The Rag Strategy Plan 2011/12

Improve the current volunteer experience within Rag

Raids
- Try to have at least one overnight raid each term [July 2012]
- Always look for the most comfortable accommodation options
- Make sure there is enough variety in charities and the cities we raid in (not the same in any one month if we can avoid it) [July 2012]

Events
- No late planning!
- Ensure all documentation and insurance is completed for events at least a week beforehand
- Ensure timing of events is kept to schedule as much as possible
- Expand the event portfolio with internal events [December 2011]
- Introduce a new international event [October 2011]

Committee and Reps
- Monthly (committee) and termly (reps) to discuss progress
- Give out rewards for amazing commitment to rag
- Introduce rules for lateness in committee meetings [September 2011]
- Strive to get committee a reward in the form of guest list or money off card [September 2011]
- Always ask for what reps and committee want in regards to stash/socials

Rag Profile
- Standardise Logo [September 2011]
- Ensure Stash is done when needed and is designed for grabbing attention
- Provide Rag committee presence at all events/majority of raids

Raise more than the previous total of £1,134,500.66

Raids
- Strive for maximum number of permits for a raid
- Increase promotion of raids [December 2011
- Increase the frequency of raids from last year
- Meet monthly with Raids Officer and Jane to discuss costs of Raids and keep an eye out for more cost-efficient transport options
- Create a standard claiming structure for transport expenses [October 2011]
- Include with every raid a 'Top Tips' to ensure the volunteer can achieve their maximum fundraising potential
- Make sure we always receive either 10% or the cost of transport from the charity

Marshalling
- Make the marshalling total more realistic [July 2012]
- Make the total more transparent [July 2012]
- Look into introducing a new system to promote increase participation in marshalling [January 2012]

Links with sections and university
- Alumni – set up a database with alumni contacts and support any fundraising alumni of Loughborough do [July 2012]
- AU – keep on with door collections at hey ewe and also introduce clubs 500 [January 2012]
- SocFed – continue challenge 1000
- College – introduce course 50 [September 2011]
- University – encourage department fundraising and staff orientated events

Finances
- Introduce a better claiming structure for volunteers [September 2011]
- Explore sponsorship avenues [at least one sponsorship deal by January 2012]

Events
- Increase promotion of all events [October 2011]
- Introduce new events
- Better the fundraising support – give every event at least one team leader to support participants
- Introduce fundraising target guarantee system [October 2011]
- Get rid of events that are cost-inefficient

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