

Fundraising Information Pack



Durham
Wildlife Trust
From Tees to Tyne

Thank you for choosing to support Durham Wildlife Trust

We have a wonderful diversity and range of wildlife in our region. However, the natural world around us is under threat and many species of birds, plants and animals have suffered a dramatic decline.

Durham Wildlife Trust is your local wildlife charity. We own or manage more than 50 nature reserves and work to protect and enhance wildlife and wild places. We are passionate about nature conservation and through campaigns, advice and education we want to make sure that everyone is able to enjoy our natural heritage.

To do this we need your help! Organising a fundraising event gives you the chance to get together with friends, family and the local community to help support our vital work. Fundraising is all about having fun while sharing your interests and spreading the word about the importance of protecting wildlife and wild places in our region.

The funds you raise will help us to continue vital work to protect our living landscapes and living seas, and the spectacular and diverse wildlife they support. You can make a difference. This fundraising pack will provide you with helpful tips and ideas for organising and running your own event.

So go wild with ideas and be inspired!

Good luck and thank you,

Jim Cokill
Director, Durham Wildlife Trust





Fundraising is fun!

Think of something that you and the people you know will enjoy. Here are some ideas for sponsored activities and community events to get you started.

Organise a competition

- Bingo
- Darts
- Quiz night
- Raffle
- Welly wanging
- Keep fit challenge
- Wheel barrow racing
- Bridge tournament
- Car wash
- Computer game tournament
- Knitting challenge
- Tug-of-war

Have fun at work or school

- Dress down day
- Encourage your company to match how much you raise
- Ten pence for every cup of tea
- Swear box
- Wear your wellies for wildlife
- Beard shave
- Selling breakfasts
- Casino night
- Coffee mornings
- Treasure hunt
- Dawn chorus walk
- Teddy bears picnic

Go wild indoors or out

- Dog walking
- Auction of promises
- Jewellery sale
- Barn dance
- BBQ
- Mini olympics
- Beach party
- Plant sale
- Book sale
- Arts and crafts sale
- Cake sale
- Cookery demo
- Open garden day

Be a daredevil!

- Run a marathon
- Face painting
- Film show
- Football match
- Fun run
- Garden party
- Assault course
- Night time trek
- Talent show
- Walk for wildlife
- Wine tasting





How to get started with your fundraising

1. Decide what you will do to raise money

What will you do to help our region's wildlife?

Be inspired by our list of activities and events on page 2 or think of something new. Do something you enjoy - it can be as silly or as spectacular as you like!

2. Get organised

- Who will you ask to help you organise your activity or event?
- Who might sponsor you?
- Who would like to take part with you?
- Where will you hold the event or challenge?
- Do you need to book a venue? If it's outside, where can you do it?
- When would be the best time to hold it?
- Think about the weather and school holidays and whether your event clashes with anything else!
- Remember to give yourself plenty of time. If you have a good amount of time to prepare, you can tell as many people as possible, get lots of sponsors and make sure you've thought of everything!

3. Contact us and tell us what you are doing

Tell us about your exciting plans.

Email mail@durhamwt.co.uk or call 0191 5843112 and let us know your plans and we will support you in any way we can.

4. Collect money

All the information you will need on how to collect money and pay it in can be found at the end of this pack. You will also find a sponsor form with this pack that you can use to collect donations as well as www.justgiving.com/durhamwildlifetrust.

Remember you can start collecting money early - this will save you having to chase people after the event.

5. Spread the word about your activity or event

This fundraising pack includes our poster template for you to personalise to your fundraising event.

6. Consider health, safety and the law

It's really important that all safety aspects are thought about carefully, as Durham Wildlife Trust cannot be held responsible for any accidents or incidents that occur as a result of your activity. To make sure you're really safe you can contact your local council, or The Health and Safety Executive (www.hse.gov.uk) if you have any questions about holding events on public premises such as a school or workplace. For first aid advice, contact your local St John's Ambulance branch or the British Red Cross.

7. Once you've decided on the what, who, when and where of your event or activity, you will need to spread the word...

Use the materials in this pack

In this fundraising pack we have a poster template, cake flags and bunting for you to use. You can put these up locally and in places far and wide to let people know about your event. You could put posters up at work, your school, in the post office, local shop or library.

Tell everyone you know

See how many people you can tell by letting all of your friends and family know what you're doing and asking them to spread the word on your behalf. Social media is a great way to do this but don't forget your town or village newsletter, if you have one.

Let us know

We are here to help! Tell us your plans so we can add your event to our website and keep in touch.

8. After the event

It is always fantastic for us to hear about how your event went. It's even better when we can have a chat with you and get photos. We can then help to celebrate your successes by letting the local press know, and reporting your event on our website and/or in our magazine. Use social media to talk about your fundraising event and tag us in.



www.durhamwt.com



Durham Wildlife Trust



@durhamwildlife



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Cake flags

Use our cake flag templates to give your sweet treats a wild twist. Simply cut out these little flags and attach them to cocktail sticks and your cupcakes can do some campaigning for wildlife!



Take this cake and help sow a wildflower meadow.



Durham
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Eat me and help support our work with butterflies.



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From Tees to Tyne

Help give a hedgehog a home.



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Buy this cake and help us create ponds for wading birds.



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Buy this and help us to inspire the next generation of nature conservationists.



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Eat me and help us connect more people with local wildlife.



Durham
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Help keep our nature reserves open for everyone (including wildlife).



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Buy this cake and help support our volunteers.



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Snap this up and help us build a bug hotel, giving insects, reptiles and small mammals a place to live.



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Eat me and support our wildlife surveys.



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Buy this cake and help us create new habitats for wildlife.



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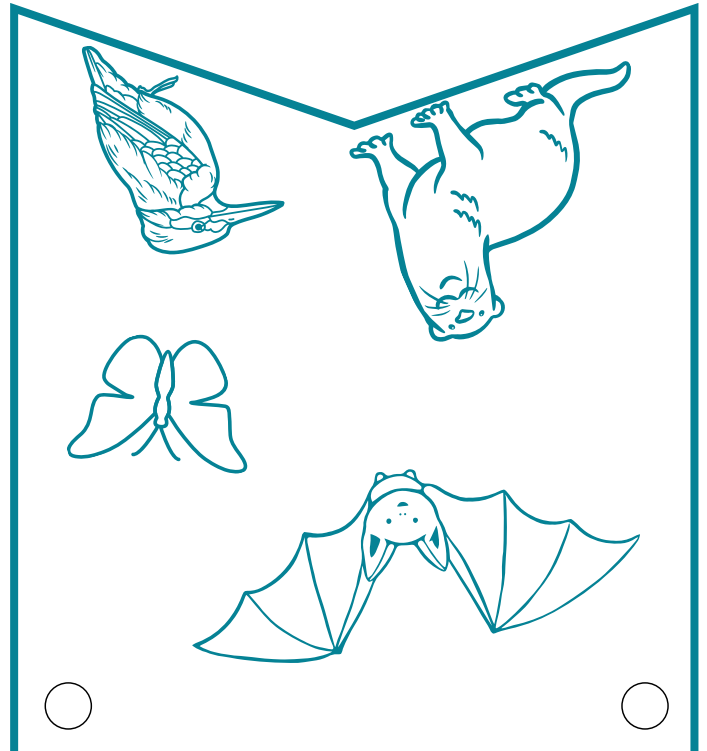
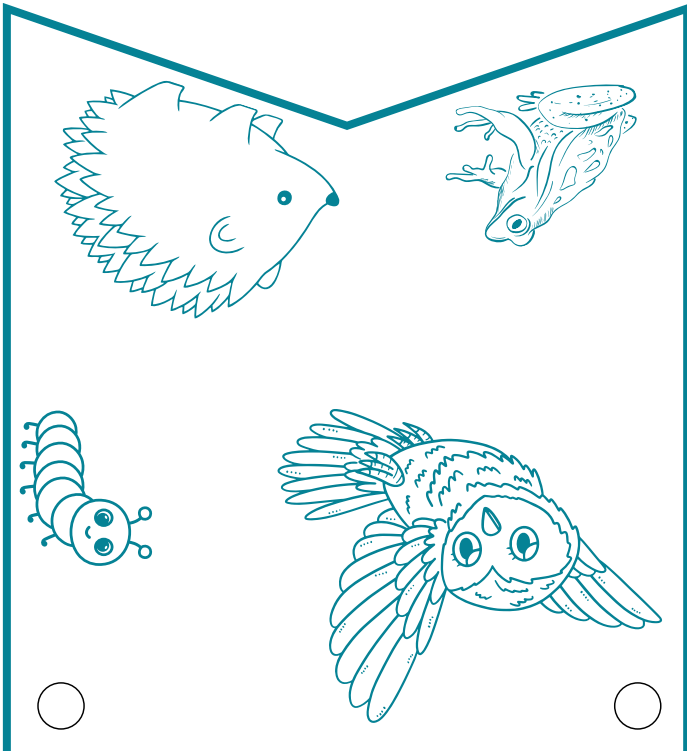
Buy this cake and help us manage more spaces for wildlife.



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Bunting

Use our bunting template to give your event a wild twist. Simply cut out these four shapes, get creative with some colouring then punch the holes and thread them together with string or ribbon.





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Date:

Time:

Contact:

I'm raising money for
Durham Wildlife Trust
Please come to my event.





After your event

Paying in the money raised

Pay in your money via Just Giving at the following link or contact us for a drop off appointment at Rainton Meadows Nature Reserve.

www.justgiving.com/durhamwildlifetrust

Learn more about our work for wildlife

Find out more about our nature reserves, conservation projects and events in your area by visiting www.durhamwt.com

Join Durham Wildlife Trust

As a membership organisation we rely on the support of our members. With your help we can continue work throughout Durham, Darlington, Gateshead, Sunderland and South Tyneside.

Join today and help us create a richer environment for wildlife, for local communities and for future generations to enjoy.

www.durhamwt.com/join

Sponsor Form

NAME



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EVENT

Date	Name	Address	Postcode	Email	Donation Amount	Gift Aid	Emal opt-in

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If you are a UK taxpayer, the value of your gift can be increased by 25% under the Gift Aid scheme at no extra cost to you. Gift Aid is reclaimed by Durham Wildlife Trust from the tax that you pay for the current tax year. If you pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all your donations, it is your responsibility to pay any difference. Durham Wildlife Trust will reclaim 25p in tax back for every £1 donated.

We promise to protect your personal data, in accordance with our Privacy Policy:

www.durhamwt.co.uk/privacy-policy

Date	Name	Address	Postcode	Email	Donation Amount	Gift Aid	Emal opt-in