



# You're amazing: Shout it from the rooftops!

Congratulations on becoming part of Team Panda, we are delighted to welcome you. Every penny you raise will help us to protect our beautiful planet.

**Do it for the challenge.  
Do it for the planet.  
Do it for the Panda.**

## Where will your money go?

- £5** could buy food for a ranger for a day's monitoring in the field – rangers work very long hours and are often in the field overnight when working in remote locations
- £10** could buy three metres of stone "buffalo wall" built by community rangers to prevent human – wildlife conflict
- £25** could buy over 800 tree seedlings to be grown from seed in a nursery and then be distributed for planting in critical areas of tiger habitat where the forest has been heavily degraded.
- £105** could pay for a summer field uniform for rangers helping to protect Amur leopards
- £500** could pay for the purchase and installation of an infrared camera trap (including film and batteries) to help monitor tiger numbers in Bardia National Park, Nepal.
- £1000** could buy a radio transmitter to track and monitor trans-located rhinos

## Tell your story

Fundraising is about getting your story heard and inspiring as many people as you can to give generously and support your cause. These tips will give you some useful ideas on the best way to achieve your fundraising goal.

1. **Who can support you?** The best way to kick-start your sponsorship is to make a list of everyone you can approach for support. For example your family, friends, colleagues and local community. You could ask them if their contacts would support you.
2. **Personalise your fundraising page:** Set up your online fundraising page with either Virgin Money Giving (need link) or JustGiving. Visit [justgiving.com/WWF](http://justgiving.com/WWF). Personalise your page with photos, videos and your stories.
3. **Your first sponsorship:** Make sure your first sponsorship pledge is a high one as it sets a good example for others to follow.

**GO TEAM PANDA**

[wwf.org.uk/events](http://wwf.org.uk/events)

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WWF-UK a charity registered in England and Wales number 1081247 and in Scotland number SC039593,  
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4. **Get online:** Use a blog as an online diary or scrapbook to share your progress, news, and information about WWF. You can add links, photos and videos. Send group emails as a free and simple way to send fundraising appeals, invitations, information and thank-you notes.
5. **Get social:** Increase your reach by using social media like Facebook, Twitter, Instagram and Youtube to upload your stories, photos, videos and links to get your fundraising
6. **Contact your local newspaper:** Tell them about your event. Remember: allow plenty of time when trying to gain media coverage. Magazines may need a couple of months, while newspapers and websites will require less time.
7. **Share your story at work:** Tell your colleagues via email, noticeboards, company newsletters and word of mouth. Ask your employer to support you by matching what you raise. Studies show that corporate employees feel pride and loyalty when their company participates in philanthropic endeavours.
8. **Put up posters:** Ask local venues such as pubs, shops and leisure centres if you can put up posters promoting what you're doing. You can find a variety of leaflets, posters and invitations on our website [wwf.org.uk/eventshub](http://wwf.org.uk/eventshub)
9. **Wear your team training vest:** Wear your 'The Panda Made Me Do It' vest while you train, to show your team spirit and to get your message across.
9. **Why WWF:** Tell people why you're fundraising for WWF. Visit our website to find out about our work. Or do you have an interesting personal story?

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## FUNdraising

Here are some ideas to help you reach your fundraising target. Please share your own ideas with us at: [facebook.com/groups/wwfteampanda](https://www.facebook.com/groups/wwfteampanda)

- **Go home early!** In return for a donation or sponsorship, the donor gets to go home an hour early. This one needs the support of senior management!
- **Win a day off!** Another one you'll need authorised! But how about holding a draw at your workplace to win an extra day's leave?
- **Lunchtime quiz or bingo!** Run a lunchtime quiz or bingo for colleagues. Have a small entrance fee and the winner could receive half the entry fee or a prize.
- **Photo competition!** A 'guess the baby' photo competition is always fun at work. Or how about a quiz to match people with their pets – which dog, cat or goldfish belongs to which colleague?
- **Car wash:** Wash your colleagues' cars! But make sure that this exclusive and unusual service is well paid...
- **Use your talent!** Babysitting, cutting lawns, walking dogs, cleaning windows, ironing, painting and decorating, typing, cooking a meal, shopping – the list is endless!
- **Coffee mornings /afternoon teas:** Charge a set fee or sell individual items. How about panda-shaped cakes? Or foot-shaped biscuits?
- **Car boot sales:** One person's rubbish is another's treasure, so sell all those things you no longer need. Be cheeky: tell the other car booters what you're doing and get them to donate some of their goods and raise some valuable cash.

