Wild Fundraising Pack

Advice and tips to help you raise money for The Wildlife Trusts
Thank you for choosing to support the work of The Wildlife Trusts!

Each of the 46 Wildlife Trusts is an independent charity: together, we are protecting and restoring wildlife throughout the whole of the UK, Alderney and Isle of Mann.

We’re on a mission to restore at least 30% of land and sea for nature by 2030 – and we’re so glad you’ve decided to help us make that happen. By raising funds for your Wildlife Trust, you’ll be helping to support wildlife and wild places where you live, putting us right on track to reaching our goal. We truly couldn’t do it without you.

It’s a big ambition, but with people like you on board we know we can do it. So, let’s get fundraising!

How your donations could help

£10 could buy a bow saw to help our volunteers with woodland management
£50 could buy a vaccine used to vaccinate badgers against bovine TB
£100 could run an environmental education session for young people
£500 could fund a species survey to make sure it’s protected

From setting up a sponsored run to organising a special event like an afternoon tea party or bring and buy sale, you can help raise funds in all sorts of ways. This pack is filled with hints, tips and ideas to inspire you, and don’t forget each Wildlife Trust is only a phone call away if you would like any more guidance.

Good luck and thank you!
Choose a Wildlife Trust

Wildlife Trusts across the UK, Isle of Man and Alderney do all kinds of amazing work in their local areas all year round, including work to restore precious peatland, planting wildflower meadows, protecting endangered species, and helping people experience wildlife first hand. Projects are happening all year round — including work to restore precious peatland and wildflower meadows, protect endangered species, improve learning opportunities, and help people experience wildlife first hand. They wouldn't be possible without generous supporters like you working hard to support your local Wildlife Trust!

Take a look at the map and choose your local Wildlife Trust to raise funds for. Click on your Trust’s name on the next page to be taken to their donation site.
Choose a Wildlife Trust

Find your Wildlife Trust below, and click on their name to be taken to their donation site.

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Step-by-step guide

**What, when, where, who & weather**
To kick-start your fundraiser, you’ll need to think about:

- **What** kind of activity or event you want to do, check out the next page for inspiration.
- **When** you plan to do it – will it take place on one day or over a whole week? Make sure to pick a date well in advance so you can let everyone know about it!
- **Where** it will take place.
- **Who** you will invite to watch, take part, or sponsor you.
- If your activity is outdoors, you’ll need to consider what the **weather** is like and whether this will affect your plans.

**Set a goal**
Give yourself a goal of how much you hope to raise for your Wildlife Trust. You’ll be amazed at how this will encourage people to support you.

**Promote**
Now it’s time to shout about your plans!

- Put up posters in your local area, in your workplace or even around your home!
- If it’s an event that other people can attend, send out invitations with details of things like time and location.
- Create an online fundraising page that you can share widely on social media – this will allow people to sponsor you quickly and easily.
- Tell your local Wildlife Trust your plans. They’d love to know and can give you guidance as well as help you promote it.

£35 could buy 10 new dormouse shelter boxes

Thank you
Fundraising is **fun**

Here’s a selection of ideas for community events and sponsored activities to get you started – take your pick!

Cake sale  
Car wash  
Knitting challenge  
Open gardens day  
Assault course  
Skydive  
Run a marathon  
Community Picnic  
Book sale  
Walk for wildlife  
Talent show  
Game tournament  
Garden party  
Treasure hunt  
Mini-Olympics  
Shave your hair  
Quiz night  
Raffle  
Night-time walk  
Abseiling  
Tea & cake party  
Arts & crafts sale  
Bingo  
Welly wanging  
Sports day  
Wild dress up  
Bring & buy sale  
Sponsored silence  
Fun run  
Coffee morning  
Dawn chorus walk  
Wild sleepover  
Wine tasting  
Give something up  
Movie night  
Football match  
Auction  
Barn dance  
Casino night  
Bike ride

Get **wild**, get fundraising!
Online fundraising
Most Wildlife Trusts have a Just Giving page that you can find in this guide. This means you can link your own page directly to theirs, and any money raised will go straight to them. However, other fundraising platforms are available, such as BT My Donate and Virgin Money Giving.

Stay safe and legal
It’s your responsibility to ensure the safety of everyone involved in your event. We suggest doing a risk assessment beforehand for the location of your event to make sure you have considered any hazards. Check Saint John’s Ambulance for more information.

Most events on private land such as a school or a workplace don’t need a licence, just permission from the landowner. Events on public land like a park or a high street will require a licence which you can obtain through the local council.

The Wildlife Trusts
Why we’re here
People need nature and nature needs people. Wildlife Trusts are here to make the world wilder and make nature part of life, for everyone. We’re helping to make life better – for wildlife, for people and for future generations.

Who we are
The Wildlife Trusts is a grassroots movement of people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us. We have more than 800,000 members, 40,000 volunteers, 2,000 staff and 600 trustees.

What we do
For more than a century we have been saving wildlife and wild places, increasing people’s awareness and understanding of the natural world, and deepening people’s relationship with it.

We look after more than 2,300 nature reserves, covering 98,500 hectares, and operate more than 100 visitor and education centres in every part of the UK, on Alderney and the Isle of Man.
Every penny you raise can make a real difference to The Wildlife Trusts and our mission to return 30% of all land and sea to nature.

Remember, your Wildlife Trust is only a phone call away if you need any further help or advice.

Good luck and thank you for your support!