



Your guide

to fundraising for WWF

Thank you for choosing to raise money for WWF

The success of our conservation work around the world relies on the enthusiasm of incredible supporters like you! No matter what event you are taking part in, we hope this guide will give you the advice you need to maximise sponsorship and inspiration to try out some great fundraising ideas.

We also have a range of materials you can download from our website [wwf.org.uk](http://www.wwf.org.uk) 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 are here to help

Please contact the Supporter Care team on **01483 426 333** or email us at supportercare@wwf.org.uk

Good luck!



How your fundraising can help

£10

could buy 10 seedlings to help replant the forests of Tanzania

£25

could pay for five fuel-efficient stoves for five families in China's Minshan Mountains – home to the giant panda. The more efficient stoves reduce the amount of wood that the family needs to collect from the panda's habitat

£50

could provide the weekly salary for two field assistants studying humpback whales at Bahia Malaga off the Pacific coast of Colombia

£100

could pay for one rhino translocation crate – used when moving rhinos into safer, more protected areas

£300

could pay for the training of one local youth to become a turtle tour guide on the turtle nesting beaches of Costa Rica

£500

could pay for an infrared camera to be used for monitoring tigers in Suklaphanta Wildlife Reserve in Nepal's Terai Arc Landscape

£1000

could pay for a satellite tracking receiver to study elephants in Doi Pha Muang, Thailand

Although it is helpful to give people an idea of what their money may pay for, please don't suggest that the funds you raise will be used for a specific purpose, as it is much better for WWF if the money can be spent where it is most needed. Thank you for your support.



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



Who to ask for sponsorship?

The best way to kick-start your sponsorship is to make a list of everyone who can approach for support - for example your family, friends, colleagues, social groups and even groups in your local community. Why not ask them to help you further by seeking support from their contacts too! Just make sure your approach is personal and informative as this will encourage them to give more generously.

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!

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

Go online!

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 **www.justgiving.com/WWF-UK**, choose the event you are participating in and follow the easy instructions to build your page
- Personalise your page with photos of yourself and tell everyone why you are raising money for WWF
- Email the link to all your family, friends, and colleagues. 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, and 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 by 28% at no extra cost to them. This is a valuable extra on top of your sponsorship target!

Everyone sponsored you? Then try these great fundraising ideas to boost donations!

In your leisure time

Ask friends to donate £10 or more instead of buying you a birthday gift.

Hold a pub quiz and charge £8 per team entry or £2 per person.

Host a garden party and ask everyone to donate, or sell some flowers you have grown.

Organise a treasure hunt and ask everyone joining in to donate £1 for every item they find.

You could host a dinner and ask everyone to donate in return for cooking for them.

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.

Ask your friends to sacrifice a couple of luxury items from their weekly shop and donate the money to you for WWF's conservation work.

At work

Have a dress-down day in the office in exchange for a small donation. Those who don't take part have to pay a £2 penalty!

Organise a lunchtime game of football and ask the players to pay £5 each to take part.

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.

Encourage work colleagues to bring in a homemade lunch for a week and donate what they would normally spend on lunch towards your fundraising instead.

Set a rule that if someone's mobile phone rings during a meeting or presentation they have to pay a penalty fee of £5.

At your Christmas party, ask for WWF to be charity of choice and include an additional amount per person on all tickets sold.

Host lunchtime classes in something you are good at - such as photography, art or computing and charge everyone a tuition fee to attend.



Get active!

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.

Ask your yoga group to hold a yoga marathon and ask your friends to donate to take part.

Organise a bike ride, walk or swim for a group of sporty friends in return for a £10 donation to join you.

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

Write to your local community groups, such as your local Rotary or Round Table, and find out how they can help.

Jumble sales and car boot sales are always popular and a great way to raise money and recycle unwanted items too!

Gather any clothes you no longer want and invite friends to a clothes-swap morning, and charge an entry fee of £5 per person.

Get in touch with your local arts centre, drama group, orchestra or choir and organise a charity performance.

Ask your local school to hold a cake sale at lunchtime or ask them to hold a non-school uniform day.

Give your fundraising a lift with an event!

How to organise a fundraising event

- Decide on the event format, location and budget
- Make sure you choose the right 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 one of WWF's promotional posters, available to download at wwf.org.uk. Put them up where they will 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 state that the funds raised will be donated to 'WWF, the global 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 are most interested in the story itself, so make sure you say what you are doing in the first paragraph if you are emailing 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 fair trade 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, ensuring you have the relevant insurance if needs be and all necessary licences and permits have been obtained. Please read the Fundraising dos and don'ts at [wwf.org.uk](https://www.wwf.org.uk) for more information or contact WWF on **01483 426 333** or email us at supportercare@wwf.org.uk for further guidance.

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 have used and always include the Paying-in Form, as this will help us to keep track of your fundraising total.

Please do not send cash in the post.

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

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The mission of WWF is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- reducing pollution and wasteful consumption



wwf.org.uk

for a living planet

