

FRIENDS OF  
*David Nott*  
FOUNDATION

Society Set-Up Guide

# Friends of David Nott Foundation

## Society Set-Up Guide

By the FDNF Manchester Team

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# Welcome

Thank you for reading our guide to setting up your own Friends of David Nott Foundation society! Through initially contacting the David Nott Foundation with the idea of the FDNF groups, to establishing the legalities and the creative process behind forming the first FDNF society at Manchester, I have learnt a lot.

First of all if you want to do this, go ahead! The work of the DNF is remarkable and fills an extremely necessary niche. The value of learning about this topic as a student cannot be understated. The DNF have been beyond supportive through this entire process and are incredibly receptive to your ideas. Make sure to keep in contact with them whilst running your society, for the betterment of both sides as you both have so much to offer each other!

On a practical basis, make sure you don't overlook the basics: an executive committee chat is really useful for monitoring the day to day upkeep of the society; appointing a well-suited Inclusion Officer will help sort things out for the best if any issues arise; and maintaining good records is vital - (use our templates)! Sometimes in the bustle of student unions, things get lost but if you maintain contemporaneous records of everything and know where you're up to, any issues will be resolved far quicker and with less stress on all parts! On the subject of student unions, work alongside each other as much as possible: they want to see you succeed and guidelines are there for good reasons, based on their prior experiences. Respect these and take active steps together to improve systems where you see opportunity to do so.

Make sure to have some fun socials and bond with the committee! A committee that enjoys working together and understands where each other is coming from in discussions ultimately will be more productive and fun all round. Simple things like remembering all success is a collective, listening carefully and consistently thanking the committee members go a long way. It's really important too to ask for feedback on a regular basis from your members and within the committee: you never know what you might miss and need to cultivate an atmosphere where people feel happy to express opinions, regardless of whether or not they are in agreement with your own. Getting on well with the committee also will protect you from burnout or overextending yourself; it is vital to delegate responsibilities and trust people to carry these out, as to respect their position in a role. A well bonded committee also makes any challenges easier to sort out!

It is also really important that we remember the significance and sensitivities of the topics we are working around and that our behaviour reflects this. Unfortunately, many of the patients treated by doctors trained by the DNF are facing some of the most difficult situations around the world. Try your best to become better educated on these issues, through attending talks/workshops, reading up and chatting about these issues with your peers or individuals affected, if given the opportunity. We all have so much to learn. In this regard too, it is important to highlight when speaking about these issues that our knowledge is of course limited and impacted by our own contexts/backgrounds; try to avoid speaking on behalf of groups of people or generalising and it might be a good idea to have on hand a few trusted resources

to refer people to - don't be afraid to say you need to learn more on a topic before you comment or that you have learnt more and perhaps now changed your opinion! Learning more about this area of work is fascinating and very interesting - always bear the society in mind when attending educational events put on by other groups and maybe even network a little! On the other hand, representing the DNF as a student society comes with its own responsibilities to abide by the ethos that the DNF strives to work by, which we too must emulate. Also remember that humanitarian medicine is only one part of the intersection of issues that play into bettering the world in which we live: for example, trying to minimise waste at society events (especially freshers fairs!) in an effort to be more environmentally conscious is important too. Lead through actions.

The people that I have come to know through his work are absolutely amazing and inspire me. From leading our committee, the past year, one of my most valuable pieces of advice is to follow up on any interest expressed by individuals. This is especially important if the individuals are perhaps a little quieter or haven't had experience yet joining societies or on committees: they could become your most valued contributors, just with a little personalised encouragement! Making the extra effort to remember names and message them with links to your events may be the push needed for them to join your FDNF group and completely change their (and your) university experience, create memories and friends to last! Often the most interesting people or contributions to be made in a room are not the loudest and this is so important to bear in mind - especially in committee meetings!

Ultimately our Treasurer, Omar, put it really nicely: 'If you work to pursue something that you believe in, people will come to support you'. The work of the DNF is such an important issue and something we are extremely fortunate to be able to raise awareness of. You attract the energy that you put out and will become even more inspired from the people that cross your path whilst carrying out this work. What I have learnt over the past year and the stories that I have heard, will undoubtedly impact the rest of my life and career.

Thank you,

Ellen Young

President of FDNF Manchester 2019-2021

# 1. An introduction

Friends of David Nott Foundation (FDNF) was first established at the University of Manchester in 2019 as a means through which students could support the David Nott Foundation (DNF). The David Nott Foundation was established in 2015 with the aim of educating surgeons and medical professionals with the skills to provide relief and assistance in conflict and natural disaster zones around the world. Through education, these surgeons can then teach others and improve both local healthcare and medical education in countries where need is most acute.

We aim to raise awareness of the DNF's work and fundraise to further this. All money raised from our fundraising goes towards teaching surgeons, many being from countries affected by conflict around the world.

We also try to run events that will help students be better equipped to follow careers in the intersection between medicine and humanitarianism, learn about issues in the context of health facing people around the world and bring people interested in these issues together through establishing a physical presence on campus.

Friends of David Nott Foundation is an independent student group, working with the David Nott Foundation directly to raise awareness of their work amongst university students and hopefully help train even more doctors.

As of June 2020, less than a year since the establishment of FDNF Manchester, further groups at Durham University, St George's University of London, Sussex University, King's College London have been established so far!



## 2. Setting up an FDNF at your university

If you are interested in setting up an FDNF society at your university, first of all check that there isn't already one in place! If there is no FDNF group at your university and you are interested in creating one, contact Rebecca McLoughlin at the DNF:

[rebecca.mcloughlin@davidnottfoundation.com](mailto:rebecca.mcloughlin@davidnottfoundation.com).

You will need sign the Memorandum of Understanding (MoU), which the DNF will send to you.

Most societies are registered at their university student union over the summer or winter break. Check when the registration period for new societies is at your university and what you need to do to complete registration. You may need to:

- Select at least a few **compulsory committee members** - this usually includes a President/Chair, Treasurer, and Inclusion Officer
- Complete **registration forms** for your Student's Union (this may also include a risk assessment for the society)
- Attend a **training day** put on by your Student's Union

Once you are fully registered, contact the DNF about getting t-shirts, leaflets, posters, and pens for your committee/events! In addition, sign up for the **Freshers Fairs** at your university - a great place to spread awareness of your work through chatting with students, making a presence (in person and on social media) with a stall and handing out pens/leaflets! There are also a few important things to consider:

- **Membership fees:** charging membership fees or not charging them is a personal decision for your own committee. You may attract more members through avoiding membership fees, although could use membership fees as a baseline of funding for your projects for the year. If you do decide to charge, we recommend you keep them low and consider multi-tiered fees for students from different financial backgrounds, if your student union can accommodate this. Also make sure that people interested in your society sign up as Members on your SU website.
- **Social media:** we have a section on this later the guide, but it is really important to set up your social media early on - ideally before Freshers. This is a key way through which you'll contact students and create a presence on campus. You should also be designated a section on your SU website where you can describe and advertise your society.
- **Documents/organisation:** we recommend Google Drive and using the recommended templates linked later this guide for minuting meetings and keeping spreadsheets on finances. It would be a good idea to have this Drive accessible through a centralised email (ours is [fdnfmanchester@gmail.com](mailto:fdnfmanchester@gmail.com)), which only the executive committee (President, General Secretary and Treasurer) can access.
- **Important contacts:** in the early days, it would be really useful to identify and touch base with key contacts in your university/faculty. Getting to know staff at the DNF, SU and medical school simplified a lot for us!
- You will also need to **report to the DNF** about your events and finances 3x a year.

# 3. Mandatory proceedings

As every student society operates under the rules set by the university's Students Union (SU), it is important to be aware of your responsibilities to the SU and fulfil them. This may not sound as exciting as organising your events -but it is equally important to helping your society grow.

## Some rules of thumb:

- Have your communication **recorded in writing**, and follow up any verbal communication with an email
- Create a **society email** and use it, when possible, over personal emails -this will help with record keeping and with professional handling of society matters
- Make sure any accounts that represent your society (social media, email etc.) are **safe** and accessed only by authorised individuals
- Read your **SU guidelines and constitution**; be aware of your obligations and responsibilities

## 3.1 Elections and handover

Society elections are an especially important part of running a society and it is important that they are handled appropriately and transparently.

Under our SU, the society had to appoint an Elections Coordinator to oversee the process. Even if your SU does not request you to have an Elections Coordinator, we would still recommend someone is responsible for managing your elections.

Student elections can occur in various platforms. This could be in the form of an Annual General Meeting when members of the society meet to vote on committee members or using an online platform. Regarding online elections, it is likely that your SU has its own platform and reviewed system that can be used; there are, of course, other alternatives for electronic voting that can be found online. Make sure you know your SU's policy about elections before choosing how to run them.

The rules of your elections should be made clear, and it is important to create an atmosphere that will encourage people to get involved and participate in your elections. You should:

- Be aware of the **rules** outlined by your SU
- Be aware of **who can participate** in the elections
- Stick to the **timeframe** provided by your SU
- **Communicate** the rules of your elections effectively among your society members as well as on your social media
- **Encourage** students to apply and get involved and thank those who did

When the elections have finished and the positions have been filled, a process known as '**handover**' follows. The purpose of this is to ensure that the new committee members have all the information that they need before they take over the society's activities, including any outstanding issues.

is essential to have a smooth handover process. Even if some individuals keep their positions for some handovers, it is good practice to maintain good record keeping for when new members acquire the positions. As new individuals take over, it is important for the interest of the society that you help them assume their new responsibilities.

To ensure a good handover takes place:

- **Fill out any forms** your SU requires (e.g. handover form, re-registration form) -this should be mainly done by the President, General Secretary, and Treasurer
- Be **honest and transparent** about any outstanding matters that need to be resolved - the new members need to be aware of them before they take over
- Remember to **limit access of your society accounts** to the authorised members: change your passwords and revoke access of old committee members
- Keep **clear records** and make sure new members have access to them
- Provide as much **support, advice, and guidance** as you can during handover



# 4. Fundraising done right

An important part of our work as student societies supporting the David Nott Foundation is raising funds. The fact that we accept donations means that we are trusted to handle people's donations up to the point where they reach the SU.

This is a big ethical and legal responsibility. It is therefore essential that you are informed about your legal responsibilities when it comes to fundraising. The SU can advise you with that and is likely to have its own framework of rules that will help you ensure your activities are legal. Make sure that you are aware of them and that your events adhere to them before you fundraise.

## Some important tips:

- The money donated cannot be used by the society or individual members -it should all be donated to the David Nott Foundation
- If you are using fundraising buckets, be aware of the procedure your SU requires you to follow (e.g. gaining permission, obtaining the buckets, sealing them appropriately)
- Avoid activities that put the raised money at unnecessary risk
- Contact the SU through every step of the way to make sure you have followed the necessary steps and that the fundraised money is going to reach the DNF
- Keep a record of how many funds you raised

## 4.1 How to go about fundraising?

### 1. Contact the DNF

DNF love to hear what fundraising events you have planned and may be able to support you with promotional materials. You will also need their bank details for the SU charity collection forms (also known as a Raising and Giving/RAG form).

### 2. Inform your SU fundraising team about the event you are planning

This gives you an opportunity to get advice, see if a risk assessment is required and get a RAG form.

### 3. Fill in a Charity collection/ Raising and Giving (RAG) form

This will include the charity bank details to which the fundraising is going, and a space for your email so the SU can tell you the amount raised.

### 4. Take the form to your SU and retrieve a collection bucket

This can be done on the day or the day before the event. Buckets must be sealed with a security seal.

## 5. Promote your event

Put up posters, go on to social media, update your newsletter, announce the events at lectures. Check out the *Section 8: Creating a social media presence* for more guidance.

## 6. Have fun fundraising

Be sure to tell people about the charity and where their donations will be going.

## 7. Give your collection bucket at SU

The SU will have a specific place to hand in collection buckets which is available at all times. Ideally, you would hand in the collection bucket there after your event, however if you cannot and must travel with the collection bucket bring a friend and stay safe. Travelling with a full collection bucket is risky and so you should try to minimise this.

## 8. Wait for an email from the SU and let DNF know to expect a sum of money

Once your SU has counted the fundraising and get back to you with an amount raised, email DNF to let them know to expect an amount to be transferred to them and ask DNF to let you know when they have received the fundraising. Add the amount to your fundraising record in your spreadsheets as well.

Some student societies support online fundraising. It is worth having a look at your SU guidance or emailing your SU fundraising team about it. Online fundraising may help broaden the scope of your fundraising event to include sponsored runs or charity livestreams and more. JustGiving is a potential platform to consider for collecting online donations, and it has already been successfully implemented successfully by FDNF King's College London.

When fundraising for a student society, money collected can go to either the society account or to the charity which the society supports. In the case of Friends of David Nott Foundation societies all fundraising **MUST** go to the David Nott Foundation. The best way to do this is to ensure that the fundraising money does not stop in the society account on route to the charity, but instead the SU is directed to donate the collected money directly to the charity.

## 4.2 The SU has your back!

For many students, a student society is the first time they assume a position of such responsibility. This may seem daunting at first, but the SU has your back!

- Do not hesitate to **turn to your SU** for any questions or doubts you may have
- The SU has **a team of experienced individuals** whose job is to support you -and in our experience, they are more than happy to do so
- **Participate** in any training days or courses your SU provides; these will help you understand how a society operates, as well as highlight all the ways the SU can help you
- Make the most out of **drop-in sessions** your SU has! Find out how you can sign up and how often they take place -the SU at UoM has drop-in sessions at least once a week!

- If you are unsure about your rights or responsibilities, or you have questions, have a meeting with someone from your SU
- **Stick to your SU's guidelines** -they are in place to ensure we remain within a legal framework

The SU is also a great resource when it comes to fundraising. Before turning to independent organisers or venues, it might be a good idea to speak with your SU first. Your Student Union will also have a web page with guidance about fundraising protocols and much more. Simply google the name of your student union followed by 'Raising and Giving'.

- The SU is a **trustworthy source** that is guaranteed not to scam you, so make the most out of it!
- Find out if they have any **recommendations** for reliable venues and/or organisers and contact them first
- The SU can also provide you **its own venues and equipment**, and it can act as a liaison to help you use university venues (e.g. lecture theatres)
- The SU may be able to help you **promote your events** -find out!
- **Ask for tips** on event organisation and promotion
- If in doubt, ask your SU!



# 5. Handling your finances

Managing your societies finances is not as complicated as you might expect, it just requires you to stay on top of it.

## 5.1 Getting and allocating funding

Once you have registered as a society there will be opportunities to apply for funding from your university student union or potentially from the medical school. A successful application for funding contains a **clear plan** with some estimations of where the funding will go. You can use the sheet 1 of the spreadsheet [FDNF finances template](#) to plan out future events and allocate funding towards them. This template works best on Excel but can also be used with Google Sheets. To access it as an Excel file simply download it using the icon on the left hand-side; to access it with Google sheets follow the prompt to open Google sheets.

**Allocating funding** requires you to answer the question: “what do I need to make this event happen?”

- Finding the price of the products online or asking for venue hire quotes can help you estimate the cost relatively quickly
- You can also estimate the amount of money the event will raise
- Weighing the cost of the event against the estimated amount it will raise is a good way to realise if funding is being allocated efficiently

For example, if in a bake sale you expect to sell 30 cookies, pricing each cookie at 50p, then you will fundraise £15. If you are planning to sell tickets to an event, then you can multiply the estimated turnout by the ticket price. Then, you can compare the amount you have fundraised to the resources you have used (including funding, time etc.) to assess the efficiency of your events.

The events you put up, depending on their size and work they demand, can fit in one of these 4 categories.

<b>High risk, High reward</b>	<b>High risk, Low reward</b>
<b>Low Risk, Low reward</b>	<b>Low risk, High reward</b>

Estimating fundraising using the method described is, of course, only a rough estimate. Often, the actual amount fundraised will be much different. However, in our experience events tend to make more money than we have estimated due to people’s generosity.

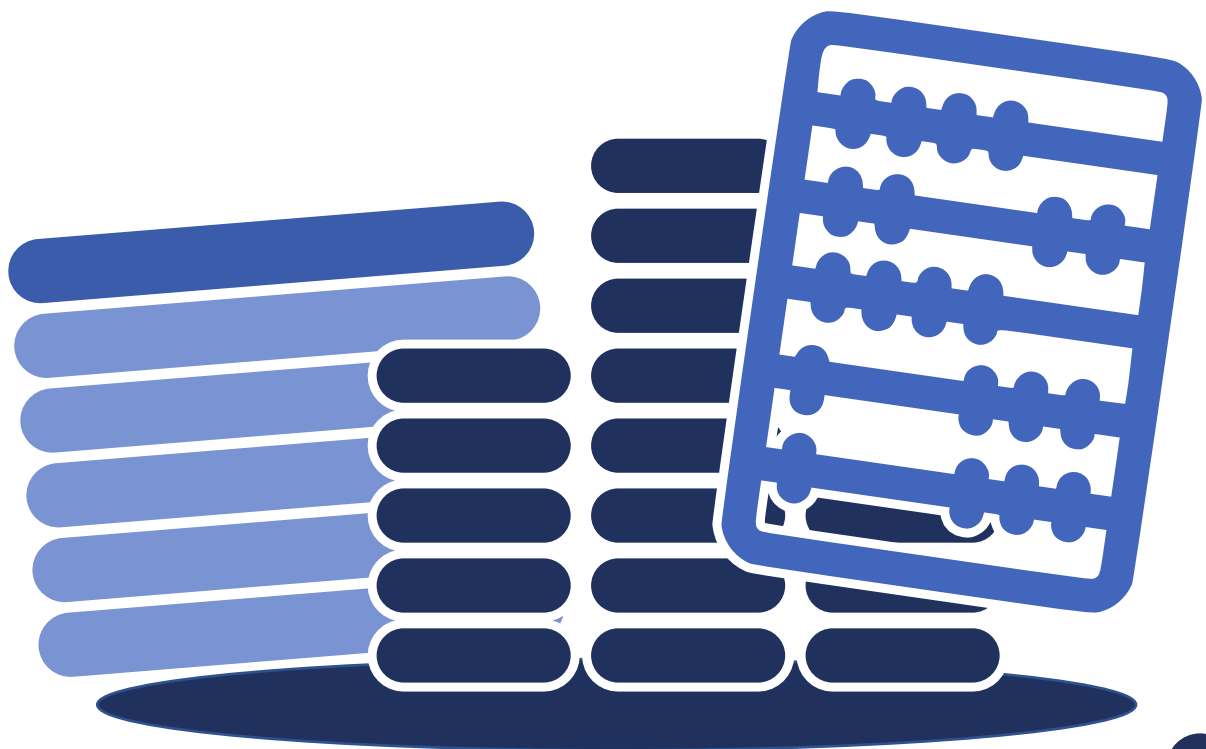
When organising an event consider **the free options**. There are so many incredibly talented and generous people who will be able to support your events with no charge attached. For example, ask your musically talented friends before thinking about hiring a DJ. Moreover, many venues will be free to hire for fundraising, and SU spaces are also available for free.

Whilst getting funding from sponsorships, selling memberships or products is possible for other societies, it is not within the ethos of FDNF. It would be inappropriate to associate the

charity with a sponsor and push advertisements and it would also be inappropriate to take money for funding from students who are wishing to donate in support of the charity

## 5.2 Keeping track of reimbursements, invoices, and fundraising

A piece of advice that echoes throughout this guide is to **keep a clear record of everything**. This includes recording reimbursements, invoices, and fundraising. The Treasurer of the society is responsible to ensure that society expenses are appropriate and reimbursed to the committee member who made the purchase; a space to keeping a track of each expense (when the purchase was made and if it was reimbursed) can be seen on sheet 2 of the example spreadsheet. Similarly, the Treasurer must ensure that fundraising is received by DNF. This requires emailing your SU for your fundraising figures and DNF for their figures and comparing across. A space for this is present on sheet 3.



## 6. Building a committee

Your fellow committee members are your most valuable resource. Their support and suggestions can transform an idea to a successful event. Therefore, make sure that you create an inclusive and respectful environment that is open to ideas.

Your committee members should each take over a part of the work required to run a society. Here are some tips we have found useful:

- **Define roles clearly:** members should be aware of exactly what they need to be doing
- **Delegate responsibilities effectively:** members should be neither overburdened nor underwhelmed
- **Reach out** to members of the student community: use social media, society fairs, posters, and even speak to your friends!
- Have **committee meetings** frequently to keep everyone up to date and engaged with your work
- **Socialise!** Break the ice among your committee members -this will make sure people communicate more freely with each other
- Still, maintain a **professional atmosphere** -the balance may be hard to find, but it is the golden rule
- **Quality over quantity:** although it may be tempting to include as many people as possible, it is always better to have an organised, dedicated team of fewer individuals than a larger, but less committed group of people
- **Different is good!** Including people with different personalities, backgrounds and ideas will bring multiple viewpoints to the table that can help you organise a variety of events, accessible and appealing to a wider platform of students!

On the following page, you can find the structure of our committee for 2020-2021 (table 1). This is by no means a set template: it is likely to change over years depending on our size, needs and goals. You should structure your society in a way that fulfils your own interests -no society is the same.

Another point to consider is that it is likely that students might want to get involved in our work but may not want to or be able to commit as much time as a committee member is expected to. In addition, there is only so many places in a committee; sometimes, passionate individuals may not have made it through the elections. Therefore, we launched a new role, the **Society Ambassadors**.

- Ambassadors must **submit applications**, which are then considered by executive members of the committee
- Ambassadors can **help as much as they can!** This can range from showing up to our events to organising their own!
- Ambassadors are a great way of **engaging** first year students or other students who may end up becoming committee members in the next year -this was certainly the case for us

- Ambassadors can help you **spread the word** of your society!
- Most importantly, some of our Ambassadors came up with ideas for some of our biggest events and were crucial in making them happen

<b>President</b>	<b>Oversees the society:</b> Coordinates FDNF's activities, acts as the society's spokesperson, chairs society meetings, ensures the society fulfils its responsibilities to the SU and DNF.
<b>Treasurer</b>	<b>Handles the financial responsibilities:</b> Maintains records and provides reports to the committee and DNF, manages the monetary accounts, ensures funding money is accounted for and fundraising money is donated to the DNF, ensures the probity of the society's finances.
<b>General secretary</b>	<b>Organises and administers:</b> Maintains activity records, acts as society liaison with the SU, assists the President in the coordination of FDNF's activities, minutes meetings, assumes responsibility for the administrative side of the society
<b>Inclusion officer</b>	<b>Encourages diversity and inclusivity:</b> Ensures the society positively engages with diversity and inclusion, encourages accessibility of FDNF's events, handles any matters that arise on these issues.
<b>Head of events and fundraising</b>	<b>Oversees fundraising:</b> Acts as a liaison between the President/General Secretary, oversees and partakes in the planning and logistics required for organising and executing our events
<b>Events and fundraising secretaries x3</b>	<b>Organise fundraising:</b> Brainstorming, planning and executing our events calendar including booking venues, liaising with speakers, sorting the logistics for events, liaising with the social media team to ensure promotion of events and attending events to ensure they run smoothly.
<b>Social media and advertising secretaries x3</b>	<b>Promoting our work:</b> Designing posters, banners and flyers for events, managing the social media accounts of the society. If they can do some photography or editing, this is an added bonus!
<b>Phase 1 (pre-clinical) representatives x2</b>	<b>Spreading the word at medical school:</b> Promoting FDNF events among pre-clinical year students, sharing events before lectures, sharing on social media, putting up posters, helping out at our events.
<b>Phase 2 representatives x3</b>	<b>Spreading the word at medical school:</b> Promoting FDNF events among pre-clinical year students, sharing events before lectures, sharing on social media, putting up posters, helping out at our events.
<b>Allied representatives x3</b>	<b>Spreading the word in allied courses:</b> Open to all students on courses allied to Medicine, promoting FDNF events amongst your peers, helping out at our events sharing events before lectures, sharing on social media and putting up posters.

Table 1: Structure of committee at FDNF Manchester 2020-2021

# 7. Events planning and organising

Organising events, coming up with ideas, and seeing them come to fruition, is one of the most exciting parts of running a society. Your events can raise funds and awareness about the DNF, encourage more people to get involved in your work, and inspire students.

There is no recipe for a successful event -but here are some tips:

- **Speak to your committee!** Everyone's input is valuable when it comes to ideas or advice, and everyone has a skillset that can help you!
- **Use your resources!** Your university faculty, the DNF, other FDNF societies, other students and student societies from your university can link you to contacts or local speakers that might help you put up an event.
- **Strike a balance** between academic-focused events, such as lectures or classes, and social events, such as movie screenings or cake sales
- **Promote your events!** Create a build-up, spread the word on campus, target your audience.
- Keep in mind that you **represent the spirit of the DNF** when organising and promoting your events
- **Get more people involved!** Cooperate with other students and student initiatives
- **Coordinate and delegate:** different members of the committee should put up an organised effort to set up and promote your events
- Remember **the SU has your back!** Refer to your SU for any guidance, tips, advice, and keep in touch with them for your events.

## 7.1 Collaborating with other student societies at your university

One of the best things about building a new society is getting involved with student life on another level, which is made even better through working with other societies and student groups! Try to avoid the mindset of competing with other societies: you all have something unique to offer and collaboration often gives rise to the best outcomes.

If you are within the **medical faculty**, we'd advise getting in touch with as many societies as possible that you could work with. For example, you could run a simulation event with the surgical society, or a surgical presentation with the anatomical society too! Some of our events this year have focused on health on an international scale: this is something that a global health soc or Student's for Global Health can collaborate with you on! There are also other groups working in the context of humanitarianism, such as Friends of MSF (Doctors Without Borders) or Student Action for Refugees.

When collaborating, make sure to set out **whose job is what** and exactly what you are sharing. Also make sure to **follow up** after an event, so that any money raised is split accordingly.

Another organisation that you may wish to work with is '**Scrubbed Up**': this new website is a one-stop shop for anyone thinking of applying to med school, providing tips and advice on



things they wished they'd known themselves, what medic life is really like etc. They are looking for articles, vlogs and other contributions from the med school community and have made the David Nott Foundation their charity partner! The Scrubbed Up website can be found here: <https://www.scrubbed-up.com>.

## 7.2 Record Keeping

As your society grows, so does the importance of **record-keeping**. With more events to organise, more people to inform, and more things to keep in mind, maintaining a clear record of your activities can help you organise your efforts efficiently. Record keeping can:

- Outline the future actions required
- Specify who should carry them out and by when
- Be used as a reference by other committee members

There are 3 tips we keep in mind when it comes to recording our meetings:

- Everything that should not be forgotten should be recorded
- The records should sufficiently inform someone who missed the meeting
- If someone goes through our records, they should understand our working process clearly through the records

Record keeping is largely the responsibility of the General Secretary, especially for society meetings. The Treasurer is responsible for keeping a record of your financial activity (refer to section 5. *Handling your finances*).

On this link, we are providing a [template for keeping minutes](#) of a meeting. No template is perfect, and it is good to make your own as you figure out what works best. However, this template might help you keep in mind some useful notes. You can also find many templates online.

# 8. Creating a social media presence

## 8.1 Social media accounts

In terms of social media accounts, before we even took part in the Freshers Fairs, we had already registered our Facebook, Instagram and Twitter accounts:

- All of these accounts were under the username [@fdnfmanchester](#) and all profile pictures were the **FDNF logo** - make sure to use this logo and not the DNF logo!
- Cover photos were supplied by DNF and replaced with **committee photos** as the year progressed.
- **Keep things simple**: our Instagram/Twitter bios simply state 'Student society at UoM supporting the David Nott Foundation.'
- We'd recommend linking your social media accounts to the central FDNF email and keep a secure document of passwords accessible by the executive committee!

In terms of creating a following, **consistency is key**. Try to post at least once a week and hopefully more! Even if an event does not have too many attendees, it is really important that you post about it and take photos (angles can work wonders)! Showing that you are actively doing stuff will encourage people to come along and follow your society's work.

It is also worth trying to cultivate a 'look' to your page and recruiting social media/advertising secs who have an eye for what works. **Canva** is a really useful website for designing posters. A lot of their templates are free and look rather professional! As with all things, reflect on what has gone well and not so well. If a certain type of post gets a lot of likes, maybe stick with that format!

Join your university's **Medsoc Facebook group** and any other relevant groups (e.g. for nursing students, pharmacy etc...). These are great places to share your events onto and make people aware of what you're up to!

With big ticketed events such as large speaker events, trickle out tickets and announce when they'll be released prior. This shows off the popularity of the event and makes people excited for it!

## 8.2 Newsletters and mailing lists

Whilst social media is a great way to reach people interested in your society, you may choose to create a mailing list. **Mailchimp** provides a great free service which includes the ability to make mailing lists (from which people are able to easily unsubscribe) and tools for creating really good-looking emails. The advantage of using Mailchimp instead of directly sending emails from your email account is that using the latter will likely lead to your email account being locked as your Gmail, for example, recognises your mass email as spam.

# 9. Liaising with DNF and FDNF societies

## 9.1 Contacting DNF

Your main point of contact is **Rebecca McLoughlin** at the DNF:  
[rebecca.mcloughlin@davidnottfoundation.com](mailto:rebecca.mcloughlin@davidnottfoundation.com)

Always check with DNF if you are unsure whether something is appropriate - can also refer to the MoU and DNF website. Remember that you are representing the work of the DNF in a student capacity and the responsibilities/ethos that comes with this.

## 9.1 Contact us (FDNF Manchester) and other FDNF societies

There is currently a WhatsApp group chat for Presidents/Chairs of each group nationally. We are planning to expand this into a Facebook group for national committees as we grow too - this will facilitate collaboration between groups and plan joint events/share ideas!

If you have any questions at all, please do not hesitate to email us at:  
[fdnfmanchester@gmail.com](mailto:fdnfmanchester@gmail.com).

We are happy to answer your questions and help you as much as we can to spread the word about the David Nott Foundation!

# Thank you and good luck!