



WWF

GUIDE

Conservation

Climate Change

Sustainability

# Your guide to fundraising for WWF



# THANK YOU FOR CHOOSING TO RAISE MONEY FOR US

The success of our conservation work around the world relies on the enthusiasm of incredible supporters like you!

No matter what event you're taking part in, we hope this guide will give you the advice you need to maximise sponsorship and the

inspiration to try out some great fundraising ideas.

We also have a range of materials you can download from our website [wwf.org.uk/events](http://wwf.org.uk/events) to help you reach your target:

- Sponsorship forms
- Posters and leaflets to promote your fundraising activities and events
- Invitations
- Fundraising dos and don'ts
- Paying-in Form to post to us along with any funds you've raised that weren't donated online

**Any questions?** We're here to help

Please contact the supporter care team on

01483 426 333 or email us at [supportercare@wwf.org.uk](mailto:supportercare@wwf.org.uk)

*Good luck!*



# CONSERVATION SUCCESSES



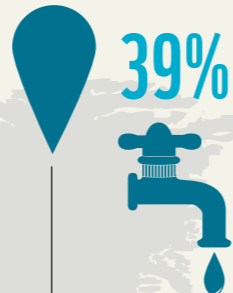
83%

A law we've helped develop sets a target to reduce greenhouse gas emissions from deforestation in the Amazon state of Acre by 83% by 2020



10%

We've protected and connected key habitats, and encouraged locals to manage land in ways that benefit Iberian lynx. It's helped numbers rise by up to 10% in a year



39%

By using new farming methods we've promoted, cotton farmers in Pakistan have reduced their water use by 39%



2 COUNTRIES

We've been instrumental in securing an agreement that'll improve conservation along the border between Nepal and China



39

Population numbers of 39 threatened species have improved thanks to protected areas we've helped to establish along the Yangtze



5000

We're helping to restore the degraded forest for 5,000 orang-utans. It's a critical component in supporting a healthy primate population in Sabah, Borneo



90%

Our project in Paraguay has helped reduce the rate of deforestation in its Atlantic forests by 90%



94,000 SQ KM

We kick-started efforts that led to 94,000 sq km of high seas being protected. It's an important foraging area for Adélie penguins



14 YEARS

We've met our 2010 target to restore year-round flows to Tanzania's Great Ruaha River. The River flowed through the dry season for the first time in 14 years



X2

We helped organise a world first – a forum at which all tiger range countries endorsed measures to double wild tiger numbers



**THE PANDA  
MADE ME DO IT.** 

# WHO TO ASK FOR SPONSORSHIP

Your sponsorship target may feel daunting, but the earlier you start, the easier it will be!



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 groups. Why not ask them to look for support from their contacts too? Just make sure your approach is personal and informative as this will encourage them to give more generously.

Finally, it's also a good idea to collect your sponsorship money before the event, rather than afterwards, if possible.

**Top tip:** An effortless way to increase your sponsorship is to ask your employer to support you by matching pound for pound what you raise!

## Go online!



[justgiving.com/WWF](https://www.justgiving.com/WWF)

Set up your own personal online sponsorship form with JustGiving. The online system really is straightforward to use and will save you time and energy. Here's how:

Visit [justgiving.com/WWF](https://www.justgiving.com/WWF), choose the event you're participating in and follow the simple instructions to build your page.

Personalise your page with photos of yourself and tell everyone why you're raising money for WWF.

Email the link to all your family, friends, and colleagues. Use social media such as Facebook to help spread the word too. They can donate securely, quickly and easily from anywhere and at any time. Your friends can also leave messages of support and encouragement when they sponsor you!

**Top tip:** Make sure the first sponsorship pledge is a high one as it sets a good example for others to follow!

All your sponsorship money is transferred directly to WWF. JustGiving will also claim tax back from the Inland Revenue for every donation made by your sponsor if they are UK tax payers, increasing the value of donations to us by 25% at no extra cost to them. This Gift Aid is a valuable extra on top of your sponsorship target!

For more ideas on using JustGiving, visit [wwf.org.uk/events](https://www.wwf.org.uk/events)

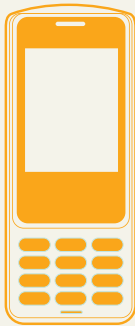
# EVERYONE SPONSORED YOU?

Then try these great fundraising ideas to boost donations!



## In your leisure time

1. Ask friends to donate £10 or more instead of buying you a **birthday** gift.
2. Hold a **pub quiz** and charge £8 per team entry or £2 per person.
3. Host a **garden party** and ask everyone to donate, or sell some flowers you've grown.
4. Organise a **treasure hunt** and ask everyone joining in to donate £1 for every item they find.
5. Host a **dinner** and ask everyone to donate in return for cooking for them.
6. Hold a **seasonal party** at Halloween, Christmas, New Year or Easter and ask everyone to give as they arrive or to take part in party games.
7. Ask your friends to sacrifice a couple of luxury items from their weekly **shop** and donate the money to you for our conservation work.



## At work

1. Have a **dress-down day** in the office in exchange for a small donation.
2. Organise a lunchtime game of **football** and ask the players to pay £5 each to take part.
3. Hold a 'guess the baby' **competition** where everyone pays £1 to bring in a photo of themselves as a baby and colleagues then guess who's who! Give the winner a prize, such as a box of chocolates.
4. Encourage colleagues to bring in a **homemade lunch** for a week and donate what they would normally spend on lunch.
5. Set a rule that if someone's **mobile phone** rings during a meeting or presentation they have to donate £5.
6. At your **Christmas** party, ask for WWF to be charity of choice and include an additional amount per person on all tickets sold.
7. Host **lunchtime classes** in something you're good at such as photography, art or computing and charge everyone a tuition fee to attend.



### Get active!

1. Ask your **gym** if you can use one piece of equipment for a day and get friends and family exercising in return for a donation.
2. Ask your **yoga** group to hold a yoga marathon, and ask your friends to donate to take part too.
3. Organise a **bike ride**, walk or swim for a group of sporty friends in return for a £10 donation.
4. Do some **chores** in return for a generous donation for example, you could clean a friend's house, walk your neighbour's dog or do their ironing!



### Involve your community

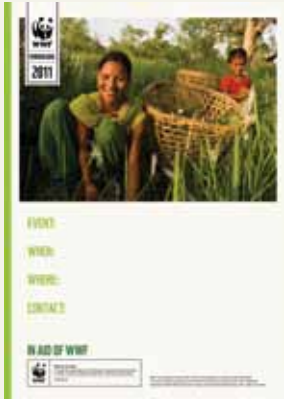
1. Write to your local **community groups**, such as your local Rotary or Round Table, and find out how they can help.
2. Jumble sales and **car boot sales** are always popular and a great way to raise money and recycle unwanted items too!
3. Gather any clothes you no longer want and invite friends to a **clothes swap** morning, and charge an entry fee of £5 per person.
4. Get in touch with your local arts centre, drama group, orchestra or choir and organise a charity **performance**.
5. Ask your local school to hold a **cake sale** at lunchtime or ask them to hold a non-school uniform day.



To download your sponsorship form, visit [www.wwf.org.uk/events](http://www.wwf.org.uk/events)



# GIVE YOUR FUNDRAISING A LIFT WITH AN EVENT!



Promote your event using on one of our promotional posters, available to download at [wwf.org.uk/events](http://wwf.org.uk/events)

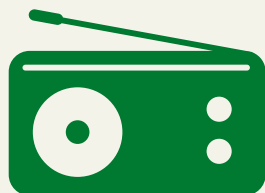
## How to organise a fundraising event

- Decide on the event format, location and budget
- Make sure you choose a convenient date and time for your guests and give yourself enough time to get organised
- Tell everyone you know! Call them or send out an email to them all in one go
- Promote your event using on one of our promotional posters, available to download at [wwf.org.uk/events](http://wwf.org.uk/events). Put them up where they'll get noticed (always seek permission)
- Get your friends involved to help you on the day and have fun!

## Get noticed!

Try contacting your local paper and tell them about your fundraising event. They often like covering feel-good stories about members of the local community. Make a note of the essential details and what makes it so newsworthy.

Always tell them that the funds raised will be donated to 'WWF, the world's leading independent conservation organisation'. This means that we get some valuable publicity, too! If you do get any press coverage please do let us know – we'd love to hear about it.



**Top tip:** Remember, news reporters want to find out quickly what you're doing and why. So please include this information in your first paragraph if you're emailing them.



Collect any paper, cans and plastic so that you can recycle them

### Keep it green!

Please remember to keep the environment in mind when planning your fundraising activities. Here are some simple guidelines to help you:

- Try to travel by public transport, walk or cycle - and encourage others to do the same
- Buying locally produced goods and materials will also cut down on your carbon footprint
- If you use flyers, try printing on both sides to save paper and use recycled materials
- If you're providing refreshments, opt for organic and Fairtrade varieties wherever possible
- Try to limit the amount of meat and dairy products, and where possible buy food that's local and in season
- Why not try putting suitable food leftovers in a compost heap or donate any surplus food to a local homeless shelter
- Use reusable cutlery, cups and plates made from china or glass for example rather than disposable varieties as this will avoid creating too much waste
- Collect any paper, cans and plastic so that you can recycle them

### Safety and the law

Please make sure your fundraising activities are legal and safe by undertaking your own risk assessment, ensure you have any relevant insurance and all necessary licences and permits have been obtained. Please read our fundraising dos and don'ts at [wwf.org.uk/events](http://wwf.org.uk/events) for more information or contact us on **01483 426 333** or email us at [supportercare@wwf.org.uk](mailto:supportercare@wwf.org.uk) for more help.



### Sending in the money

If you've used ways to raise money other than JustGiving, please don't forget to send us any cheques or postal orders, payable to WWF-UK, as soon as possible and before any deadline dates we may have set.

Please provide any supporting documentation such as any paper sponsorship forms you've used and always include the paying-in form, as this will help us to keep track of your fundraising total.

**Please don't send cash in the post.**

*And finally... Good luck with reaching and even exceeding your sponsorship target! Thank you for supporting us.*

# WWF in numbers

## 16,500 SQ KM

Area of protected zones we've helped to establish along the Yangtze. It's resulted in population numbers of many threatened species improving here

## >300,000 PEOPLE

give us a regular gift. It's the highest figure we've achieved to date. It helps us plan our work effectively.

Thank you



## 2013

Our years of lobbying were pivotal in convincing the EU to agree on a new law to tackle illegal logging. It'll keep illegal wood products out of the European market from 2013

## 750,000

UK students took part in WWF's Earth Hour – our global event which called on world leaders to take action to tackle climate change



### Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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

