



**Worcestershire
Wildlife Trust**

Fundraising Pack

**Everything you need
to know to raise
money for
Worcestershire
Wildlife Trust**





We need you!

Welcome to Worcestershire Wildlife Trust's Fundraising Pack

Dear wildlife supporter

Your decision to fundraise for Worcestershire Wildlife Trust means the world to us. Together, we can be a force for nature, dedicated to safeguarding our local wildlife and green spaces.

Here at Worcestershire Wildlife Trust, our mission is to protect and restore the stunning natural landscapes that make our county such an inspiring place to live. With over 75 carefully managed nature reserves forming the foundation of our vision for a wilder Worcestershire, we aspire to do more. We aim to not just conserve but also enhance our natural habitats, creating a harmonious environment where both wildlife and people can thrive together.

Why your support matters

In our rapidly changing world, our environment faces numerous challenges, from encroaching development and intensive agriculture to pollution and the threats of climate change. Each challenge affects the delicate balance of our local ecosystems. That's where you come in. Your support allows us to confront these challenges head-on, preserving our precious wildlife and green spaces for generations to come.

By organising a fundraising event or sponsored activity, you're not only raising funds but also awareness. It's about encouraging a sense of community and shared responsibility towards safeguarding the biodiversity of Worcestershire.

What you'll find in this pack

This fundraising pack is a treasure trove of ideas, suggestions and resources to assist you in organising and running your fundraising events. While we've included helpful tips, don't hesitate to let your creativity soar. There's no limit to the ways you can make a difference.

Organising a fundraiser isn't just about raising funds; it's a chance to rally your community. It's an opportunity to spread awareness and create an impact while having fun. Let's come together, celebrate our love for nature and make a tangible difference to Worcestershire's wildlife and wild places.

Thank you for choosing to be a part of this incredible journey towards a greener, more wildlife-friendly Worcestershire!



Every penny helps

From £1 to £1,000, every pound you raise can make a significant impact. Look at the examples below to see what difference your contributions could make.

£10

Could buy:

- 20 tree guards for new woodlands or hedges

£25

Could buy:

- A dormouse nest box
- A fruit tree to plant in one of our traditional orchards

£50

Could buy:

- A bat box
- An owl box
- 75 hawthorn saplings to improve our hedges
- School visits for 10 children



£100

Could buy:

- A bat detector
- Five new loppers for our volunteer work parties



£500

Could buy:

- Several remote cameras to help monitor wildlife on our nature reserves
- Three to five days with a digger to help us create new ponds and wetland features



Fundraising checklist

So, you want to start raising money for us, that's great. But where do you start? Following this checklist from start to finish will help ensure everything runs as smoothly as possible and you have as much fun as possible.

Choose your fundraiser

Whether you are a budding baker, a fantastic footballer or a wildlife wanderer, there are a variety of events and activities that you can organise. For more inspiration, check out some of our ideas on pp.8-9.

Who, when and where?

Once you have decided what you would like to do, it's time to organise your venue and the date, as well as get invitations sent out if you're hosting an event. Maybe it will be in your back garden, a local park or village hall, the choice is yours. Also consider the time of year you are holding your activity and potential bad weather plans.

Setting a goal

We are grateful for any donation, big or small, but setting a goal can be a great focus for you and encourage people to donate to help you reach your goal.

Shout about it

Publicise your activities to help raise awareness and donations – social media, word of mouth and posters or leaflets are all great methods. See more tips on p.11.

Staying safe

Ensure you have considered the health and safety and legal aspects of your fundraising activity. Your safety is the priority. Go to p.13 for more information.



Enjoy!

You've worked hard to organise your event or activity - now it's time to enjoy yourself!



Donate

A massive thank you for choosing to fundraise for Worcestershire Wildlife Trust. See p.15 for details on how to donate your money to us.



Inspiration

Stuck on fundraising ideas? We can help.

We have a variety of ideas from small and simple to crazy and complex – take your pick. You could start with one or combine several options. Our suggestions include sponsored activities, which you can organise using our sponsorship form, as well as events you can plan yourself.

Have fun at work or school

- wear your wellies to work
- dress down day/non-school uniform day
- 10p for a cup of tea
- lunchtime yoga
- wear a onesie for the day
- treasure hunt
- donate an hour of earnings



Get sponsored

- sponsored silence (*shhhh*)
- walk/run
- cycle
- hike
- dance-a-thon

For the daredevils

- Three Peaks Challenge
- half marathon/marathon
- long-distance cycle/swim/walk
- skydive
- abseil

Crowdfund

Find us on third party platforms where you can ask your friends to donate direct. Perhaps you could create a birthday fundraiser on Facebook or use Crowdfunder to collate donations for your sponsored activity?

Organise an event

- bake sale
- wildlife wander
- football match
- quiz night
- garage sale
- open garden day in your community
- music night
- talk by an expert
- game night
- murder mystery party



Stay green, stay clean

We are incredibly grateful to you fundraising for Worcestershire Wildlife Trust but we want to make sure you're doing it in an environmentally friendly way to help further protect Worcestershire's wildlife, so read our top tips below.

- Avoid activities such as balloon or lantern releases as these can be harmful to the environment and potentially be distressing to livestock.
- Avoid waste such as disposable cups and cutlery, instead opting for reusable options.
- Check out our cake flags and bunting for plastic free decorations for your event.
- Dispose of any waste from your event in a responsible way, recycling or reusing anything where possible.
- Host your event in an easily accessible place to encourage the use of public transport or ride sharing to reduce carbon emissions.
- Although paper is a great alternative to plastic, minimising paper use is still beneficial to the environment, so limit the use of posters and paper copies of information and instead opting for digital versions where possible.
- Utilising social media is a great way of communicating information but it may not be accessible for everyone so bear this in mind.

Shout about it

What you're doing is amazing and you should let the world know about it. Not only that but it can also help raise awareness and extra donations. Here's some tips to help you promote your event or activity.

Utilise social media

Social media can be a great tool to spread information about your event or activity to a far-ranging audience for free. Creating a page or event and keeping it updated with photos and stories throughout the planning and delivery of your event or activity can be a great way to keep up engagement. Be sure to tag us in any social media posts.

Fitness tracking apps

If you are undertaking a fitness challenge, tracking apps such as Strava can be a great tool to share your training and progress in the lead up to the big event. Other users can follow you on the app or you can share your progress across other social media.



Roger Plant

Contact the press

Local press may be interested in hearing about the amazing work you're doing, so contact local newspapers, parish council magazines and papers and radio stations. Be aware that some publications start planning their content far in advance so as soon as you know the details of your event, contact them. Remember to follow the five w's when talking about your event or activity: **who, what, when, where and why?** Please also get in touch with us before contacting the press and we can give you some great, specific tips on what to say.

Design resources

If you're more on the creative side, designing eye-catching posters or leaflets can be a great resource to either print out, share across social media or email round to contacts. We have already designed some handy resources for you – a sponsorship form, cake flags and a bunting template are all available to download from our website, and printed versions are available on request. We also have a variety of leaflets available, so contact us if you're interested in any of these.



Bee Orchid, Julia Saunders

Staying safe and legal

With everything you do when organising and participating in your event or activity, make sure it is legal and you are putting the safety of yourself and everyone else first. Although it may not be the most exciting part of organising your event, it is vital that it is considered.

Permission

If you are holding your activity or event on private property, you will have to gain permission from the landowner. If the event is taking place on public property, such as a park, you will need to obtain a licence through your local authority.

Risk assessment

We suggest carrying out a risk assessment, depending on your event or activity, to assess the risks involved and help avoid or mitigate them. There are plenty of templates available online and guidance is available from the Health and Safety Executive (www.hse.gov.uk).





Golf, Wendy Carter

First aid

Consider the need for first aid at your event or activity. Contact St Johns Ambulance Service for further guidance and support.

Insurance

Consider public liability insurance for your event.* Although not a legal requirement, it will cover you if an incident or accident occurs during your event or activity. The venue may already have this, so double check with them first.

Food and drink

If you are serving any food or drink at your event, it is important that you follow food safety laws. If you are considering selling alcohol at your event, you will have to complete a Temporary Event Notice if the venue isn't already licensed.

* Worcestershire Wildlife Trust cannot be held responsible for any accidents or incidents that occur during your event or activity.

Paying your money in

Once your event is complete and the money has been counted, there are a few ways to send your money to us. However you pay your money to us, we will write a letter to you personally thanking you for your amazing work!

Online

You can visit our website (www.worcswildlifetrust.co.uk/donate) and donate the amount you have raised there. You can also add a comment to share your experiences and tell us about the fundraising you have done.

By post

Please send a letter detailing your fundraising activity or event, along with a cheque made payable to 'Worcestershire Wildlife Trust' to our headquarters: Worcestershire Wildlife Trust, Lower Smite Farm, Hindlip, Worcester, WR3 8SZ.

Over the phone

We are able to take card payments over the phone, so give us a call on **01905 754919** and we can securely take your donations.

In person

We would love to meet you and thank you in person for the amazing work you've done. Please visit us at our offices at the above address to bring your cash or cheque. We also accept card payments on site. Just drop us a quick email or phone call beforehand to let us know you're coming.






Thank you!

Thank you so much again for choosing to raise money for Worcestershire Wildlife Trust. Every single penny you raise will be used to make a real difference and help protect and preserve the wildlife in our beautiful county.

If you have any further questions or need any support, please do not hesitate to contact Caitlin at **caitlin@worcestershirowildlifetrust.org** or telephone **01905 754919**.



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