



# EMPLOYEE FUNDRAISING ACTIVITIES

## INTRODUCTION

*WWF strives for what we call a One Planet Future – where people and nature live in harmony, thriving within their fair share of the planet's natural resources.*

What better place to start the journey towards a One Planet Future than in the workplace? After all, it is where we spend a huge proportion of our time. By encouraging staff to support WWF and embrace our vision of a sustainable and thriving natural world, you will show that you are a company that cares.

Raising awareness of WWF and its work could not be simpler. This employee fundraising pack will give you a wide range of ideas, depending on the amount of time you can spare, from one hour to one day. It could be as easy as the click of a mouse, or as energetic as a sponsored race.

Here is WWF's ultimate guide to raising funds and awareness at work...

> [Benefits to your company](#)

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## INTRODUCTION



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### Benefits to your company

Employee fundraising for WWF will:

- Boost pride and increase morale & motivation
- Improve team relationships, departmental collaboration and communication throughout your whole organisation
- Increase fun and enjoyment in your workplace!
- Help to develop your employees' skills and increase responsibility
- Help to retain and attract employees by showing that your company cares.

Remember to:

- Tell us about your fantastic fundraiser
- Take loads of photos
- Have lots of FUN!!

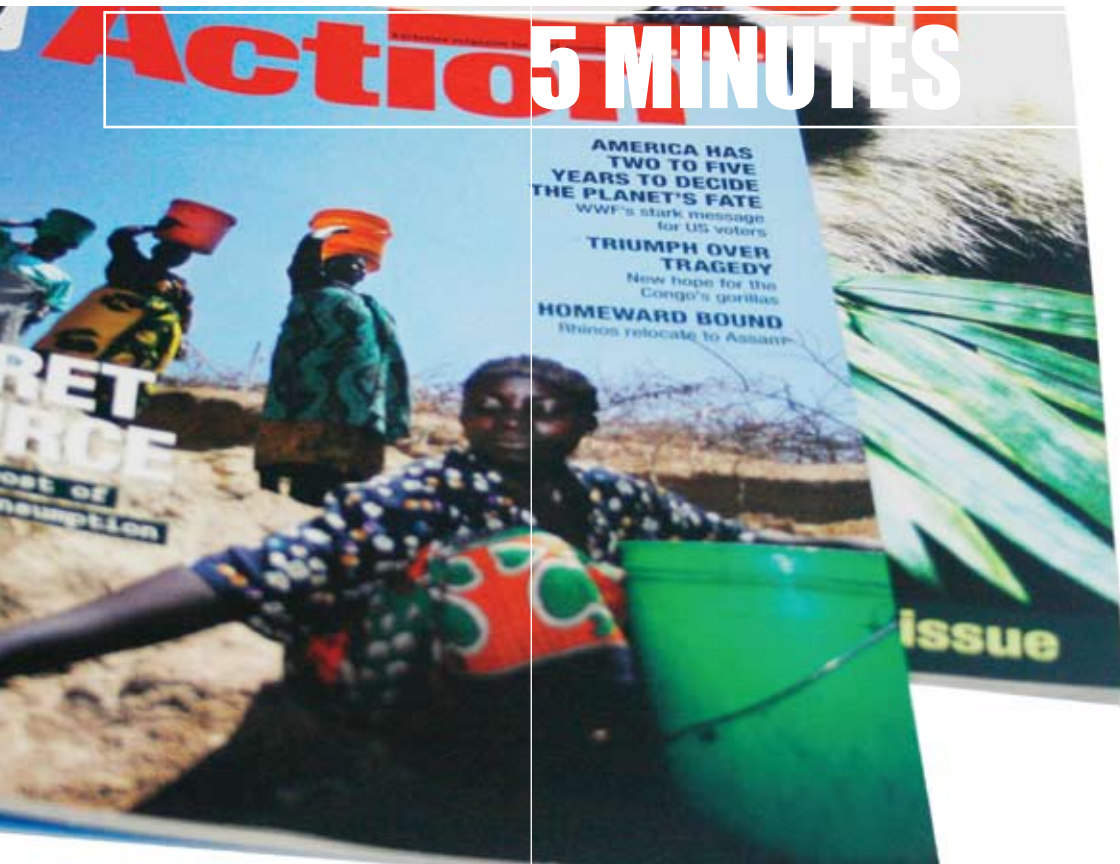
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- [Become a WWF member](#) from as little as £3 per month – sign up at our website and receive WWF's Action magazine
- [Adopt an animal](#) – sponsor an endangered species through the website and help WWF protect the creature and its habitat for £3 per month. Choose from seven species: orang-utan, tiger, elephant, panda, dolphin, polar bear or rhino [>www.wwf.org.uk/adoption](http://www.wwf.org.uk/adoption)
- [Buy eco-gifts](#) from our online store [>www.shop.wwf.org.uk](http://www.shop.wwf.org.uk)
- Join over 20,000 other [WWF e-campaigners](#) and influence those in power to make the right decisions for the environment [click here to join](#)
- [Measure your footprint today](#) – use our state of the art ecological footprint calculator to find out your impact on the planet. [>http://footprint.wwf.org.uk/](http://footprint.wwf.org.uk/)

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- Nominate WWF to benefit from your company's 'pennies from heaven' scheme – spare pennies from employees' salaries will help support WWF's vital work for people and nature around the world  
><http://www.penniesfromheaven.co.uk/membersf.html>
- Green office dash! Why not see how many 'energy hog' stickers you can stick on light switches, computer monitors and mobile phone chargers left on and not being used in 30 minutes! For every sticker correctly placed, get your company to donate 50p as a reminder to conserve energy and to support WWF at the same time
- Organise a dress down day or 'wear organic' day and ask colleagues to donate £1 to take part
- Post WWF information and fundraising ideas on your intranet, fostering support and generating awareness for the cause.

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**1 HOUR**



EARTH HOUR

- 'Sign up and Switch Off' – Join WWF's Earth Hour on 28th March 2009, the global stand against climate change, for further information visit [www.wwf.org.uk/earthhour](http://www.wwf.org.uk/earthhour)
- Find out whether your company sends out surveys to the general public and if so use a donation to WWF as an incentive for every completed questionnaire sent back – we suggest a 50p donation per each questionnaire returned depending on the amount sent out
- Invite a 'Give As You Earn' organisation to visit your office to encourage staff to sign up to the company's payroll giving scheme – encourage colleagues that sign up to support WWF
- Bake cakes and biscuits in the shape of pandas and tigers, sell them to colleagues and donate the proceeds to WWF.

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- **Sponsored 'Walk to work day'** – Why not encourage your colleagues to walk, cycle or car share and donate the money you would have spent on petrol or public transport to WWF?
- **Charity breakfast** using local and organic produce – raise funds for WWF through employees buying their breakfast
- **Fancy dress race** – Encourage staff to take part in their very own 'battle of the beasts' sprint! WWF can provide you with animal costumes such as orang-utan, panda, polar bear and tiger with funds raised from a spectator fee! Go on... you know you want to see your boss in an Orang-utan suit!
- **'Boss in a box'** (also known as 'Jail for Bail') – challenge your boss to raise as much money in an hour as possible by phoning all his contacts to donate and 'buy' his release from the recycled cardboard box!!!
- To save paper and cost to your company, ask shareholders to **receive the annual report by email** or view it online and to incentivise the switch donate £1 for every shareholder that agrees.

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## HALF DAY

- **Mobile phone amnesty** – Encourage your entire office to recycle their old mobile phones through WWF’s mobile recycling provider >[www.shpforcharity.co.uk/wwf](http://www.shpforcharity.co.uk/wwf) (We can provide you with FREEPOST envelopes for your employees to help with this)
- **Hold a quiz night** in your local pub – get teams of four or five together and charge £10 per team to enter
- **Hold a ‘swap-shop’** event at work – everyone brings in three items in good condition from home that they no longer want and then colleagues donate £1 to enter the ‘swap shop’ where they can take any items they like away with them (all leftover items can be donated to the local charity shop)
- The ‘classic’ **baby photo competition** – everyone brings in a baby photo of themselves and colleagues pay £1 to enter the competition
- **Auction of promises** – get the managers of your company to promise their time or skills for employees to bid on for tasks such as making tea for your department for the day, writing up minutes of your meeting or mowing your lawn!

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1 DAY

- Organise a **sponsored beach clean** – help clean up your local beach and ask your company to donate 10p for every item of litter or debris you collect. This is a great team builder and will also help generate positive PR for your company in your local area
- **World Environment Day** 5th June – why not join in and host World Environment Day at your workplace and raise funds and awareness for WWF by organising some fundraising activities
- Organise a **kids' art competition** for the children of staff members, choosing a WWF theme (*Arctic, rainforests, oceans, endangered species etc*) – pay £1 to enter with a chance to win an animal adoption for one year
- **Cycle surgery** – Encourage employees to cycle to work by inviting your local bike shop into your workplace. Employees could bring their bikes in for the day, have them serviced, and make a small donation to WWF in return.

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**MORE!**

- **Hold a photograph competition among your colleagues** – You could use seasonal images of nature as the theme and perhaps hold the competition in the run up to spring
- **Climb Mount Everest** – well almost! Why not team up with your local gym and either as an individual or a team use a step machine to climb the equivalent height of Mount Everest?! Ask colleagues, friends and family to sponsor you and donate the proceeds to WWF
- **Get active!** – Whether running, cycling, swimming or even all three, why not get sponsored to take part in a marathon, cycling challenge or Triathlon? There are WWF places up for grabs in the London Marathon and the Edinburgh Marathon and we would love to have you on our team? You can even run it as an Orang-utan!

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**MORE!**

- **Become a WWF Charity Champion** – we can provide you with information about WWF and materials to help you champion our cause in your workplace:
  - Contact us and we'll send you all the information you need, plus a fundraising pack to get you started!
  - Help raise awareness of WWF at your workplace by spreading the word about our work and our campaigns
  - Help raise funds for WWF at your workplace by organising some (or all!) of the fundraising activities in this pack
  - Why not use our website to learn more about WWF's work and get your company involved
  - Help to raise even more awareness and funding by nominating WWF as your company's Charity of the Year
  - Don't let us limit your imagination and come up with ideas of your own to support WWF.

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**MORE!**

- **Christmas carol concert** – hold a seasonal sing-song and donate the entry fee to WWF
- **Halloween Pumpkin growing** or carving competition
- **Easter Egg/ treasure hunt** in spring – a great team builder and a fun way to raise funds and awareness for WWF. You could hold a treasure hunt in your local area, with clues that will help employees learn all about their local environment
- **Charity fireworks night** in November – donate a percentage of profits to WWF
- **Organise a charity golf day or fashion show** – if running just isn't you, why not organise a charity golf day or fashion show and donate the team entry fees or ticket sales to WWF?
- **Hold a charity ball** – why not really push the boat out and organise a glamorous charity ball or use your company's Christmas party to raise funds for WWF. You could hold a raffle or an auction during the party to raise money and also donate part of the ticket price to WWF.

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## CONTACT

Contact a member of our Corporate Partnerships Team for more information or ideas on supporting WWF through your workplace.

### Contact details

**Telephone:** 01483 412 356  
**Email:** [corporate@wwf.org.uk](mailto:corporate@wwf.org.uk)  
**Address:** WWF-UK  
Panda House  
Weyside Park  
Godalming  
Surrey  
GU7 1XR

Remember that you are responsible for making sure that your fundraising activity or event is run safely and legally. WWF cannot accept any liability for any loss, injury or damage that may result from your activity or event.



# EMPLOYEE FUNDRAISING ACTIVITIES



- > **Screen savers** – download some great animal screensavers by [clicking here](#)
- > **Posters** for your fundraising events – use this poster to publicise your fundraising activity or event by writing the date, time and details of the event in the space provided
- > **Sponsorship form** – download it [here](#)

We can also provide you with:

- > **Certificates**
- > **Leaflets, balloons, pins etc**
- > **T-shirts** (on sale through our online shop)
- > **Banners.**

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