



Gloucestershire
Wildlife Trust

Fundraising Toolkit



Thank you for fundraising for Gloucestershire Wildlife Trust!

Your help can go a long way in supporting our work to protect wildlife for future generations and to help all people living in Gloucestershire to connect with nature around them.

In this pack you'll find ideas and tips on how to raise funds in a variety of ways from a sponsored challenge to simply doing your online shopping.

You will also find advice on how to organise an event safely and how to maximise your outreach.

To help you get started, we have put together a list of fundraising ideas, which we hope will inspire you to embark on this amazing and fun journey.

Together we can make a difference and create a Gloucestershire where there is more wildlife, more wild places and more people with a connection to the natural world.

*Good luck and thank you!
from the team at GWT*



Water vole © Terry Whittaker



Kingfisher © Mya Bambrick



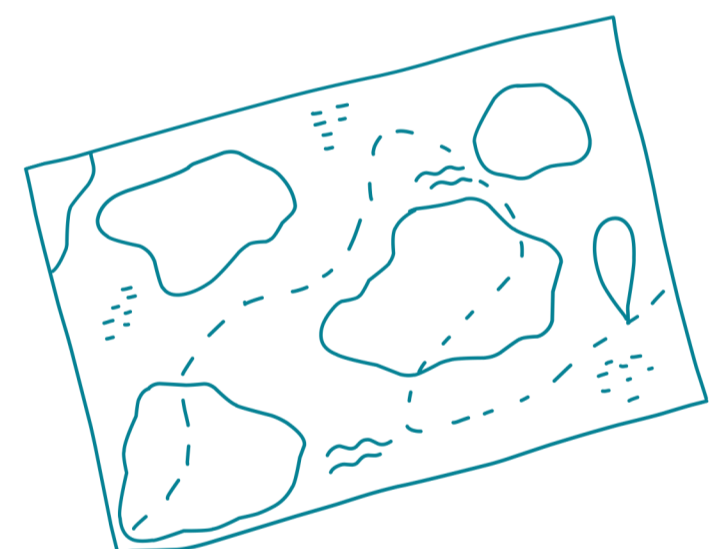
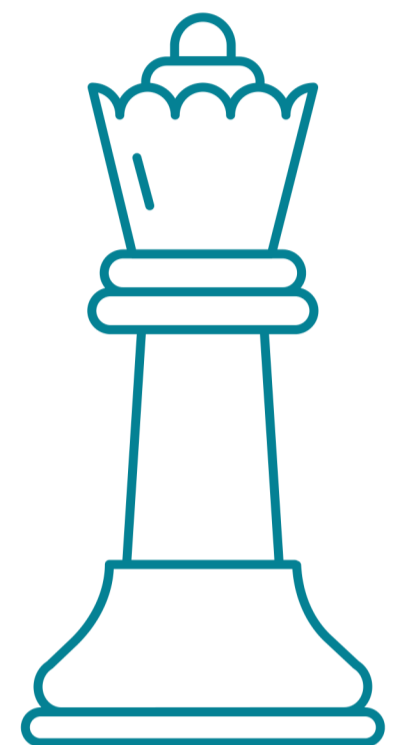
Pine marten © Terry Whittaker/2020VISION

1. Fundraising ideas

Firstly you need to decide how you are going to raise money. Here are some of our favourite ideas for raising money, from fancy dress days at work to bingo nights.

Fun and games

- Games night with colleagues or friends
- Murder mystery evening
- Chess tournament
- Computer game tournament
- Bingo night
- Movie night
- Auction of Promises
- Egg & spoon race
- Halloween party, Christmas party, etc.
- Line dancing
- Guess the weight of the baby
- Coffee morning
- Talent contest
- Easter egg or scavenger hunt
- Quiz night
- Disco or themed party at your local village hall



At work

- Dress up/down day, fancy dress day, all-wear-something-purple/pink/etc. day
- Nominate one of your colleagues to undertake a challenge (e.g. walk/cycle to work for a week
- Take an all-smiles photo with a notoriously grumpy colleague) – they have the option to undertake the challenge or decline and give a donation to GWT. If they fail to complete the challenge, they also give a donation. They then nominate the next person.
- (Tips: you might need a spreadsheet to keep track, and a JustGiving page is easy to set up for the donations – see our FAQs).



Fundraising ideas

Exercise

- Run: marathon and half-marathon, park run, fun run, obstacle courses, colour run
- Walk: Three Peaks Challenge, Cotswolds Way, etc.
- Cycle: take part in a race or pledge to cycle to work regularly and get sponsored
- Swim: pledge to swim a certain distance in a certain time, or arrange a race
- Canoe rides
- In-house competitions at your sports club
- Cricket, rounders, skittles, bowling, darts etc. match
- Canalside clean up (it's outdoors, so it counts!)
- Want even more excitement while on holiday? Do a sponsored walk (e.g. visit ALL museums within a large city or county), trek up a volcano or walk along the entire length of the coast.

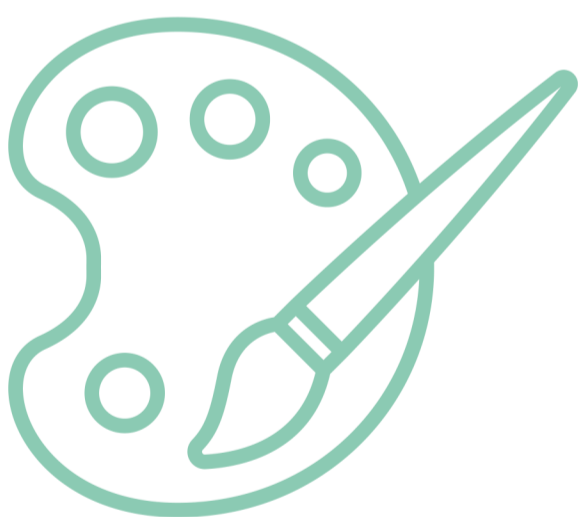
Food-related

- If you own a garden or allotment, you could sell your fresh produce – organise your own mini farmer's market
- Make dinner for friends and family
- Hold a neighbourhood BBQ - a great way to meet neighbours too!
- Coffee morning or breakfast at work
- Have a bake sale



Arts and crafts

- Are you an artist or great at knitting/crocheting or similar? organise an exhibition or sale and donate the proceeds to Gloucestershire Wildlife Trust. Or hold a knit-athon; people pledge an amount per hour you knit.
- Make a pact with your friends and family to give each other only handmade birthday or Christmas presents instead of store-bought ones and donate the difference to us. Or you could sell homemade cards with proceeds being donated to us.



Change for charity

- Pledge to learn something new – ride a bicycle/monocycle, swim, learn a foreign language for an upcoming holiday, learn a few magic trick
- Teach your colleagues, family and friends something – yoga, martial arts (stay safe!), to play an instrument
- Do something unlike you: shave your beard, stay silent for 24 hours, give up lunchtime crisps
- Sell your unwanted items, participate in a car boot or garage sale



2. Start planning



1. Set your fundraising target

Decide how much you want to raise. Inform people of your progress and remind them of your target throughout your fundraising so they can help you reach – or even exceed – your goal.

2. Make a plan

To be able to set a realistic fundraising target, you need to think about what you are going to do, how, where and when. Will your event be at home or at work, indoors or outside? Think about what time of year is best and find out what else is going on in your local area to make sure it doesn't clash with another event.

3. Promote your event

The more people know about it, the more successful it will be. Tell people your story and why you care about the work we do. **Please include these words in any promotional material you use: "Proceeds from this event will be donated to Gloucestershire Wildlife Trust, Registered Charity No. 232580".** You can tell people about your event using:



- Word of mouth
- Posters
- Email: you can temporarily change your email signature to advertise your event and include a link to your social media site(s) or online fundraising pages.
- Social media: you can mention us on Twitter and Instagram @gloswildlife, or tag us on Facebook (www.facebook.com/gloswildlife/). To avoid confusion please do make it clear that it is not an event organised or run by GWT.
- Online fundraising tools, e.g. JustGiving: you can also collect Gift Aid on donations, which will boost your fundraising by 25%!

4. Use our sponsorship form

If you are planning to raise money offline, give our sponsorship form to your friends and family and put one on the notice board at work. Remember to mention to people that they can Gift Aid their donations, so it will be worth 25p more for every £1 they give – at no extra cost to them, but they must be UK taxpayers.

5. Double your money

Get a sponsor (e.g. your employer) to match the money you raise.



6. Keep people informed

They will be interested to hear how it went and it's also a good opportunity for another big thank you to all who helped.



3. Money matters



How to handle the money you raise?

The easiest way is to collect donations using an online platform such as JustGiving. They will send us the donations so you don't have to worry about anything else. If you decide to handle cash donations, make sure you collect and count the cash with an unrelated person. Keep the donations safe and bank them as soon as possible.

What to do with a full collection tin?

If you, your family or friends own or manage a shop, café or similar business and had one of our collection tins on display that needs emptying, simply bring it to our office with the safety seal intact and hand it to our friendly Reception Team. They will take your details and give you an empty one - it's really that simple!

If you would like a collection tin for a business you run or own, please email fundraising@gloucestershirewildlifetrust.co.uk.



How to send us the money you raise?

You can send us the funds you raised simply by clicking on the "Send us your donation" button on our Active fun(draising) page and just pay it from your own bank account; gloucestershirewildlifetrust.co.uk/donate - don't forget to fill your details on the form.

Alternatively, you can also send us

- an email to fundraising@gloucestershirewildlifetrust.co.uk to ask for our bank account details so you can transfer the money yourself or
- a cheque, made payable to Gloucestershire Wildlife Trust and send it to our address at: Robinswood Hill Country Park, Reservoir Road, Gloucester, GL4 6SX



4. Important useful tips

Food hygiene and safety

If food is served, make sure to display the list of allergens clearly. Visit www.food.gov.uk for food safety laws in the UK.



Environmental impact

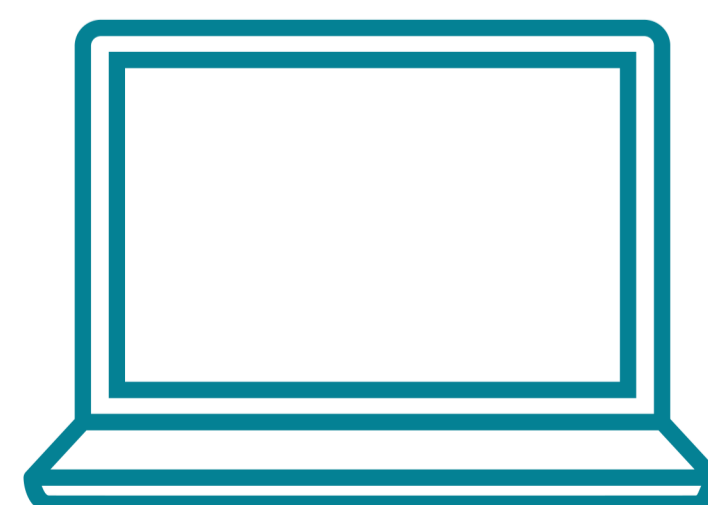
Keep your event as environmentally friendly as possible:

- Use a digital platform to avoid using paper where possible
- Minimise plastic and paper waste during the event
- Use washable cups, plates and cutlery
- Use recyclable/biodegradable products and recycle them accordingly
- Avoid balloon/lantern releases and other actions that could potentially be harmful to animals and the environment.
- Pick up any litter and waste you leave anywhere outside



Useful websites

- JustGiving: www.justgiving.com/gloucestershirewildlifetrust
- www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events#contents
- The Institute of Fundraising www.institute-of-fundraising.org.uk
- Fundraising Regulator (Code of Fundraising Practice): www.fundraisingregulator.org.uk/code
- The Health & Safety Executive (for e.g. risk assessments) www.hse.gov.uk
- Raffle: www.gamblingcommission.gov.uk/for-the-public/For-the-public
- Food Standards Agency: www.food.gov.uk
- DBS: www.gov.uk/disclosure-barring-service
- County Council: www.gloucestershire.gov.uk/



Important useful tips

Stay safe and legal

Gloucestershire Wildlife Trust cannot accept liability for accidents or damage to people or property as a result of your event or activity.



Licences and permissions

Most events on private land do not need a licence just the permission of the owner or the person in charge of the business/property. However, you will need to contact your local council to enquire about holding an event on public land (e.g. park or street).

Certain activities may also need specific permissions from the authorities, such as selling alcohol, holding a raffle or screening a movie. If you are expecting a lot of people at your event (particularly if they'll drive there), it is a good idea to inform your local authorities.

Health and safety

We advise that you display the location of the nearest A&E in a prominent place and have a qualified first aider on site during your event. St John's Ambulance and various other organisations offer first aid for events.

Putting together a risk assessment in preparation of your event is an easy way to identify potential threats so you can make all necessary steps in advance to prevent them. For further advice visit www.hse.gov.uk.

Most venues will have insurance but if not, you can also take out a Public Liability Insurance for additional peace of mind.

Children and vulnerable people

Children must be supervised at all times and have permission to take part in your event from a parent or guardian. Adults looking after children should have a current Disclosure Barring Service (DBS) check – see website below for more information.

Remember not to take photos and publish them, particularly of young/vulnerable people, without the written consent of their parent/guardian.

Also, when dealing with vulnerable people you must ensure that every donor you recruit is fully able to make an informed decision whether or not they wish to support your fundraising. For more information please see the Fundraising Regulator's Code of Fundraising Practice.

Data protection

If you keep any electronic or paper records (including completed Sponsorship Forms) about people who are helping with your fundraising, make sure they are stored safely and they comply with the Data Protection Act. Dispose of such records securely once you no longer need them.



A big **thank you** for fundraising for **Gloucestershire Wildlife Trust!**

Thank you for fundraising for us. We really appreciate your help and support of the work we do around Gloucestershire.



Gloucestershire Wildlife Trust Conservation Centre, Robinswood Hill Country Park, Reservoir Road, Gloucester, GL4 6SX
Tel: 01452 383333, www.gloucestershirowildlifetrust.co.uk

Sponsorship form

NAME:

EVENT:



Gloucestershire
Wildlife Trust

Name	Address	Postcode	Contact me by post*	If you provide your email address you are subscribing to our monthly e-newsletter to hear more about our work and fundraising efforts	Amount	Date	Gift Aid
Mr John Smith	18 XYZ Street, XYZ town	XY1 2YZ	<input checked="" type="checkbox"/>	js@xyz.com	£20	01/01/2020	<input checked="" type="checkbox"/>
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Boost your donation by 25p of Gift Aid for every £1 you donate at no cost to you.

giftaid it I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years to Gloucestershire Wildlife Trust.

Please notify us if you want to cancel this declaration, change your name or home address or no longer pay sufficient tax on your income and/or Capital Gains.

* We'd love to stay in touch and keep you updated about the exciting projects that we have going on, local wildlife updates, latest at our reserves and to give you the opportunity to feel part of our amazing community by letting you know about our charitable efforts, fundraising and volunteering activities.

www.gloucestershirowildlifetrust.co.uk

Registered Charity No. 232580