video with a personalised message!

Ideas

Challenges

- Give-It-Up Challenge
- Volunteer Challenge
- Funny Costume Challenge



Examples:

1. Always wanted to challenge your personal best or try something you're afraid of? Use the Better Together Challenge to challenge yourself! Once you've hit the \$500 mark, you will challenge yourself to run 3km in under 10 mins or bungee jump. Hit the \$1,000 mark, you will sign up for the Ironman Triathlon!
2. 'Volunteer' a friend: Raise \$1,000 (*or any amount*) and person XXX will be coming to campus in a cosplay costume for a week! Wear a wig at the next event. Become the lunch delivery guy for a whole month!
3. Volunteer to do valet parking duty upon hitting \$2,000 every Monday for a month.

What's Next?

- Join in the Better Together Challenge, either as an individual or a group together with your department, colleague(s), student(s), alumni, friend(s) or even family!
- Before creating your campaign, register your interest here:
<https://forms.gle/KzXT1tjQWoCMgCQR6>.
- Refer to the ***BTC 2024 Instructions*** for step-by-step guide on how to start your campaign.
- ADV can help draft milestone reminders. i.e. to send during your campaign to help reach your goal, thanking your supporters for helping to reach your goal, etc.

***Find us at Block C, level 6 or via givingday@suss.edu.sg or 6240 8888
if you need any assistance.***

The background is a solid red color. There are two large, light red, semi-transparent abstract shapes. One is in the top right corner, and the other is in the bottom left corner. They appear to be overlapping or connected at the top and bottom edges.

THANK YOU FOR
PUTTING THE FUN
IN FUNDRAISING!