

BUSU Clubs Summit

Clubs Training

Tuesday, March 8 from 5 – 8 pm

Isaac's Union Station



Outline

1. Financials & Club Funding
2. Sponsorship
3. Partnership
4. Goal Setting
5. Communication
6. Club Guide
7. Administrative Requests
8. Ratification
9. Tips and Tricks
10. Reminders



Financials & Club Funding



Financials & Club Funding

- Fiscal Year May 1, 2022 - April 30, 2023
- What is club funding?
 - Through a successful referendum the Brock University Students' Union Clubs department was granted a student levy. A portion of said levy is dedicated to club funding.
 - Club may request club funding through a request form and presentation to Clubs Policy Committee
- What is the Clubs Policy Committee?
 - CPC is the committee composed of Club Manager, VPSS, BUSAC members and student-at-large members
 - CPC responsibilities include but not limited to the following
 - (a) Ratifications and de-ratifications
 - (b) Supplemental grants, policies and procedures directly and/or indirectly related to clubs
 - (c) The general operation and behavior of all ratified clubs



Financials & Club Funding

- Where can I access the club funding request form?
 - On Experience BU - Clubs Portal
 - Submit your requests 10 – 21 days in advance
- Important Notes
 - Clubs can submit funding requests once a semester
 - Clubs can only be reimbursed for CPC approved purchases
 - CPC meets once a week and can accommodate 1 requests at a time
 - Clubs 500 policy rules
- Can't see the Funding Request Form?
 - The funding request form is only open to members of the Clubs Portal page on ExperienceBU
 - Request to join the page by filling out the form: **Clubs Portal Access Request Form**
- Questions?
 - Email clubs@brockbusu.ca



Funding Presentations

- When submitting a funding request on ExperienceBU you must include a **presentation** and a **detailed budget** outline
- Introduction
 - Example:
 - Name & position title
 - Club Description
 - Brief overview on what your club does, what is important to your club, mission, vision and perhaps goals.
 - Year in a Glance
 - Brief overview on month-to-month activities
- Event Breakdown
 - Walk through on approved club events especially those with financial matters
 - Each stand alone event shall have its own slide
 - Reoccurring events can be placed on a single slide
- Expense Breakdown
 - Potential purchases not associated with club event or meeting
- Quotes
- Budget Breakdown



Event Breakdown Example

- Event date: Wednesday March 17th 2022
- Time: 5-7pm
- Event location: Foundry Lofts
- Event title: Club Social (approved by SERMA)
- Expected number of attendees: 25
- Costs: Prizes
 - \$25.00 digital gift cards x 3
- Total event cost: \$75.00
- Additional event details: We are looking forward to hosting a Winter Social with our club members. We plan to play Kahoot and board games



Expense Breakdown Example

- Expense: Social Media Giveaway
- Expense date: Monday April 5th – Friday April 9th 2021 (is there a specific timeframe for the expense?)
- Purpose of expense: Social Media Club Campaign
- Cost of expense: \$10.00 digital card x 5
- Total cost: \$50.00
- Additional expense details: We are running a Get to Know Us campaign where we publish club content and folks can be entered to win a digital gift card. Campaign is free of charge and goal is to create larger following and participation.



Banking

- BUSU works on a reimbursement system for approved purchases
- If a club is approved for funding they must bring in the itemized receipts, invoice and/or proof of payment to the BUSU clubs department
- If the item is costly please email the Clubs Manager (clubsmgr@brockbusu.ca) and we can arrange payments on your behalf
- All club funding grants stay within BUSU therefore **only the signing officers** are able to come into BUSU to make any/all transactions
- If you are depositing into you BUSU account we only accept cheque (make payable Brock University Students' Union)
- Owned funds in BUSU
 - In BUSU clubs have 2 banking accounts, one belongs to club funding grants while the other account is Owned funds. These are the funds the club has collected (i.e. membership fee, sales etc.
 - Clubs are able to deposit/withdrawal into their owned accounts via cheque requisition



Reimbursement

- How can I be reimbursed on approved club funding expenses?
 - By providing an itemized receipt or invoice and a completed cheque requisition
- What is a cheque requisition? A cheque requisition is an accounting term which refers to a form used to request payment such as club reimbursement.

Brock Student's Union Cheque Rec Form

Date: 2021-01-29

Instructions:

4 - Add a brief description of each expense claim and the date the expense was incurred
 5 - Enter the total amount of the expense including tax in column E, the amount of HST from your receipt in column F, then check that the total before tax is correct in column G.
 6 - Attach receipt behind Cheque Rec Form
 7 - If you are unsure of the proper Account Name or Number please consult your Club Manager/Club Team

ONLY THOSE FORMS THAT HAVE BEEN PROPERLY COMPLETED, AUTHORIZED AND SUBMITTED WITH RECEIPTS WITHIN 30 DAYS OF PURCHASE WILL BE PAID

HST ONLY ON CLUB FUNDING - NOT ON FUNDS IN TRUST

Company Name on Receipt	Date	Account Name	Account Number	Total incl. Tax	HST	Total before Tax	Purchase Description
						-	
						-	
						-	
						-	
						-	
						-	
						-	
						-	
						-	
Total Amount of Claim				-	-	-	

Cheque payable to:

24 Club Name: _____

25 Mail or Hand Delivered? _____

26 Address if Mailed _____

27 _____

28 For BUSU Office use only _____

29 Club Manager: _____

30 Claim Approved By: _____

31 (Supervisors Name and Signature)

Account Name	Account Number	How to fill out the name & number
Club Expense	52800-080	For approved Club funding expenses
Club Funds in Trust	21005	For Club's own funds-not funding

- if you are unsure of the proper Account Name or Number please consult your Club Manager/Club Team



External Banking

- Clubs may bank outside of BUSU ONLY with Scotiabank on campus
- The club is responsible for said bank account
- Make sure you have a financial plan and system on how to govern said bank account
- Be sure to regularly review bank activity and maintain up-to-date financial records
- For those who bank externally and wish to request club funding shall provide an up-to-date account balance
- UPDATE: As November 2021 Michelle Tontegode is the point of contact for club Scotiabank accounts Michelle is also new to her role at Scotiabank, we welcome her with open arms to the BUSU Clubs World
- Questions? Email clubsmgr@brockbusu.ca



Sponsorship



Sponsorship

- Sponsorship
 - Clubs can be sponsored by Brock partners or BUSU
 - External partners? Requires permission from the Clubs Manager and VPSS
- Fundraising
 - All club fundraising efforts must be risk managed
 - We recommend as another avenue for generating club revenue
 - Revenue can be attributed to club activities or event club charity initiative
 - Examples of fundraisers: Crowdfunding, donations, pay what you can tickets, talent shows, club socials and more
 - Prohibited fundraisers
 - Auctions
 - Lottery
 - Pub Crawl
 - Homemade Bake Sale



Partnership



Partnership

- Steps to Partnership and Sponsorship
 - Document available on the BUSU website
 - Questions? Email clubsmgr@brockbusu.ca
- Partnership Examples
 - Club to club
 - Joint events, campaign, initiatives, workshops etc.
 - Club and BUSU
 - Club to faculty/department
 - Orientation, events, initiatives, engagement etc.
 - Club to community organization/business
 - Joint events, campaigns, fundraising etc.



Partnership

- What to consider?
 - Tell BUSU Club Manager who you wish to approach for possible partnership
 - What to offer to partner and what partner can offer to club
 - Partnership agreement (note all contracts must be reviewed by BUSU)
 - How to approach partner i.e. email, form request or social media
 - Backup plan, in the event partner says no have alternatives prepared
 - Be mindful of time as partners prefer well in-advance notice



Goal Setting



Goal Setting

- Goal setting is an important piece to the club puzzle especially during a time of transition. It is best to meet with your team and discuss club goals you might have in mind.
 - How will you measure success?
 - Can we implement a new club element?
 - Can we offer a new club experience?
 - Can we improve our visibility or the visibility of others?
 - Can we be more accessible?
 - Can we broaden our networks?
 - Can we improve on time management or communication?



Club Guide



Club Guide

- As part of ratification, your club will establish a club guide
 - Template available on the BUSU website
 - Items include:
 - Purpose of the club
 - Membership
 - Roles of executives
 - And more



Administrative Requests



Administrative Requests

- Examples
 - On the BUSU website:
 - Ratification (March 11 – April 1)
 - Simply Voting (February)
 - On ExperienceBU
 - SERMA
 - Zoom (pro account available to club)
 - Club Funding (cheques, cheque requestions, etc.)
 - Graphic Design
 - Poster Printing
- General rule
 - **Please submit 10-21 days in advance for requests**



Clubs Portal



Clubs Portal

- The Clubs Portal on ExperienceBU has all the resources you will need to run your club smoothly
- As a member of a BUSU Ratified Club, you can request access to the Clubs Portal - where you will find resources and forms such as:
 - Funding
 - Room bookings (TBD)
 - Poster printing/design
- To gain access to the Clubs Portal and resources exclusively for club members, such as room and table bookings - please complete the Clubs Portal Access Request form on our ExperienceBU page



Ratification



Ratification

- Ratification is the action of signing or giving formal consent to an agreement, making it officially valid
 - When you submit and receive approval of ratification, you are an official BUSU club
 - Ratification opens March 11 – April 1
- Items needed for ratification
 - Membership list
 - Executives' names and Brock emails
 - Club email and social media
 - Club Guide
 - Club summit completed quiz
 - And more!
- The ratification form will be on the BUSU website – clubs page



Tips & Tricks



Tips & Tricks

- Clubs are fun and exciting for all those involved! It can also be stressful to plan all of your events and activities
 - Reach out for help from the Clubs Team
 - Plan your events and finances in advance
 - Submit requests that need administrative help 10-21 days early
- Social media is a great tool to promote your club
 - Use hashtags, tag other pages to promote your club
- Update the Clubs Team when you have a change in:
 - Logo and contact info
 - Membership
 - We use this info to also promote your club!



Reminders

- Remainder of the sessions are on the Clubs Summit agenda
- Any updates, resources, documents and recordings will be available on the BUSU website – Clubs Page
 - <https://www.brockbusu.ca/involvement/clubs/>
- Ratification opens March 11 – April 1
 - Submit early to avoid missing information
- April 2022
 - Club transition
 - Use the Transition Document to help with transition of information to the new executives
- May 2022 – August 2022
 - Start planning for September and brainstorm what you want accomplished as a club
 - Events to keep in mind: Club Fairs, O-Week and Homecoming in September



Club Walk-in Hours

- The Clubs Team emails are in the handbook
- Schedule an appointment to chat!



Thank You and Questions

