



Welfare Campaigns Committee Meeting - 28/10/2024

Attendance: DM, CR, HH, CS, ST, HT, FBH, KT, BP, FA, CC, EC, ST, NP, RC, LN, CJ

Apologies: DJ, HW, FV

Absent:

Location: Conference Room

Introductions

Form for Campaigns

HH: There's a link on the agenda to fill out if there's any smaller campaigns you'd like to run throughout the year so please fill that in.

CC: Last year we ran campaigns on endometriosis and we did a career's campaign. It's a really good place to platform issues you care about.

DM: It's also a place where you can work on something for only a little bit of time and it benefits us as well.

HH: At the end I'll speak about how our year will look and you'll have an idea of where things may fit in.

Canva

HH: I will give out the canva log in to you all in the groupchat. Please go on and look at some of the stuff we've done before and you can have a playaround to get a grip on it.

Movember

HH: Our first campaign will be Movember and it will be all 30 days so it's a big one. So for anyone who was here, what worked well last year? What was missing?

FA: I think the collaboration with sports and societies worked really well. My first introduction to welfare was the netball v rugby charity match. This is a unique opportunity to get us out there and involved. Building those connections.

HH: Is there anything else you can think of?

FA: Cuth's Baking Soc. There's a lot of members and they do a lot of donations and bake sales.

CC: It wouldn't be hard to make it Movember themed also and we can all get involved with in some form: donating items.

DM: Make sure you have an allergen list as well please.



NP: We can also crosspost and that collaboration will be huge.

DM: When we did the fundraising last year we had to provide subsections for other sports and rugby didn't. It would be nice to have a central one.

FA: Cuth's Rugby do want in this year. We can also use the floodlit matches which are really well attended and I've been in contact with someone about that.

NP: I know someone involved in DU sports which we can use.

DM: The other presidents and I are going to do a Movember match as well so we'll have the donation from that. Personally I want to be the referee.

CC: Also what went well was the karaoke and pub quiz and we can do the karaoke after the formal but how do we ensure people pay?

LN: We could use the karaoke as an awareness event if we are struggling to get people to pay.

HH: Last year we also had a special drink called the 'Cosmo-ball-otian' and money from it went to Movember. We can do something similar if anyone has any ideas on a new name.

LN: The Movember formal is the 27th November.

HH: We did a video at the formal last year and we could use that as a round-up of all the events we've held throughout the month.

NP: The ice bucket challenge also worked well last year.

LN: It's worth thinking of who those people will be.

CR: That happened after the JCR meeting last time which could be the 14th November or 2nd December.

ST: We could have QR codes around at the karaoke and the fundraising total up so people can see it go up.

HH: We also had a raffle during the formal.

CC: Are we again marketing the formal towards the sports and societies?

LN: It'll be open to everyone but they can repost it on their stories.

CR: Are we shooting ourselves in the foot holding the raffle during the formal?

FA: I don't think it stands on its own very well and we will have enough on with our fundraisers through sports and societies.

CC: I think the moustache trackers are also a fun and personalised thing to do.

HH: I was thinking of nominating people from sports teams to draw people into the welfare instagram. Personally, I feel like not many freshers follow the account.

KT: I think the reason people don't follow it is because they think it's only there if you need it. I think having it tagged on the JCR instagram will get people to click through.

CS: If we want people outside the JCR we could allow people to submit and do a moustache of the week.



EC: We could handpick or do competitions between. We can do polls and if people see their friends involved they'll be more likely to follow the account.

FA: For involvement reasons, can we maybe hold a tournament instead of just the charity match so we can have more people involved in the event itself. As well I'd like to have a stall so we can talk about Movember's themes and information.

CC: We could give up one of the netball training sessions (if we talk to the president) and we would have guaranteed courts at MC.

HH: We also have a tennis court which we can use.

FA: Last year we did £5 each but with more people we could lower that to £3.

NP: I know women's rugby has 20 more freshers and they want to get involved.

HH: So we have the formal (raffle and karaoke), netball matches and ice bucket challenge.

FA: The Bailey v. Parson's match didn't work well last year but that was in the organisation. There weren't a lot of freshers turning up.

LN: Having the freshers play would be brilliant as it's a great pull for them.

FA: I have a group chat with 50 freshers who want to play football casually so I can message them to organise something.

CC: Plus the bake sale.

HH: Which can add on to our other events.

CR: The only thing as an add-on is that we will have to have it all approved so it won't be as casual as just rocking up and it will be worth going through Sue Cole.

LN: We can have QR codes so people can directly donate though the website will take a second to refresh. I'll have all the captains add their own teams to the website and it will add to our total.

HH: Logistically we need to talk about who's going to take what. Posts: we have prostate and testicular cancer, eating and body image as well as the mental health post. I want to talk to GG about holding more gym inductions during that time. Last year we focussed on suicide prevention heavily in the mental health post but I'd like to do that further in the winter break campaign.

CC: I think there's also a space to do intersectional posts.

HH: Are the MGRs okay to handle their own posts and take the lead on those? I will make a form so people can do what they are passionate about.

LN: We need dates before we assign events.

HH: Is there a strong feeling on when to do the matches?

FA: We will have to wait until we know when the floodlit games are. Ideally it would be a Wednesday.



HH: I hopefully should be able to sort those dates and come back to you. Another question: how do we establish that as an atmosphere at Cuth's and not just something we care about for the month?

FA: If we can hone in on starting conversations and we identify ourselves that will be huge.

LN: FA will have a speech between the starter and main at the formal where we can speak a lot about that.

HH: WG also made a video last year and laid out what is happening in the month. FA, are you interested?

CC: We can get other people involved as well. It's a great way to advertise.

BP: I can help put the video together.

LN: There's a Cuth's TikTok which we can also use. Crochet Soc may be able to collate a collection of crochet things to sell which can be used as a fundraiser.

FA: If anybody likes to run Movember do a 60km run which ties in the information and would be great promotionally.

BP: In terms of keeping it going, doing a campaign over Winter would be fantastic.

KT: Holding a poster campaign which brings up the themes we talk about during the month would be a good way to show that we still care about those issues.

LN: We could use the TeamCuths account and any money that we need for prizes we can use the welfare budget.

AOB

HH: The next meeting we will roll-in to our Winter campaign which covers a lot of subjects. Please be open about your busy periods and when you are able to help out most.

CC: When will our next meeting be?

LN: I would like one at the beginning of every campaign and maybe one in the middle of the bigger campaigns.

Meeting adjourned.