

# SUSS GIVING DAY 2023

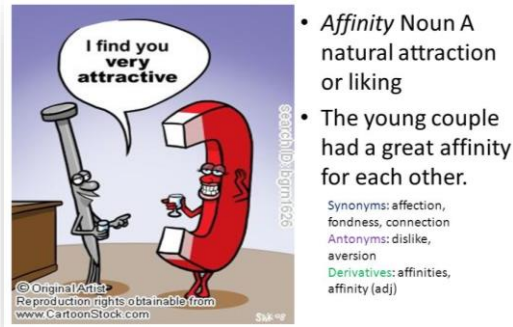
*Better Together Challenge  
Challenger Manual*

# Objectives

1. Encouraging the creation of Social Good agents among the SUSS community and enhancing 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)

3. SUSS's CSR efforts: To help President's Challenge



# 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 setting up a sub-campaign, you may do so directly here:*  
<https://www.giving.sg/suss/btc2023>

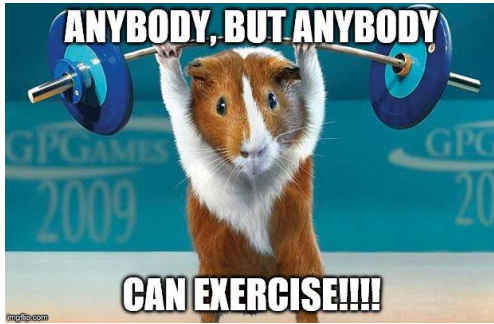
# Better Together Challenge Details

- Fundraising campaign creation period: **25 April to 4 August 2023**.
- All donations go towards SUSS Endowment Fund, unless specified by the Challenger(s) to support existing SUSS fund(s).
- As a guide, the fundraising pledge\* for each category is:
  - \$3,000 for SUSS Management
  - \$2,000 for groups
  - \$1,000 for individuals
- As this is a peer-to-peer fundraising activity, get as many peers, 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. For contributions of \$100 or more, 20% will be channeled to the 2023 President's Challenge.

# Ideas

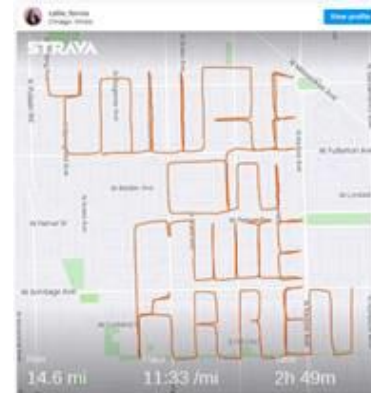
## Sport / Exercise

- Cycling
- Running
- Soccer
- Bowling



## Examples:

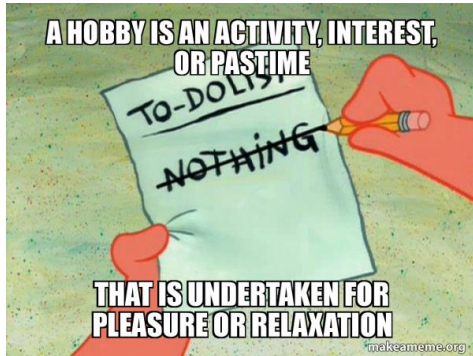
1. Pledge to ride/walk every km for every dollar raised. E.g. \$1,000 raised, commit to cycle/run/walk 1,000 km.
2. Buddies challenge: pit amongst your team to create some friendly competition. E.g. For hitting every \$500 mark, someone will be 'volunteered' to do something outrageous (but safe!) Like, say get Dean/Vice-Dean to join you in one of your activity and make them do something silly (wear a tutu? Use a Pikachu onesie?)!
3. GPS Art– Create an interesting image on the map. Picture of SUSS Mace, or recreate the SUSS logo (complete with the 3 dots), or spell out SUSS tagline 'Make Your Mark For the Greater Good'? E.g. of GPS Art.



# Ideas

## Hobbies

- Baking
- Cook-off
- Art-related
- Gaming



## Examples:

1. Making fresh, handmade pasta, packed into take home kits for a luscious, fuss-free, treat-yourself-but-don't-wreck-yourself meal.
2. Buddy Challenge: An aspiring baker/chef/artist bakes/cooks/create art and someone (from the management?) 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

## Celebrations

- Birthdays
- Anniversaries
- Tributes
- Memorials



## Examples:

1. To celebrate being in SUSS for XX years, you pledge to do the GPS Art and commit to hike at least XX km
2. To commemorate turning 40 years old, pledge to raise \$4,000 (*or any amount, really*) by learning a new talent/skill. (And offer to perform at the Giving Day party on 4 August!).

# Ideas

## Challenges

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



## Examples:

1. Always wanted to lose weight 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 lose 3kg or run 5km in under 10 mins. Hit the \$1,000 mark, you will try to bungee jump!
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!
- Refer to the Annex for step-by-step instructions on how to start your campaign
- Once your campaign is created, share more about yourself and your campaign with us here: <https://tinyurl.com/SUSS-BTC-2023>. We will also provide:
  1. Appeal templates for you to send to your supporters
  2. Draft milestone reminders. i.e. to send during your campaign at 50% and/or 80% mark, thanking your supporters for helping to reach your goal, etc.

***Need any assistance, find us at Block C, level 6 or via [givingday@suss.edu.sg](mailto:givingday@suss.edu.sg) or 6240 8888.***



Thank you!

# Annex

*Step-by-step instructions on  
creating your campaign*

# SUSS GIVING DAY 2023

## Better Together Challenge Instructions

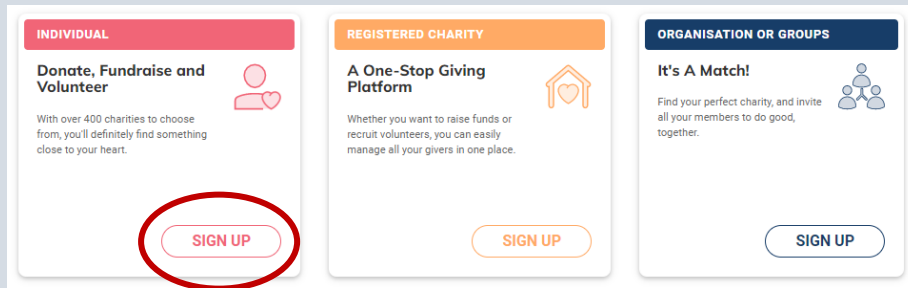
Thank you for being part of the Better Together Challenge!

### 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\\_overview](https://www.giving.sg/signup_overview)



### **Step 2:**

Find the "SUSS Giving Day 2023 - Better Together Challenge" Giving.sg campaign page -

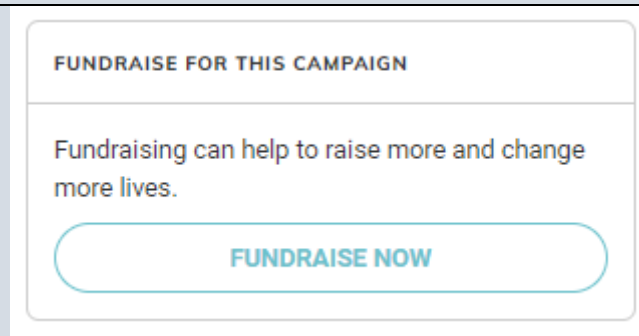
<https://www.giving.sg/suss/btc2023>

### **Step 3:**

Create your sub-campaign page under our main "SUSS Giving Day 2023 - Better Together Challenge" page to raise funds! Simply:

Find the 'Fundraise for this Campaign' on the right column of the page.

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



While creating your sub-campaign page, think about:

- Campaign Title
  - Naming convention to use:
    - [FOR CHALLENGES INITIATED BY SCHOOLS] BTC23 - <school's acronym e.g., NSHD> - <name of challenge>
    - Eg BTC23-NSHD-Cookie Sale
    - [FOR CHALLENGES INITIATED BY INDIVIDUALS/GROUPS] BTC23 - <name of challenge>
    - Eg BTC23-Cookie Sale
- 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/them.

- 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 20 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 – 25 April to 4 August 2023.

**\*IMPORTANT\***

Please include the following paragraphs under the 'About Campaign' section of your sub-campaign page.

All donations (\$10 and above) made through the SUSS Giving Day 2023 - Better Together Challenge are eligible for a 250% tax deduction.

For contributions of \$100 or more, 20% will be channeled to the 2023 President's Challenge. Donor data will be shared with the President's Challenge Secretariat for tax deduction purposes.

**Step 4:**

Complete your fundraising campaign and confirm submission!

*Ensure that you are raising funds for the correct campaign: SUSS Giving Day 2023 - Better Together Challenge.*

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

Yes, I'd like to submit the campaign for

## SUSS Giving Day 2023 - Better Together Challenge

I'm happy for the charity to email me about my campaign.

← BACK    SAVE DRAFT    **CONFIRM SUBMISSION**

## **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 SUSS and President's Challenge! 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.) as a way 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 XY 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 and beneficiaries from the President's Challenge.

#SUSSBetterTogether

With gratitude,  
ABC

## **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! Notable challengers will be announced at the SUSS Giving Day Party on Friday, 4 August 2023. 🍪**