



What marketing strategies should charitable societies implement to expand their visibility and emphasize their mission? – Appendices

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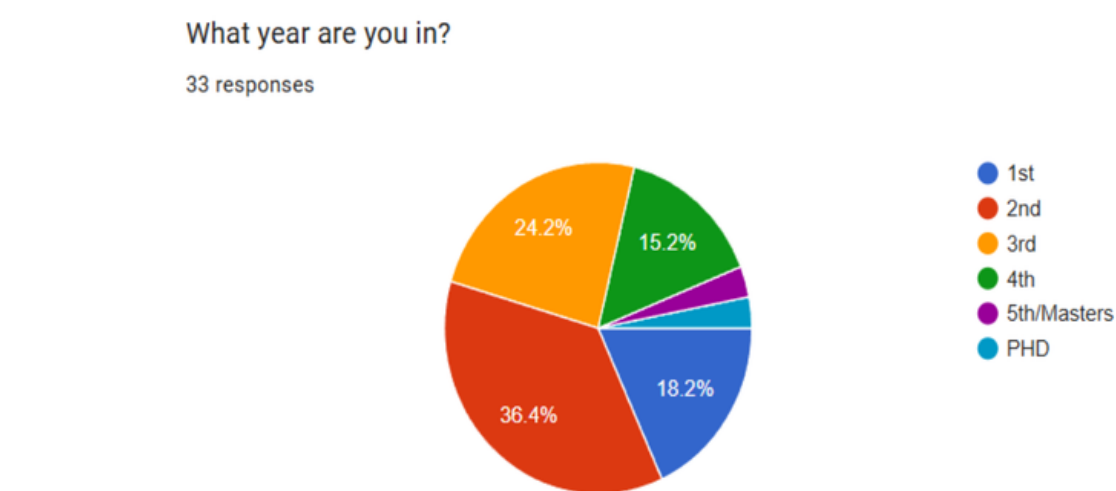
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13.0 Appendix

APPENDIX 1

Q1. What year are you in? (33 responses)



Q2. What degree are you pursuing? (33 responses)

What degree are you pursuing?

32 responses

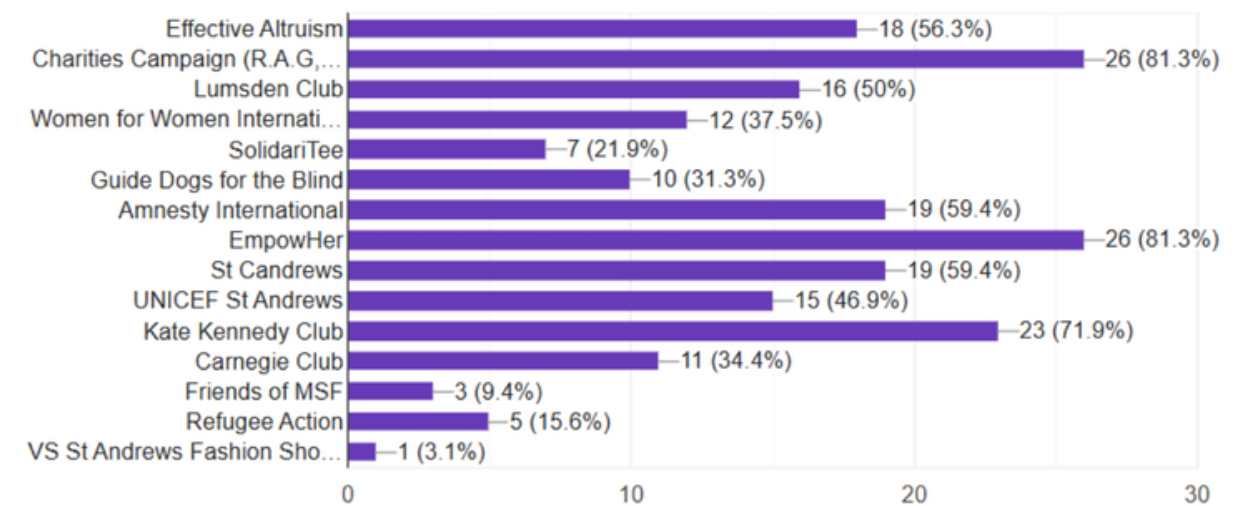
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English
Computer science
Marine Biology
BSc Geography
Social Anthropology
Sd and Management
Astrophysics
Chemistry

Mathematics
Physics
English MA
IR and Russian
German and International Relations
computer science and philosophy
Geography
Geography and economics
Ancient history
Neuroscience
Modern history & theological studies
Economics
BSc Chemistry
Arabic and IR
Medicine
Classical Studies and Theological Studies
English
Economics and Geography
PhD in Earth and Environmental Science
Neuroscience
Maths and Physics
modern history and international relations
English Literature

Q3. Have you heard about any of the following charitable societies? (32 responses)

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32 responses

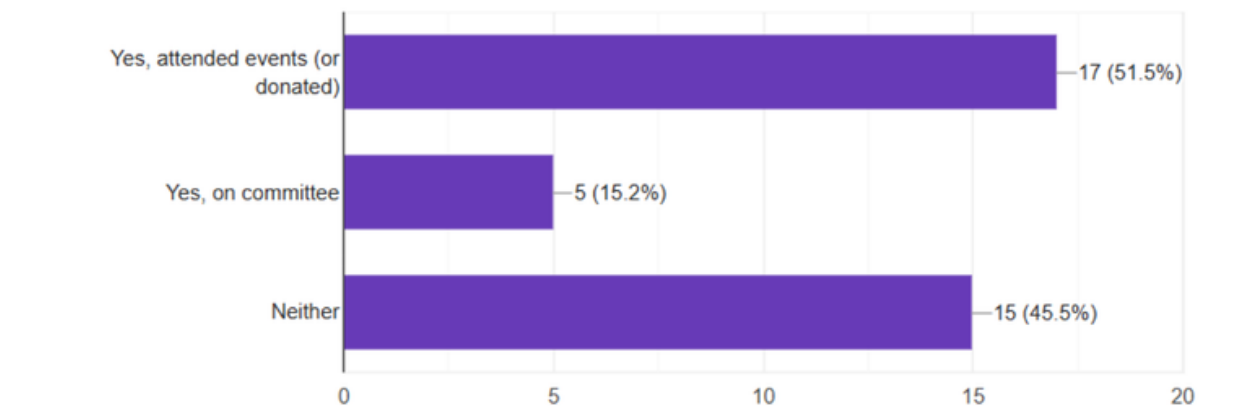


Q4.

Are you engaged in any of these societies?

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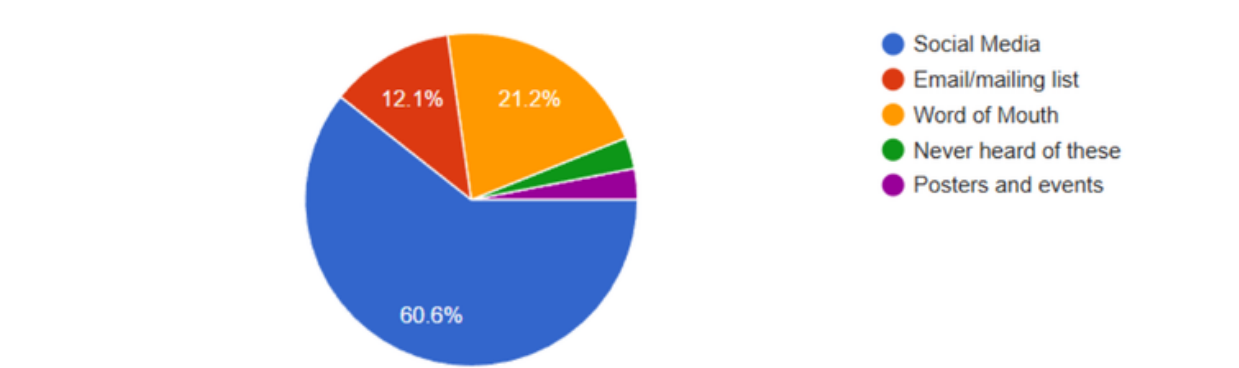
33 responses



Q5. How do you most often hear about charitable societies on campus? (33 responses)

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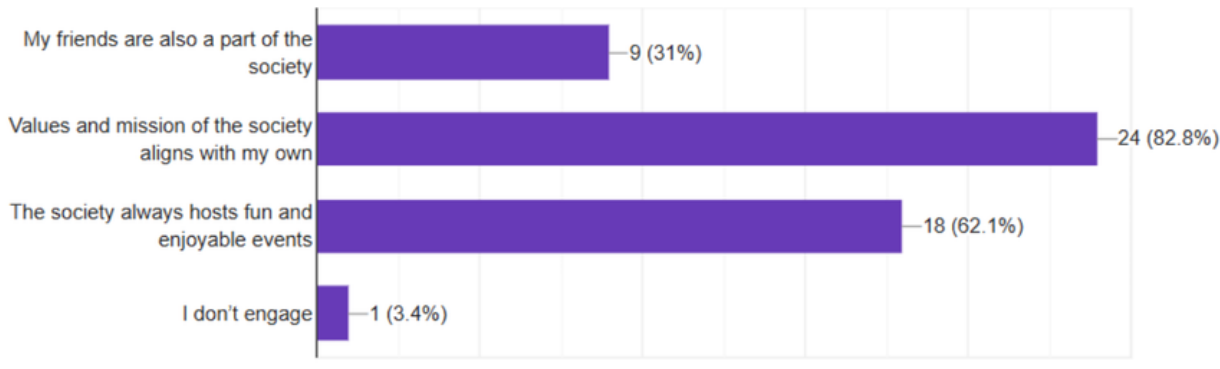
33 responses



Q6. What are the main reasons that as to why you engage in a charitable society (29 responses)

What are the main reasons that as to why you engage in a charitable society (if any) :

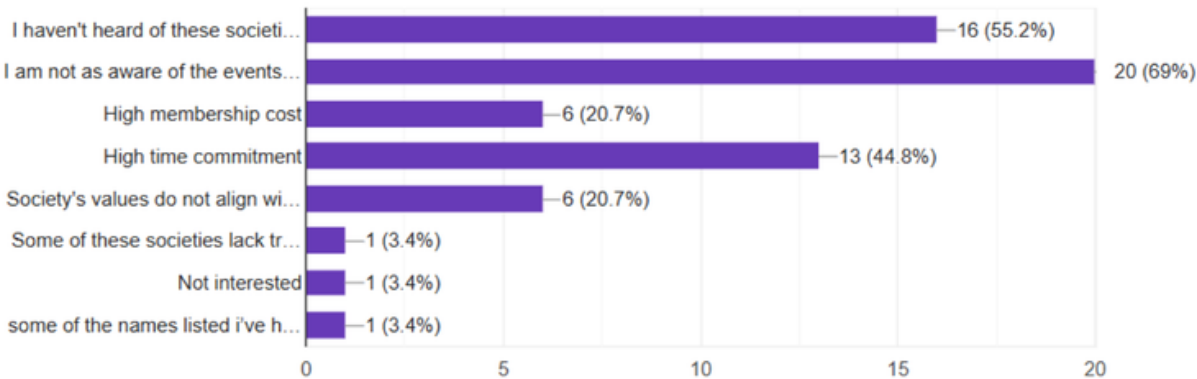
29 responses



Q7. What are the reasons as to why you are **not** engaged (if any) (29 responses)

What are the reasons as to why you are **not** engaged (if any)

29 responses



APPENDIX 2

Interview 1: Anonymous

Interviewer Q(0). Are you okay with us recording this?

A: yes

Q1. Are your marketing efforts and streams consistent for all your events, or is marketing different per event (e.g., bigger vs. smaller events)?

I think it's different for every event because we tend to throw a lot of different events. For example, this year's marketing for the actual fashion show was not very prominent because we were able to sell out all the tickets without pushing it that much, which was really good.

For our launch, for example, we used different tactics — we put up posters around town and also filmed a video, like an Instagram reel, to promote the launch.

Q2. Do you think that affects attendance (how much you market)?

A:

I think so, yeah.

Q3. How frequently do you post on social media, at what time of day, and have you experimented with timing vs. engagement?

A:

I've never experimented with the times, but usually I post in the evening just because that's when I'm free after class and stuff.

In terms of frequency, I would say once every two months or once a month — it depends. At the beginning of the year we post more frequently because we had things like headshots and introductions. Right now, we don't post as much.

Q4. Do you post stories on the day of events, showcasing what's going on?

A:

For example, for the show, we posted information like bus pickup and wristband collection. Afterwards, we did a thank-you post to our sponsors.

But we didn't post stories of the actual event itself.

Q5. Do you DM people who have attended events to invite them again?

A:

No, not really.

Q6. Have you asked other socials (e.g., union or other pages) to repost your content?

A:

At the beginning of the year, there's the Class of 29 page, and we did a shared post with them.

We also did a bunch of collaborations with other societies — more on events — and posted content together.

Q7. Do you have consistent branding strategies (colours, fonts, etc.)?

A:

We do kind of have a font that we tend to use — like our logo font. But we don't really have colours that we consistently use.

Q8. What has been the success of collaborations with other societies?

A:

For house parties, it was quite successful because we're not known as a music collective. So to attract people, we needed another audience as well.

Collaborating helped bring in their audience, which made those events successful.

Q9. Have you been featured in student newspapers (e.g., The Saint)?

A:

Yes — about the show. Two writers came to the show and wrote an article about it.

We were also covered by other fashion-related platforms like "Pots" and Her Campus.

Q10. Did that coverage increase attendance or interest?

A:

I don't think I can really measure that because the articles were published after the show.

Q11. Have you done stalls (e.g., bake sales, street events)?

A:

Not yet. I wanted to, but I haven't had time.

Q12. What promotion would you incorporate if you had more resources (time, manpower, funding)?

A:

More time and manpower to film more content — more pictures, more creative videos, things like that.

Q13. Is anything holding you back in marketing and promotion?

A:

Maybe the fact that we're a fashion society — we don't want to post too much advertisement content.

If we post too much, it might feel too commercial, which isn't the image we want.

Q14. Do you have any marketing ideas you haven't implemented yet?

A:

Maybe interactive ideas involving students around town — like getting them to participate in something and then enter a raffle to win something, like tickets to the show. That would be really cool.

Q15. Do you have a weekly newsletter?

A:

No.

Q16. How many committee members are there, and how are roles structured? What is the ratio of committee to general members?

A:

We have about 25 committee members.

At the beginning, roles were clearer — we had directors, assistants, and teams like creative, operations, and partnerships.

Over time, roles became more blurred because in societies some people don't pull their weight, so others step in.

We don't really separate committee and general members — if you're in the club, you're basically on committee (or a model).

Q17. Do you have a dedicated marketing role or team?

A:

Yes, we had a head of marketing.

I was also heavily involved in marketing and basically controlled social media. The marketing head would also come up with ideas.

Q18. Have you experienced any attendance drop-off?

A:

Not a measurable drop-off, I think.

Q19. Has engagement dropped since Freshers' Week?

A:

We probably get fewer viewers than during Freshers' Week. At the start, freshers interact with everything on Instagram, but later they choose their niche.

Also, early content like introductions and headshots was more engaging, which is why more people viewed it.

Q20. Why do societies engage with your society?

A:

A lot of art societies might want to collaborate because fashion is a form of art.

Also, collaborations bring together different audiences — for example, music collectives have their own crowd, and combining audiences increases turnout and exposure.

Q21. What is your society's mission and what does it offer to students?

A:

This year we support the Desert Flower Foundation, which raises awareness about female genital mutilation (FGM). It's a serious issue that causes infections and death for many women, and long-term complications for survivors.

I discovered the charity through a biography of the founder. It felt like a meaningful cause to support, especially since many members are women.

Students are generally very happy to support this mission.

Q22. Do you support a different charity each year?

A:

Yes, it changes each year. Sometimes even more than one, depending on the committee's decision.

Q23. Do you have clear branding as a society (e.g., slogan, faces, identity)?

A:

I show up at every event, and it's good for members to represent the society.

But the main "faces" of the society are the models, since they're featured in photos and shows.

Q24. Do you have an ultimate goal or theory of change?

A:

I want to make the society bigger and more inclusive.

Fashion societies in St Andrews can feel quite "cliquey," and I want to change that — to involve more people, even those not deeply interested in fashion.

Q25. What is your most important event?

A:

The fashion show.

Q26. Does that align with the event that brings the most engagement?

A:

Yes, definitely.

Q27. Is it better to have one big event or many small events?

A:

Not necessarily one or the other — smaller events can help build up to the big event.

But most energy goes into the fashion show.

Q28. What is your role on campus, and are you satisfied with engagement?

A:

It creates a strong community — it feels like a family working toward a shared goal.

After the show, everyone feels proud of what they achieved together.

I'm satisfied with engagement, though of course we always want more people involved.

Interview 2: Anonymous

Q1. Can I record you in this interview?

A:

Yes.

Q2. What are your marketing efforts and streams? Are your marketing efforts and streams consistent for all your events, or is marketing different per event? And does that affect your attendance?

A:

Yes, so broadly we start with the same package, which is firstly to have it on our weekly mailing list, and then to have it on our social media, which is normally just our Instagram. So that's the starting point. We then tend to do some more marketing if we feel that attendance hasn't reached the level we want it to have.

A couple of days prior, that tends to still be on social media, so that will be like reaching out to societies or other groups we know and asking them to repost it, and then just sort of doing more posting on our stories and things like that.

And I would say that if we do that extra bit, that does tend to help out our attendance, but broadly we start with that same marketing package.

Q3. Your social media presence — how frequently do you post, and at what time of day? Have you experimented with time of day versus engagement?

A:

We tend to post about once a week for the following week's events or the next couple of weeks' events. In terms of timing, we tend to post in the afternoon.

We haven't experimented that much, but broadly we found that in the afternoon that tends to be a good time. We've been trying to avoid multiple posts in the same day to maximize one post.

We haven't found that posting at a different time has made that much difference, especially because we tend to repost on our stories anyway, like an event post.

Q4. Do you post stories, and do you post during events as they're happening?

A:

Yeah, so we tend to do, as I mentioned, a couple more stories if we feel that we want to sell some more tickets. Then we try and do at least one post, probably one as the event is going on, especially for things like showing the way or something like that — more practical rather than marketing.

Then we try to do posts or stories once the event is finished as well, just to sort of round it up.

So yeah, trying to do a bit on stories to keep some kind of engagement going.

Q5. On Instagram, do you DM people? If they came to an event once, do you personally reach out and invite them again?

A:

Yeah, so again, this slightly depends on the event and is slightly up to the social media coordinators. But for specific events — for example, we had a jewellery-making event this last month — we had quite a lot of tickets to sell, so we did reach out to specific people we knew had been to events previously.

We're also in some group chats for other similar charities and societies, so we use that opportunity to reach out there as well.

So some targeted and some more general DMs.

Q6. Do you have any consistent branding strategies on social media (colour schemes, fonts, etc.)?

A:

I would say more colour scheme than fonts. Because we're tied to an international charity for women, they have light blue colours. So we tend to use a bit of that to maintain consistency.

We also have a logo from the charity that's blue and green, so we use that throughout. But for specific events, we're not too strictly tied to it — there's more of a general aesthetic.

Q7. Do you think branding is an important part of how you market your society?

A:

Yeah, I think Instagram is definitely important, and the way it looks is part of it. A lot of our events are focused on crafting and are small-scale, often women-focused spaces.

So our Instagram reflects that — trying to make sure it's very artsy, approachable, and inviting. We try to match those aims with how the page looks.

Q8. Have you done collaborations with other societies (beyond reposting)?

A:

We've had a series of events with one student who runs jewellery-making classes. This year we haven't had many collaborations with other societies, but it is something we've done in the past.

Those tend to be with other women-focused societies, like Women in Politics or similar groups. If we collaborate, it's usually with those kinds of societies, but not as much this year.

Q9. Have you been featured in student newspapers (like The Saint)?

A:

No, not really.

Q10. Have you engaged with academic departments (e.g., newsletters)?

A:

No, we haven't.

Q11. Have you done stalls (e.g., bake sales, outside the library, fairs)?

A:

Yeah, we quite often do bake sales outside the library. We had one on Friday, actually.

We also do Freshers' and Refreshers' fairs as well.

Q12. Do those stalls tend to have good engagement?

A:

Yeah, I think it's a good way to engage with people. As a smaller society, it can be difficult, but events like that are really positive for reaching people who wouldn't have heard of the society before.

Bake sales and fairs are good opportunities to have one-on-one conversations. Instagram is good for promoting events, but having that interaction is a really close way of introducing the society.

Q13. What promotion would you use if you had more resources (time, funding, manpower)?

A:

On the Instagram side, I'm really interested in Instagram ads. I think for societies it's a bit unusual, but in terms of fundraising, it could really benefit us as a smaller charity.

Being able to use social media more extensively would be really interesting — that would probably be the main thing.

Q14. Are there factors interfering with your marketing and promotion?

A:

I wouldn't say there are direct marketing issues. I think the main difficulty is more around when we host events.

In second semester, there's a broader decline in interest, especially around exam season. But I wouldn't say there's a specific marketing tactic issue that comes to mind.

Q15. What do you include in your weekly newsletter?

A:

It's mainly event-focused. We also include a section about what's happening in the wider charity, especially what Women for Women UK is doing and what's happening at headquarters in London.

We also include some committee updates. But there are no direct donation links — it's more about updates and awareness.

Q16. How many committee members are there, and how are roles structured?

A:

We have 16 committee members with defined positions. Some roles are more clearly defined — like executive roles, sponsorship reps, and social media reps.

Then we have a more general group of committee members, like representatives for different year groups, and subcommittee event members.

So about half have clearly defined roles, and half are more general support.

We have around 50 members overall, although I'd need to confirm that.

Q17. Do you have dedicated marketing roles?

A:

Yes, we have two social media and marketing coordinators.

Q18. Have you noticed attendance drops, and why?

A:

Yes, especially around exam season. Our events are quite drop-in — people buy tickets individually and don't need to be committed members.

Because of that, during busy periods like exams, people are less likely to go out of their way to attend.

Also, we usually have about two weeks of promotion time, and when planning becomes rushed, that timeline can shorten, which affects marketing effectiveness.

Q19. Why do students engage with your society?

A:

I think it's because of the focus on women. The charity supports women in vulnerable situations, and we emphasize that attending events in St Andrews contributes to that impact.

Students like feeling that they're making a difference, even from a small place.

Also, our events are inclusive but often women-focused spaces, which appeals to people. And they provide a space to talk about broader issues affecting women globally.

Q20. Can you summarise Women for Women's mission and what your society offers?

A:

Women for Women is an international charity that supports women going through educational programmes to rebuild their lives and communities in post-conflict areas.

As a society, we host events — often crafting-focused — where we discuss the charity's aims while also providing a cozy, enjoyable environment for students to relax and take a break from studies, while raising awareness and funds.

Q21. How many events do you host?

A:

We aim to host an event every two weeks, so around five or six per semester.

Q22. What is your ultimate goal as a society?

A:

Next year is about our 15th year, so a key goal is sustaining the society.

We don't have a strict monetary target — the main aim is raising awareness about the charity.

If we can spread awareness and keep fundraising going, that's our overarching goal.

Q23. What is your most important event?

A:

Officially, it's the Spring Art Showcase, where we involve local and student artists and create a community event.

But in reality, smaller events like jewellery-making workshops sometimes end up being more popular and have higher attendance.

Q24. How do you perceive your role on campus, and are you satisfied with engagement?

A:

As a charitable society, it's harder to maintain consistency compared to other societies, so we're proud when we run consistent events.

We have strong connections with other women-focused societies and charitable campaigns, which is beneficial.

Of course, we always want more engagement, but we're proud that people do turn up and enjoy the events.

Interview 3: Charities Campaign

Interviewer Q(0). Are you okay with us recording this?

A: yes

Q1. Value and identity, why do you think students do currently engage with the charities campaign?

A: I think, well, going off the subcommittee that is the most successful this year so far, obviously Race2, it's established, it's almost a tradition, it's also crazy and wild and exciting and new and not something you get to do every single day. And people have heard about it from friends. I think there is a lot to be said for word of mouth in this tiny little town and Race2 is definitely one that is spreading because of word of mouth, like 100%.

Follow Up: That's really interesting you went to Race2 because basically one of our like hypothesized recommendations is going to be like have a distinctive wacky event that is associated with you that is going to draw students in rather than like an average bake sale.

A: Well our most successful elements of the campaign are the crazier wilder things that we do.

Follow Up: Why do you think challengers hasn't been?

A: Challengers is complicated, that like fell apart for a number of reasons. It used to be quite successful, it used to bring in like 10 grand, even 15 sometimes, but it kind of fell apart a bit for bureaucratic reasons to put it shortly.

Follow Up: So not like student reasons?

A: Bureaucratic reasons and poor leadership I would say, meant that it fell apart.

Q2. Do you think the charities campaign has a unified, clear message/purpose?

A: No, I really worry about the publicity of our campaign.

Follow Up: Or do you think it is very fragmented?

A: I don't think that it operates fragmented, but I do think like publicity wise people don't know about the campaign. So it's like undervalued, the actual general campaign, so like people know about Race2, people know about Catwalk, people maybe know about take me out which is a part of Rag Week, maybe they know about Rag week this year because (name) did such a great job of publicizing it, but I mean in general I don't think people know that the campaign is behind all of that. Which is something I'd obviously want to improve next year if I get convenor.

Follow Up: Why do you think that is?

A: I think it's because Covid really, because it's established, the campaign has been about for like forty, fifty years, like we've got RagMags going back like years and years that like document how much we fundraise, in the 90s we were fundraising hundreds of thousands of pounds, which is crazy, like that's crazy for a small tiny university in the middle of nowhere.

Follow Up: Hundreds of thousands, and what is it now like thirty?

A: Well this year we're quite high, last year was like 82,000, was the total that the campaign raised, but previously in the 90s we were raising upwards of 60 grand which is a lot for the 90s. And especially considering the student population back then was a lot lower and things like that.

Follow Up: Less posh or rich students probably as well

A: Yeah, well, but like that's a crazy amount for a small university. I think that like Covid meant that a lot of the knowledge didn't get passed on, which was unfortunate but it's basically been a case of building up the campaign since then and I think each convenor has focused on a subcommittee, (name) Race2... but RAG this year is doing really well and Catwalk this year has done outstandingly compared to last year because obviously last year was a lot of stuff. But like it's been a case of building up each subcommittee and I don't think anyone's really focused on the general campaign, and when I started this year that was (name), she said she was going to work on that and then obviously didn't, but yeah.

Follow Up: So you think its like each of them are really strong in themselves but there's not a unified...

A: The thing is it does operate unified though. Like it doesn't sound like it does, but it really does, cause RowMo pitched to us this year, who wanted to change how the campaign worked and just how the societies officer and like all the sub-com societies, and like get rid of the general campaign, which obviously would never function because that completely undervalues the amount of time and effort everyone on the campaign puts in, cause we all put in a lot of time and effort on the campaign, on the general campaign you know like that would mean you wouldn't have like a treasurer, a secretary, a vice convenor, you know you would just have the convenor which would be way too much work for one person. But we do operate on a very unified front and this year has been such a joy because everyone really cares, and everyone wants to hang out and everyone wants to put the time and effort in, I just think we need to work a bit on publicity, personally, and also like our events sub-com wasn't very strong this year either, which meant that like...

Follow Up: Have you guys done any events?

A: We have done events, but they've been really... yeah the ceilidh was cancelled, but we are going to do, actually, we are going to do an event in the back field here, I don't know the date I do know it somewhere, and it's going to be called, unless we change the name, but so far we've all pitched the idea 'Lost in the Field' which I think is a terrible name but (name) and (name) were like this is a great name. Which is really funny, but it's going to be like a music festival-y slash crafts stall-y vibes, type thing.

Q3. When you say you think there hasn't been much attention paid to publicity, what do you think in particular would improve it? Another member working on it, or is it a strategy issue?

A: It's really important to have people in roles they are excited about. I think it's so important to have people that care, in places they care about. (name) and (name) really care about Race2 and it's really reflected in the work they've put into it. (name) and (name) are head of Catwalk and they really care about Catwalk and Catwalk has done outstandingly this year, I don't know if you've looked at their instagram page, it's actually ridiculous. They've nearly sold out of tickets, they are doing a really great job, and they've put so much time and effort in. There have been hiccups along the way as with every sub-com but like they've done a really really good job of building up Catwalk and like I think a big part of that was the fact that they got really strong publicity from the get go, they got people that were approached by FS for publicity and they said no to FS so they could do Catwalk and I think that having that strong publicity has really done them a lot of good. Point being, Catwalk has a really strong publicity crew without which I don't think they would have been as successful this year because I think publicity is a huge part of it.

Follow Up: When you say publicity is like posting really regularly, is it like how they communicate?

A: I think it's like coming across as professional, coming across as organized, coming across as established even if you are not that established. Catwalk is a relatively new sub-com on the campaign compared to Race2, Race2 has been going since the 80s or 90s, Catwalk is maybe 5-6 years old, 2017-2018 something like that, it's quite new compared to the other sub-coms. To say that it's probably going to be our second highest fundraiser this year is really impressive.

Q4. What are your most successful/least well attended events?

A: Race2 and Catwalk are the most successful. Least successful really depends, I would say events but our events team has been really, it was restructured at the beginning of this year by the convenor that stepped down, the whole events crew. So a lot of people signed up to it thinking they were doing what events did last year, which was collaborate with societies, get loads of people involved that wouldn't normally get involved, cute little easy events that are low maintenance but getting people engaged, getting people involved, making people feel like they are doing things and regularly fundraising, and just putting your face out there basically. That's what it was last year and this year it was restructured to do one big event per semester, so the ceilidh last semester and then something this semester. They lost direction I think when we changed convenors.

Follow Up: Do you think a strategy of those smaller events that are easy to organize and like a student can just go to a pub quiz is better, or is it actually better to just have one, really impressive event? I think in this town because society work and sports society work and everything is such a huge part of student life, like if you are in a sports club or like a society, like if they have a little charitable thing you would go to it. So I think what we've done is partnered outreach with... (other societies mentioned)

I also think that there's a lot to be said about being really accessible like communications wise. Like responding to emails, responding to the Instagram. I just think in general though with something like the campaign which has so many different branches to it, because we are a network of the union, so we come down from the union tree as a branch and then from that you've got each sub-com, you've got the general campaign, and each sub-com has their own fundraising officer, publicity. You have the union as a business and you have the union as student representation and then as student representation you have the president, etc, and then you have networks and then one of the networks is the charities. You have the charities officer who is in charge of USAC and then from USAC you've got Race2, Catwalk, RAG, Challengers, Cloakrooms. We are going to make Cloakrooms into a committee next year, because the way it operates at the moment is not sustainable. I just think the fact that we infiltrate different parts of the university as well, we have sub-coms and then we are trying to do these little events for societies and on top of that we have cloakrooms at all the big events.

Q5. So do you think it is useful to try to fill a gap in a charitable way that people aren't thinking about, perhaps behind the scenes?

A: I just think finding smart ways of making money for charity. Like a cloakroom, everyone is going to use a cloakroom at an event and running that for free with volunteers that will get a free ticket to the event, that's a great way to raise money. People are happy because they get a free ticket, you are raising loads of money.

Q6. What is the percentage roughly fundraised by Race2, Catwalk, Cloakrooms in contribution to the campaign?

A: I've got last year's numbers, so last year cloakrooms raised about 11,000 pounds, Race2 raised 57 grand, RAG raised like 3,800 this year they have raised 500 more, Challengers raised about 1,500 pounds.

Q7. Do you think having an explicit role for publicity and branding is important for the charities campaign?

A: I definitely think it's important. It's not just making posts and posts, it's going to the library and getting pictures on the screen, it's printing out posters and putting them up, it's asking other societies to repost stuff.

Q8. What do you think is your most successful outreach stream?

A: Freshers fair, word of mouth. Freshers fair plays a big role, especially for Race2 as by Refreshers you have to have already signed up. We had a waiting list for Race2 this year. Because of the way our university operates and you've got academic families, you've got societies, you join the tennis club and there are people from above years that are hazing you in freshers and telling you all these crazy things the university does, 'Oh I did Race2 last year' 'What's Race2'. Especially in this town, word of mouth.

Follow Up: Do you think that's scalable though? Let's say you were starting again, afresh, and the charities campaign wasn't established, do you think that would be the most successful outreach method? Or is it just such that your position as already established causes it to work that way?

A: You should talk to (name). Basically she has an email list of all the societies and she has a big spreadsheet with all their contact details, there's a bunch of group chats on Instagram that the charities campaign is a part of, both SRCs so other networks and society networks, charitable networks. I'd like to think that is also helpful for how we network.

Q9. Do you think that the general student body has an awareness of the charities and the specific campaigns within them? Or is that something that has been neglected?

A: I think this year we've been very poor in getting the charities involved. I think previous years we have done a much... because we didn't have a vice convenor for a really long time. There was a while where we just had an interim convenor and no vice, and the vice convenor and the secretaries' role is to be the first points of contact for the campaign, secretary especially, and make sure they are contacting the charities, keeping them updated, and getting them involved and all the rest of it. So we had a speaker night with the charities back in September, then our convenor stepped down and we didn't have a vice for ages, and now we have a vice and a convenor again. Basically I think next year we can do a better job of getting the charities involved and having them show face, because as much as we are raising publicity for us we are also raising publicity for the three charities that we're fundraising for. Like yeah we are giving them a big lump sum but also if we can raise some awareness for them as well along the way as part of what we do, last year we were a lot better about it I think.

Q10. Would you collaborate with other charitable societies here?

A: Yeah so that is something that we do, we have got a group chat with them and technically, the official role of the campaign is that we are the official fundraising body for the union, so for a long time if people needed to donate to charity or needed support with donating, or needs help with fundraising or wants to do charitable work, they approach us. That's our role, we are meant to support any students, it doesn't matter if they are affiliated with a society or a network or whatever, we are supposed to support them.

Follow Up: Even though you have other charities that you campaign for?

A: Yeah, it doesn't matter, we are about fundraising for anybody. If we lend our rails and hangers to someone, they don't have to be fundraising for us, they are still doing it for a charity. If we can facilitate any fundraising, that's great, that's what we are here for. We aren't just here to make our own goals, look great and have an amazing amount of money that we have raised for these three charities and look how great we are, it's about helping everybody and making it accessible and getting people involved. I think it's one of those things, fundraising and doing charities work, once you have a taste of it, if you have fun in having that taste, you are hooked.

Q11. Why do you do the charities campaign and why do you want to be convenor?

A: So when I joined for cloakrooms, the reason I got involved, I went to an AGM my first year and I had wine and my friend Lauren and I, it was a you-do-it-I-do-it type thing. We did it, it was a crazy amazing rollercoaster of a ride, it took up a lot of time, 150 hours of volunteering I logged last year for cloakrooms, it's a lot of late nights, a lot of organizing, a lot of time, but I think coming out of it and being able to say this fundraised 11,000 pounds for charity, being able to say I've put that much time into this thing and I've met so many people through it. I've made so many friends through it and had such a great time. Also just getting to know the general committee.

Q12. What do you think is unique about the charities campaign?

A: I think the sense of fulfillment people get from it. Personally, I'd say it's really fulfilling and I like knowing people, and you get to know people in the union and in charities themselves. I'm not doing it for the interpersonal connections, networking, but that is a lovely little fringe benefit you do get from the campaign.

Interview 4: Charities Campaign (2nd Representative)

Interviewer Q(0). Are you okay with us recording this?

A: yes

Q1. We talked about the most effective marketing being Instagram and the email, do you think that is because you have explored other options and they are just not as effective?

A: That seems to be the way that most things at uni get transmitted, so when I started it was a lot of Facebook events, but Instagram has become one of the big ones especially for balls and the marketing for Catwalk, which is quite elevated so it is one of the things we do our marketing through. The other aspect we do is like flyer-ing and attending freshers fair and that sort of stuff. I think unless you get people in a very good mood or have a good hook, flyer-ing doesn't really work, we tried it for RAG week and it had a varying degree of success.

Q2. Do you feel that your Instagram is personal, engaging or eye-catching in the same way a real world interaction such as passing out flyers would be? Or is it more numbers?

A: I think the charities one is more numbers because all of our sub-coms have their own one, so theres a Charity Race2 one, theres a Catwalk one, theres a RAG one, there is a Challengers one but it hasn't really been used this year. The interesting thing is our most successful sub-coms have a very strong cult following, so like Race2 there are people who will do it every year, and Catwalk is sort of you get involved in first year and then you keep getting involved and its very sort of insular, so we slightly rely on returning people and then word of mouth from them. So I found out about Race2 through my mates who had been to a freshers fair in first year, I think also in this town word of mouth is very powerful, but you can't obviously plan for that in a marketing strategy so we sort of really focus on hammering the Instagram, all the committee will reshare it to their personal, so that kind of does word of mouth, but yeah it's also because the charities campaign is bit of a union and it is a charitable sub-com we don't really want to pressure people into coming. It's sort of like these are the events we are doing and they are for charity, please come if you want! It's not you must come. Which I think it can be quite aggressive sometimes with flyer-ing, like 'you must come' or 'you are an awful person if you don't rock up to this 50 pound dinner', whereas we are just a lot more relaxed about it.

Q3. With Race2 and RAG being so successful, do you think it is better as a strategy to try to establish a more unique identity through one really big exciting, unique event, or to have smaller every week events?

A: I think it's definitely the unique aspect of it. That's something we always struggle with every year in terms of doing events, so our events sub-com, different convenors have different ideas for how the role works but in my opinion it should be sort of keeping the charities campaign in people's minds throughout the year, so doing different events not just bake sales, but smaller scale, like pumpkin carving or an international food market, that kind of thing was an idea, and just keeping it more in the forefront. But I guess, is your question more about fundraising or drawing attention? Because the bigger events draw in more money but I think the smaller events keep, because you can just forget about Race2 after its over, you do forget about RAG week when it's over, and those smaller events do keep the charities campaign in people's minds throughout the year.

Follow Up: So in terms of fundraising success, you think focusing on bigger events are better, but in terms of longer term establishing your presence so people don't forget you, having the smaller events is useful.

A: That's why I think the charities campaign is interesting because we have a mix of massive and smaller events, so also like cloakrooms are at pretty much every ball, that's another charities campaign has been there. It's just that sort of thing of keeping our name about. Because a lot of people will know Catwalk or know Race2 or know RAG but they don't necessarily know they are charities, whereas the events run by the charities campaign are, I think that's the difference.

Q4. Do you think that the structure and operations of the charities campaign is common knowledge to students? Ex: do people know Race2 is associated with RAG and the charities campaign or do they think it just fun and separate?

A: I think it comes across much more as a fun charity thing, and that's kind of how we advertise it to get people in, is like challenge yourself and raise money alongside your friends racing across Europe. All racers know what the charities are and we do encourage them to chat to every driver or ride about the charities in terms of raising money and that is a really great way of getting people to donate. This is something the vice convenor and I have been chatting about, increasing the publicity of charities and incorporating them more into events. So getting like flyers or speakers or something like that to make the causes more focused. I don't know if that would improve or decrease participation, it's also a lot of information to throw at someone, there's a lot going on in the charities campaign. I live it, to be just like 'yeah this is the charities campaign, these are all the different subcoms, these are the charities we support, this are all the different events we do', it's a lot. Which is why I think Instagram is a lot more digestible because you can go through at your own space, in your own time, and if you are looking for an event you can find what's coming up if you are looking for what charities we support you can see that, if you are looking for how much we raised last year you can also see that, it's varied types of information.

Q5. Do you do any collabs with other societies?

A: Yeah, that's what our events sub-com is focused on this year, so we've done ones with yoga soc where it's like non-members pay 5-10 pounds, 5 pounds of that goes to charity. Catwalk have done a lot with the bartending society, where they do a cocktail making night which raised a lot of money. We did a beach barbecue with Saints and DSN, there's a lot of stuff that goes on, and during RAG there's a lot of collaboration that happens because pretty much every event is a collab with someone, so we had sort of amnesty international, we always make candles, there was capture the flag and the 24 hour run which was with cross country and some of the sports clubs. There's a lot going on, we've had a bit of trouble with people pulling out of collabs this year because of Fife womens aid, which is one of our charities.

Q6. When you talk about word of mouth, do you find that it is hard to control that outreach strategy? Especially if potentially things go wrong with charities?

A: I think that is a great point. Everyone has their own opinion and they can absolutely chat to their friends about whatever they want. Fife Women's Aid was just a hard one because we either didn't disseminate the information properly or people just didn't have the right information. Which I think is the rough thing with word of mouth. It's also like if the location changes, you can't update everyone that you've spoken to. It's great I think in this town because if you speak to someone, chances are you are going to see them quite often, so it's easier to communicate that way. But yeah, Fife Women's Aid sort of went out of control for the little charities bubble of the union, but it didn't seem to touch the rest of the university.

Q7. Would you guys ever change it such that you had more control over what the charities are that you are fundraising for? It is stressful that you are dedicating time to fundraising for charities that you have no say over?

A: So we do have a certain degree of "say", so the charities are nominated by students every year and then we shortlist based on a variety of criteria that next year will be a lot more available for people to look at, but at the moment it's buried in a space on the Union website somewhere. But they can't have any political or religious affiliation, they can't receive money or have any affiliation already to the Union, to the university, and they can't be the same charity we had last year. Sort of making sure that the charities we support are in line with student values. So this year in our shortlisting meeting we had about six people from charities, two people who were paid by the union and one of the BAME network reps. So we just looked at the boards, are they all white, all male, is this something that we want to dedicate time and money to? And then we, we only ended up taking out two, and then the rest go to students to elect. So we are happy at the end of the shortlisting meeting that there's no glaring problems, we are happy to fundraise for any of them, and it's also quite empowering to then be like these are the charities you picked, so you go fundraise for them, to the student population. The year that it was Richmond's

Hope, that was a charity I nominated which made it all the way through, and it meant that I really wanted to get involved because it was just such a brilliant charity that is really close to my heart that I really wanted to support. So it's like that involvement, we have limited say, but it almost doesn't really matter what our say is, it's trying to get other people involved and if it's a cause that people really care about they'll get their mates involved, they'll fundraise, they'll get involved. So I think it's a really good model and it also allows us to defend a lot of our stuff. So that was the thing with Fife Women's Aid, it's like we can't remove this because it was a democratic election, if we overturn this it's a really bad precedent, and we are liable for all sorts of things. It's democracy, you can't really argue with it.

Q8. Do you feel like collaborating with other societies brings in more visibility? Does it take a toll in planning as well beforehand?

A: RAG week is sort of set up for collaborations. So there's like a head of societies is part of their subcommittee, so there is a person whose job it is to reach out to societies for collaborations. And then they work with another member of their sub-com, the head of events, to plan all these events. So their sub-com is set up for collaborations, it is a hard one because you think that more people are involved, less work, but trying to catch people, people are busy, life happens, uni happens. But the great thing is it's two different Instagram pages for example, the people who follow yoga soc might not necessarily follow charities and vice versa. So it's quite good exposure for both which has been a really great thing for us, especially with sports clubs. Because it just like, there's 10,000 people in this town, charities are great and big but it won't be reaching everyone. So, it's a good way of less work for us to reach many more people.

Q9. Do you have a dedicated marketing role?

A: So we have a publicity coordinator and a graphics coordinator. So, we are actually restructuring charities for next year to have a lot more clear direction over the marketing. So, at the moment our website is so out of date, our union website is so out of date, our Instagram's been fine, it hasn't been groundbreaking, we had a publicity coordinator, they quit halfway through the year so we've just recruited another one who does a lot of the marketing for nightline and sub-com, she's great and she's going to help us sort of come up with a strategy for summer and we will recruit someone for next year for the marketing. But we are trying to stress, without going into the minutia of how the campaign works, we have an exec committee that manages the rest of the general committee and from next year the secretary will be in charge of the direction of the marketing. So they will have a really clear purpose of like this is what the website is going to look like, this is what the feed is going to look like, this is the schedule for putting posts up, updates up, just remaining visible in people's minds and keeping current which is something I found that even with campaigning, I don't know what to post, I don't know what's going to perform well, I don't know what's going to reach people, but people are much more across that than I am. So it was a big focus for both the girls who are running for convenor next

year so (name) and (name) both really want to increase the publicity of the campaign. It's a big priority for us because I think we've got the operational side down, like Race2 works, Catwalk works, they run well, now it's just like getting more people that know about them...

Follow Up: People just focus on everything else and it works really well, but then they kind of like last minute think 'let's make an Instagram post'. And I think having someone who's whole role is to think about how's this communicated, what time am I posting, am I collabing with other societies, fully thinking about these questions would be good.

A: I think that was something, I was on uni hall committee before I became very involved in charities and that was something that we really emphasized, like one of my mates who was senior student, I was deputy, going into it it was like, right, we are going to post on this day, this day for these events that are happening this day, this day, this is going to go up on the story 24 hours before. She had a really clear plan of what the grid was going to look like, what the stories were going to act like, we weren't going to repost other people's things in our feed, but we could repost it on the story, there were really clear guidelines. Which I came into the role of convenor late this year because of all the Fife Women's Aid stuff, I couldn't really set out the expectations I wanted to but if I did it again, I think I'd make publicity a much more regular instruction. Because then I think it's so much easier to do things with if you know what the basic building blocks are, but if you are sort of going from nothing it's a lot.

Q10. What do you think are the reasons that students do engage with charities campaign? Do you think that value is communicated?

A: Committee wise I think there is, especially this year, there's been a really lovely sort of family friendly feel of the committee so it is like, we have a general meeting it's very informal we all just sort of catch up, go to the pub afterwards, it's a really nice place to be, and it's also like you are tangibly raising nearly 100 grand for charity. It's an incredible amount of money and advocacy to a certain extent as well to do. So I think that's one of the reasons why I stay so engaged, is like I can see the results as I'm part of the committee, I can see we start from 0, then it's Race2 signups, then it's RAG week then it's Race2, then it's Catwalk and like it's all, it all kicks off and you can see it happen. I think in terms of people engaging with events it's just providing events that people want to go to. So like Take Me Out is something that never really happens at other unis, you wouldn't really have a live dating show, so that's a kind of fun, novel thing that we do that people get engaged with. Also just like making events that people enjoy charitable, we did a RAG Bop where people paid an extra pound for your drink and that went to charity. So like taking advantage of things that people are already interested in and introducing a fundraising or volunteering aspect to them, that also works really well in Uni Hall. We did a couple free bars where it was like, it is a free bar but you have to give a one pound donation... We did the Saint Pub quiz and partnered with them in February and that was really great, like we raised nearly 200 pounds or something crazy because it was like 2 pounds per person and they love collabing with student societies, so that's something that I really want to do in both semesters next year, it's also just a great way, they linked a lot of their questions to the charities so it was a really cool

tie in. And I think that is the point of like, uni students are busy, they are tired, especially here, make their life as easy as possible. And that's why we've also, we changed our fundraising platform this year to a lot more accessible one, where it's like if I'm the person fundraising I have an app on my phone where people can just tap on it and it's like they don't have to go through a whole thing of like donating, putting their email, it's just like tap and go... I found that campaigning, everyone got an email with the election portal, right, but I was stood with a QR code that took you straight to the portal. So it's like have you voted, right take a photo of this, you are done. You don't have to go search through your emails. Just make it easy for people, take away the work and I think that is something that we have done quite well and I think need to do better with next year, is like making events just in the union where it's like you are going to be here anyway so come upstairs and come to this.

Q11. Do you feel when it comes to catering to students, is there a particular time period where the engagement for students would be higher?

A: There's a degree of capitalizing on people's sort of 'oh I want to do everything this week' which is a sort of feeling during freshers and refreshers. I think that also being aware of the events that you are planning around deadline season, so like don't do a Bop or a rave during exam or deadline season, do like a bake sale or like a craft night, or something wholesome as stress relief. So we sort of try and plan our things around that, that we are quite constrained in our calendar by the fact that RAG, Race2, Catwalk, they all have specific blocks so events sort of have to fill in the gaps left by them so we've got a festival, a music festival thing coming up that events are running in the field out back of the union, which is going to be our final big event which should be really fun, we are getting student bands and stuff in, doing craft stalls, but that's sort of it's on the 3rd of May so it's going to be during exam season but it's just going to be very chill and I think that is something that we really look at like as a student, and that's when I think the benefit of experience comes in, we've got quite a mix of the levels on our team, so being like this is when all the 1st year deadlines are, this is when the diss deadlines are, trying to work around those. That's always something that comes into our minds when we are trying to increase participation... And we are really lucky that Race2 has always been a vacation week so it's like, that's fine, that's set up, but yeah it's pretty cool, it's something that is taken into account a lot by the events team.

Q12. Are there any strategies that we haven't mentioned, or that you maybe haven't implemented that you think would work that you'd want to try?

A: I think maybe putting something in the Saint or something, like student newspapers, being like this is what's coming up in charities or something like that. I want to do a charities wrapped at the end of the year, doing something that's sort of periodic, like updates of like these are the big things coming up, I guess that sort of thing. And maybe also we put a lot of stuff in the union wide email and our emails, but maybe if there is an event with astrosoc or phys soc, putting it in the physics email, like attacking, sending it to different people, like school faculty, presidents or something. As a way of reaching more people, but then that's a lot of emails so yeah. It's trying to find the balance of like you don't want to annoy people but you want people to know what you are doing.

Q13. In terms of awareness raising charities, how would you go about incentivising students to get involved/care?

A: So we do a speaker night, it's always horribly attended, but we do it in like beginning of first year, we have the speakers from last year and this year come and talk about what the money would do. And it is a brilliant thing to come to but it's just another thing in the first three weeks of semester one which is always crazy busy for people. I think, the thing that I've been reckoning with is like with Race2, how much of an influence does charity have in that? Because a lot of people will use it just as, they'll raise the minimum and then go and hitchhike, and have an amazing time. Which is really fair, that's also what you can do, but it's this thing of, are you doing the experience for the experience or are you doing the experience for the experience plus charity? Are you trying to raise money for charity or do you just want a holiday? That kind of thing. Which at the end of the day, more money gets raised, so I'm very much of the opinion that any money raised is more than nothing, but when it comes down to intention I think it's really hard to police it. Because there are some people that will get involved because they really care about youth homelessness for example, or they really want to support MSF, but there are other people that are just like this sounds like fun, I'll raise money alongside it. Which, yeah, I don't know if that is an issue, it's something that makes me a bit uncomfortable sometimes, but what can you really do about it.

Q1. Are you okay with us recording this?

A: yes

Q2. What are your opinions on why you think students engage with charitable societies?

A: I think St Andrews cultivates quite a community where people feel the need to constantly do things and constantly be involved. I think it's typical of most universities, but I think it's (the community) is very tight in St Andrews because it's a bubble and everyone who comes here notoriously is a high achiever/overachiever, in a way that everyone is constantly comparing themselves and think that they need to be more involved in things. Doing one society is not seen as doing much, which is a crazy concept to me because, you have a whole degree to do *and* you're involved in societies? I think in comparison I wouldn't want to be involved in say, the hockey committee when I could be involved in a charitable society which has more benefit for the people. I'm someone who's quite political in everything they say and I feel that I should also be political in everything I do. I'm not affected by the refugee crisis and I'm grateful for that, but I can't just think 'oh well, it's not affecting me so what do I do about it?'. It would be untrue for me to not support in any miniscule way I can

Q3. Going back to the part about having overachievers, do you feel that you face a problem with students, especially those who come from economically privileged backgrounds, who are only involved for the sake of their careers?

A: We are an economically privileged university, and I think it's fair that we have so many business-based and non-charitable or consulting, more career focused societies. Many societies have degree programmes running alongside them to help make connections. I think it makes a difference, with such a small university with so many societies. People are so spread thin, and to be able to run a small, up-and-coming charity in St Andrews, that has had its moment and then lost its momentum; to gain that momentum back requires a lot of commitment and committed people. With there being societies that do not require as much effort, it's harder to get people involved in a charitable society that has almost no benefit to *you*.

Q4. What are the main factors that have driven your success over the past few years?

A: Our publicity is generally bad, in terms of reaching people we don't know is bad. Our publicity in terms of reaching people *we do know*, turnouts to our events and such is really good. So word of mouth is very good for us. I also think we've had a good committee running the operations. They're not required to do *that* much, but what they are assigned to do, they do well and they always show up to our events.

Q5. Do you have a publicity team?

A: Yes, we do have a social media head. We post infographics and events, but we haven't really capitalised on the idea of the entertainment factor and I think it's something we should be looking at going forwards.

Q6. Do your awareness-raising infographics get more engagement or your event announcements?

A: Our event announcements, we use them to repost about or socials which is where we get most of our outreach from. We're lucky enough to have lots of people surrounding the committee that are really helpful and invested and bring their friends along. We've also done a lot of collaborations which has helped us reach more people. We had a music event last semester, as my best friends are in acapella, so we managed to have their team perform for free for Jazz Night. So people who follow the jazz page (social media) or acapella page see our event and it helps us reach more people. I think the only downfall we have had is just not using our own social media fully. I think our word of mouth and collaborations and persistence in asking people to turn up to our events has worked really well.

Q7. Have you used more stalls or flyers, or would you say most of your publicity is done digitally?

A: I'd say it's dominantly digital. We learnt very quickly that people don't mingle at a bakesale outside the Union during the day, and we learnt that we make a lot of money if you hold the sale on a Wednesday night. As our team is predominantly from hockey, we can reach their friends from sports societies to buy our bakes. As Wednesday nights are the busiest in terms of student nightlife, you find more people to sell to. On these occasions people are more likely to stay and have a chat, and we direct them to our social media so that they pay attention to the things we post.

Q8. Do you find that such fundraising events like bakesales are a better chance to help people identify more with the values and mission of the society?

A: I think no, as we don't use fundraisers for awareness raising primarily. We have other events, such as a panel event we held last semester, in collaboration with Amnesty International, which we know has more reach. They have well-run and well-attended events. By collaborating with them and being visible at their events, we can direct people to our society as well. The panel was well attended and did raise a lot of awareness. We also have a collaboration with an IR professor who is hosting 6 events planned for Sudan Awareness-Raising week. I think we struggle in money-making and awareness raising in one event.

Q9. What would be strategies that lead to more people coming to awareness-raising events?

A: I think it's quite tough, but I also think it depends on the niche of the awareness-raising. A lot of the time we capitalise on the fact that we have a majority of IR students in turnout, so contacting the IR department has worked quite well.

Q10. How successful have the departmental emails been?

A: As far I'm aware it's been successful. But again, I don't know how much of that is coming from people that are already interested in our social media posting or how much of them have shown interest initially from the departmental email. But when it comes to awareness-raising events, we rely less on word-of-mouth. I find it hard to convince people to attend an awareness event as compared to a more fun event. Awareness-raising events are quite heavy and far from entertaining. There are people who are interested who do turn up, but it's harder to convince people who have not attended our events before.

Q11. Would you rather have smaller, more frequent events such as your fundraisers, or invest more time to have a rare, large-scale event?

A: We try to make sure we can do both. We have two people on committee who handle our fundraising bakesales, it is left up to them. When it comes to our other events our goals are to be a bit more bigger. Our music event for example was a big event with cocktails and acapella. It was a more entertaining night but it took more effort to organise. Between these events, I think it's a good combination to have small fundraising events, awareness events and such large-scale events from time to time.

Q12. Do you think you have specific marketing or outreach strategies that are a big part of your committee discussions for event organising?

A: I think we did initially when we broke down our events timeline in our first committee meeting. We already knew each other, so it was easy to delegate roles and make sure all of it was done so that they find the role interesting and not stressful on anyone. So it was definitely good to plan from the start.

It (marketing strategies) depends on the event. For our big events we have to plan it prematurely way before the event and would have to coordinate with our collaborations for publicity too. For our bakesales, we see the busiest nights beforehand before planning to see when we will have the most people. Going forward in terms of our outreach and our message, I think we need to re-evaluate our entertainment grabs, and see how we can make it seem like, more engaging and not just another event.

Q13. People engage with things that are often simple, clear and shocking, which doesn't marry to charitable messaging. So how do you feel you could balance it out in your publicity?

A: Our posts are pre-written by our ethics team, as they have very strict guidelines when it comes to posting which is completely understandable. I think half the time we rely a lot on them for our strategies. They have the biggest reach, and we have to try and repost that to reach our smaller subset bubble. I think a lot of the time we're trying to figure out a way to reach people that aren't usually able to access information that we're sharing. We normally see engagement from people who already know us and are interested in further information. We need to try to figure out a way to get new people in an ethical way.

Q14. Do you find that selling merchandise like your T-shirts is hard? Why do you think that is?

A: Trying to sell student t-shirts in this town is very difficult. I think most people on nights out tend to buy t-shirts more, but it's harder to get them to purchase our t-shirts *and* be informed of our purpose. We have sold most of our shirts through either our events that are not necessarily the most educational ones, or through word of mouth and hockey events where we sell two or three.

Q15. In terms of engagement, have you had a situation where students have been involved initially and then have dropped off? What do you think are the reasons that students don't want to engage in charitable societies long-term?

A: I think it's because initially students think they have time, which they don't. In the beginning they think 'oh let's join this, this and this.' But then they find that even if they want to commit they can't find the time to. I also think that there are so many different events going on in this town, so people pop in out of curiosity but very rarely would return to other events of the same society.

Q16. Do you feel that it's unethical or strays from the society's mission when there's a preference towards more flashy and entertaining events?

A: I don't think that we necessarily only have flashy events. Some people like flashy events, some people like music, some would enjoy a good panel. It's not necessary to do a big flashy event, it's just that people have different interests and different amounts of free time. I really like my charity and would really love to be committed to it. I'd like to think that people attend our events because they are interested in our charity and our missions, but with the number of events in this university, and the amount of time that students have, it's difficult to maintain that audience.

Q17. Is there any strategy that you haven't implemented yet but believe would make a difference in expanding your reach?

A: I think that capitalising on social media and affiliation to the Union, as it helps with advertisement, booking rooms, running fresher's week stalls, funds and such. I also think collaborations with *non-charity* collaborations will be helpful, as for people it wouldn't be much of a conflict of interest. You can be value-aligned with the charity as well, such as Women in Politics share values with us, but are not a charity so there's a whole realm of possibilities.
