



Dorset
Wildlife Trust



YOUR *wildlife*
FUNDRAISING
PACK

Take action for a Wilder Dorset

Thank you

for choosing to support Dorset Wildlife Trust

You're helping to **protect and restore** **Dorset's wildlife and wild places!**

You've joined an incredible community of likeminded people who want to take action to protect Dorset's wildlife. **There are many ways you can raise money for Dorset Wildlife Trust;** from organising your own fundraising event to taking on a challenge. Whatever you choose, you'll be helping to fight for the future of our planet.

The funds you raise will help make more space for nature where wildlife can thrive and adapt to the vast challenges it is facing. As biodiversity continues to decline dramatically, there's an urgent need to tackle the climate emergency, restore damaged habitats, increase connectivity between protected areas and well managed land, and lobby for legislation that puts the natural world at the forefront of policies and planning.

We can't do this alone. We're working hard to inspire a county-wide movement for wildlife with one in four people taking action for nature. **With over 27,000 members, we strongly believe this is possible, with your help.**

Starting your fundraising journey makes you a part of the team. Bringing people together to raise funds goes hand in hand with inspiring others to make changes for nature.

Together, we will create a Wilder Dorset.

Good luck and thank you

From everyone at **Dorset Wildlife Trust**

Please let us know what you are planning and we can help you to publicise it.

Go online: dorsetwildlifetrust.org.uk/fundraise

Contact the fundraising team: 01305 264620

Email us: fundraising@dorsetwildlifetrust.org.uk



Dorset Wildlife Trust



@DorsetWildlife



DorsetWildlife



DorsetWildlife



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity Number 200222

Front cover photo: Harvest mouse © S Davis



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WE MUST ACT NOW

TO GIVE OUR WILDLIFE

A FUTURE

Otter © Stewart Canham

Where your fundraising goes

Our mission is to protect wildlife and inspire a lifelong love of nature - but we can't do it without you

Every supporter fundraising for Dorset Wildlife Trust is playing a crucial part in protecting the future for wildlife. Whatever you do, however much money you raise, your support will make a huge difference to Dorset's wildlife and wild places.

Climate change won't wait, so nor can we!

It is estimated that we only have a decade left before the climate damage is irreversible. The next 10 years are the most important in the history of nature conservation and that's why your support is so vital. Every penny raised will help us in our fight to help create a wilder Dorset and help give our wildlife the chance to thrive.

About us

Dorset Wildlife Trust is a local wildlife charity supported by over 400 active volunteers and over 27,000 members. Together we protect and care for wildlife and wild places across Dorset - but we do not face this challenge alone.

We are part of a wider grassroots movement of Wildlife Trusts across the UK who engage in critical conservation work and campaign collectively on behalf of wildlife and the natural world. **All of our work connects to a larger vision for wildlife in the UK.**

What are we doing to tackle this climate emergency?

We are working to help reduce emissions, capture carbon, and protect wildlife and wild places from the effects of climate change.

- We are demonstrating nature-based solutions to climate change on our 40 nature reserves, Dorset's rivers and wetlands and with beavers.
- We are working with landowners and communities to protect and manage vital nature havens and natural carbon stores and standing up for nature and climate on land and at sea.
- At Wild Woodbury, our pioneering rewilding site, we will be showing how soil carbon changes as natural regeneration and wetland restoration proceed.
- We host the Dorset Peat Partnership which is working to restore Dorset's mires to their full potential to hold carbon.
- We have set an ambitious strategy for a net zero carbon footprint by 2030.



**EVERY SINGLE DONATION
MAKES A DIFFERENCE**

Bluebells © Mark Heighes

Five simple steps to start fundraising

1. Choose an event

Do you have a talent or skill or maybe you enjoy a certain activity? Now is the time to turn it into a fundraising event! Or perhaps there is a more personal reason for your fundraising. **Make sure you let everyone know why protecting Dorset's wildlife is so important to you.**

We have lots of ideas to help you kick-start your fundraising in this guide and we are only an email or phone call away if you'd like to discuss any of your fundraising ideas. Whatever you decide to do to raise money, by signing up to receive this pack, **you are already one step closer to protecting Dorset's precious wildlife and wild places.**

2. Pick a date

Now you have decided on your fundraising idea, **it's time to start planning.** Make sure you pop it in the diary and share it with your family and friends so you can get as many people to support you as possible!

3. Set up your online page

The best way to start fundraising is to set up a page via **Just Giving.** Setting up your online page is really simple. Just visit [justgiving.com/dorsetwt](https://www.justgiving.com/dorsetwt), click on '**Fundraise for us**', and set up your page that will then link to Dorset Wildlife Trust. If possible, add a larger donation as the first donation before you share. This will encourage others to donate more too! Once you have set up your page and personalised it, you just need to share it with your friends and family and encourage them to donate.

4. Have fun and go wild

You are doing a wonderful thing, so make sure you **enjoy every moment of your fundraising journey!** Don't forget to share it and keep your family and friends up to date with your efforts – give them a chance to feel part of your journey too. Social media is a great tool to help you connect with your supporters – don't forget to tag us too! You can find our social media details at the front of this pack.

Top tips for sharing your fundraising:

- **Create a facebook fundraiser and invite all of your friends and family**
- **Follow local groups, businesses and high profile people in your community. Tell them about your fundraiser and see if they want to help promote or donate to it. They might be able to contribute a gift or prize towards your raffle.**

5. Pay your money in

Well done on completing your fundraising. We are so grateful for your support. From the bottom of our wildlife hearts, thank you! Find more information on how to send your money to us on page 13 in this guide and if you need any further help, please do not hesitate to get in touch.

Our fundraising toolkit

Visit [dorsetwildlifetrust.org.uk/fundraise](https://www.dorsetwildlifetrust.org.uk/fundraise) to view and download lots of helpful fundraising ideas.



WE NEED TO SUPPORT THE FUTURE OF WILDLIFE TOGETHER

Red-tailed bumblebee on bird's-foot trefoil © Jon Hawkins, Surrey Hills Photography

Go wild indoors or outdoors

From bake sales to sponsored silences, these ideas are sure to help make it easy to fundraise at work, school or in your community. Here's an **A-Z list of fundraising ideas** to help get you started with your fundraising.

- A** Art exhibition
- B** Bring and buy
- C** Comedy night
- D** Dog walking
- E** Ebay auction
- F** Face painting
- G** Give up something
- H** Head shave
- I** International day / evening
- J** Jar of wild actions - get donations for each wild act
- K** Karaoke
- L** Ladies night
- M** Marathon
- N** Night time trek - spot the nocturnal wildlife
- O** Office olympics
- P** Picnic at a reserve - [dorsetwildlifetrust.org.uk/nature-reserves](https://www.dorsetwildlifetrust.org.uk/nature-reserves)
- Q** Quiz
- R** Recycle challenge
- S** Sweepstake
- T** Treasure hunt
- U** Upcycle and hold a craft afternoon session
- V** Valentine's day - send a wildlife-themed **e-card** to your loved one. Browse [dontsendmeacard.com](https://www.dontsendmeacard.com)
- W** Walk for wildlife
- X** Xmas - 12 days wild challenge
- Y** Yoga - connect with nature and wildlife
- Z** Zumba

Make it inspirational – make sure you share Dorset Wildlife Trust's resources with your supporters to help them understand more about our mission and how they can help. Remind them why your fundraising is important to you!

Set a target – start fundraising early so you can focus on planning your event/training for your challenge. Take on extra forfeits and add to your challenge as you reach key milestones to encourage donations. Those who add a **target** to their fundraising page raise **46% more**.

Lana shares her experience of raising money for Dorset Wildlife Trust from her litter pick challenge across all the parks in Poole.

Lana took direct action to improve the health of the environment in her local area and exceeded her fundraising target, raising £296. Well done Lana!



© Kelly Funnell

"I love wildlife and want to protect it. I want other people to appreciate wildlife as much as I do".

MAKE THIS YEAR

YOUR YEAR

FOR WILDLIFE



Common blue butterfly © Josh Kubale

Seasonal ideas

Make this your year to **fundraise for wildlife** and celebrate the changing seasons with our seasonal, wildlife-themed fundraising ideas. Hold your own fundraising events throughout the year, a great way to get together with your family and friends and give wildlife a hope for the future.

Winter

'Tis the season to hold a festive fundraiser and protect wildlife.

Christmas cards

Instead of buying Christmas cards and paying for postage, send our wildlife-themed eco-friendly e-cards and donate the cost of stamps. Visit dontsendmeacard.com/ecards/charities/dorset-wildlife-trust



Christmas carols

Did you know the robin is one of the few birds in the UK that sings all year around? This is due to the importance of holding winter territories. Warm up your vocal cords and join our birds, singing in aid of Dorset Wildlife Trust. Plan a carol concert or sing with your friends and family in your local community to spread the Christmas cheer!

Festive fun

There are so many ways to get creative at Christmas. Dress up and take part in a Christmas challenge, to spread the cheer, make and sell homemade cards and crafts or have your friends over for a wreath making workshop with recycled items. Maybe even a Christmas cocktail challenge!

Spring

Spring is a time for new beginnings - a wonderful time of year to start fundraising.

Wild at heart (Valentine's day)

If you are wild at heart and otterly in love, why not take the one you love to one of our nature reserves? Or maybe give the gift of love to wildlife and your loved one by joining as a member of Dorset Wildlife Trust. Visit our website for more information: dorsetwildlifetrust.org.uk/membership

Spring clean

Start your year as you mean to go on; donate old or broken watches and jewellery, gather up old or foreign currency, old mobile phones, cameras and gadgets. Download your Freepost label and send it to Recycling for Good Causes recyclingforgoodcauses.org/individual-donors/ and request that the funds go to Dorset Wildlife Trust.

Have a cracking Easter

Organise an Easter egg treasure hunt and raffle and invite all of your friends to join. Feeling creative? Invite your group to enter an Easter bonnet and egg painting competition. You could hold an Easter bake-off and bake a difference!

WHATEVER THE SEASON WE HAVE A REASON



Common blue butterfly © Josh Kubale

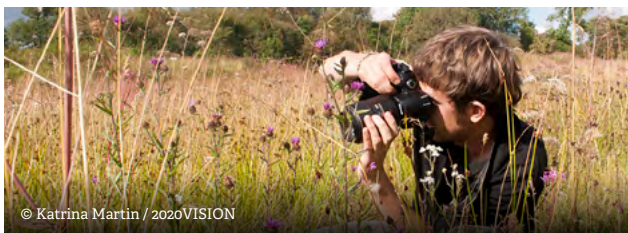
Seasonal ideas

Summer

From rock-pooling at the beach to walking through wildflower meadows, summer is a very special season to enjoy wildlife and celebrate National Marine Week in Dorset. As our butterflies flit between flowers and reptiles bask in the sun, why not take part in one of our challenges to spot our summer time specials?

30 Days Wild

We are putting you to the challenge, can you do one wild thing a day throughout the whole of June? We believe you can! It's time to get out and find your local green space. Visit wildlifetrusts.org/30dayswild to register your interest to receive your digital pack for some wild ideas. Set up a JustGiving page to collect donations for your challenge, remember to document your 30 'random acts of wildness' and share them with your friends and family.



© Katrina Martin / 2020VISION

Take on a challenge

Whether you are a novice or an athlete, there are plenty of challenge events across Dorset to choose from. Walk, run or cycle, and discover the benefits of being surrounded by Dorset's natural beauty. Whatever you decide to do, step it up by setting up your online page and asking for donations.

Summer skies

From paragliding along the coast to sky diving out of a plane, find a new challenge to take you high into the sky raising vital donations in this once in a lifetime experience.

Autumn

For many plants, insects and some mammals, autumn is a time of slowing down and shutting down. It's all about changing where and how you live in preparation for the winter, but it's also the perfect season to visit our reserves and host your own fundraiser this season.



© Zsuzsanna Bird

Big Wild Walk

During the October half-term week, we ask nature lovers to go on a Big Wild Walk and raise funds to create a wilder future, as we call for at least 30% of our land and sea to be protected and connected for nature by 2030. Set yourself a walking target for the week or take on one of these challenges:

- Walk 30km over the Big Wild Walk week
- Walk 30km in three days
- Walk 30km in one day

Register today at dorsetwildlifetrust.org.uk/big-wild-walk

Halloween party and bake-off!

Host a Halloween party and beastly bake-off to celebrate the creepiest time of the year! You could include apple bobbing, face painting, costume and pumpkin carving competitions to raise vital funds.




**HITTING EACH MILESTONE
WILL CERTAINLY BE
SOMETHING TO BE PROUD OF**

Common tern © Paul Williams

Setting your goal

No matter how low or how high you set your fundraising goal, you'll be helping us act **before it's too late**. Breaking your goal down into **smaller, more achievable chunks** will set you on your journey to **fundraising success**.

- 
- 1** Think about how much you'd like to be able to raise and add your goal to your personalised fundraising page.
 - 2** Break your goal down into smaller, more achievable milestones.
 - 3** Browse the ideas in this pack (or use your own ideas) and think about how much each activity could raise.
 - 4** Add your chosen activities to your calendar, and you'll see how quickly it all adds up.
 - 5** You'll suddenly see how achievable it really is to hit your Wilder Fundraising goal!



Barn owl © Paul Williams

Hitting each milestone will certainly be something to be proud of as you think about the impact this will have on protecting our wildlife for future years to come. Every cake baked or plant sold will very quickly add up, and this pack is jammed full with tried and tested fundraising ideas to help you get there.



**INDIVIDUALLY WE ARE
ONE DROP. TOGETHER
WE ARE AN OCEAN**

Short-beaked common dolphins © Chris Gomersall/2020VISION

Promoting your fundraiser

What you're doing is amazing. You're helping to protect wildlife and wild places for future generations, so don't be afraid to shout about it!

Top tips for spreading the word

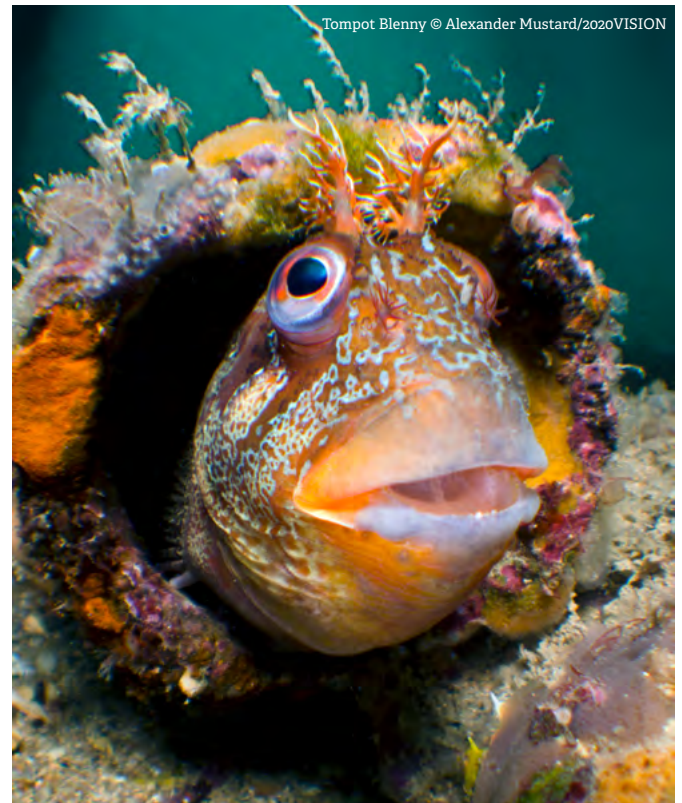
Getting your community involved will share the load and will take your fundraising to another level. Think of everyone you know that might be able to support you – friends, family, neighbours, colleagues and your local community. Social media is a great tool to help you spread the word - don't forget to tag us too. You can find our social media details at the front of this pack.

Different channels help in different ways:

- Keep your **Facebook fundraiser** or **JustGiving page** updated with photos and stories and share far and wide.
- Take photos and share **regular updates** across all of your social media channels.
- Follow local groups, businesses, news outlets and high profile people in your community. Tell them about your fundraiser and see if they want to get involved or help promote it.
- **WhatsApp** is a great way to spread the word amongst your friends and ask for support, whilst keeping them entertained with quick updates.
- **Email and letters** are still one of the most effective ways to let people know about what you are doing. Amongst endless junk mail, an email or letter from a friend stands out well.
- **Posters** - use our poster templates to promote your event locally. Always ask permission of the site owner before displaying any posters, and please remember to remove them afterwards.

To abide by the Fundraising Code of Practice, you will also need to use our registered charity line on all posters, adverts and other fundraising materials:

"I am/we are/this event is raising money in aid of Dorset Wildlife Trust, Registered Charity Number 200222."



Tompot Blenny © Alexander Mustard/2020VISION

PROMOTE YOUR FUNDRAISING LOCALLY

Hedgehogs © Jon Hawkins - Surrey Hills Photography

Contacting your local press

Your local newspapers, magazines and radio stations are always on the lookout for stories with local interest, so they **will want to hear from you**. Some media, particularly magazines, will have very long lead times, often months in advance. So, contact your local media as soon as you know the key details of your activity. Here are some tips for sharing your story:

Step 1: Identify your local media outlets

There will be lots of opportunities to promote your fundraising locally, including newspapers, radio stations and parish news.

Step 2: Send a press release

We have a sample press release that you can edit with tips on how to write it should you need some guidance.

Should you be lucky enough to secure a radio interview, talk about the five 'W's': What you're doing; When it is; Where it is; Who you're raising money for; Why it's important to you. And most importantly - how listeners can get involved.

Step 3: Free listings

There are lots of websites that will list your event for free, including local radio. If you add your event to local radio sites, they may well promote your event on the radio too. Fantastic free publicity!

Step 4: Photos

Photographing your activities will really help with publicity to further boost your funds. It's a good idea to have a combination of posed and action shots, and try to get a good selection of close up photos.

Always ask permission before taking any photos, and if people are happy for their photos to be shared with local media and Dorset Wildlife Trust for publicity. If children are in your photographs, you must ask parents' or guardians' permission, and you will need to use our photography consent form. **For a copy of this form please email fundraising@dorsetwildlifetrust.org.uk**

Straight after the event, send your pictures to the local press with captions and an updated press release. We'd love to see your photos too, so please do tag us on social media and email them to us at fundraising@dorsetwildlifetrust.org.uk



Sand lizard © Steve Davis



TOP TIPS TO HELP YOUR FUNDRAISING RUN SMOOTHLY

Blue tit © Adam Jones

Staying safe and legal

A few things to ensure your fundraising event is **safe** and **legal** for everyone involved.

Permission

If you are holding an event in a public place, please get permission first from the **property owner** or the local authority.

Photos

If you plan to take photos of other people at your fundraiser, make sure your attendees are aware and you **gain their consent**.

First aid

If your event involves many people, please ensure you have the appropriate first aid involved. Further advice can be found from **St John Ambulance (sja.org.uk)** or the **British Red Cross (redcross.org.uk)**. There should always be someone on hand to help at smaller events but for larger events holding 500 individuals or more, there should be a minimum of two qualified first aiders on site. If your event is bigger than this, please contact us.

Insurance

It's important to have public liability insurance in place if your event involves the general public. Check first with your venue to see if they have this in place. Please note Dorset Wildlife Trust cannot be held responsible as your fundraising activity is not covered by our insurance.

Public collections and raffles

If you are planning to hold a collection or raffle, please email fundraising@dorsetwildlifetrust.org.uk to register your collection as you may need a licence. We can also help to supply the appropriate buckets and tins to aid your fundraising.

If you are under the age of 18

If you are under 18, you will need to gain permission from your parent or guardian to raise money for us. They can call **01305 264620** or email fundraising@dorsetwildlifetrust.org.uk to give their consent.

Data protection

Only collect the information you need. Keep it safe, do not share it and only keep it as long as you need. You can find information about how we protect and use personal data in our privacy policy on our website: [dorsetwildlifetrust.org.uk/privacy](https://www.dorsetwildlifetrust.org.uk/privacy).

If you have any questions regarding your fundraising or any of the above, please email us at fundraising@dorsetwildlifetrust.org.uk. We'd love to hear from you and support your fundraising.



Representing the Trust: Code of Conduct

When you are fundraising in aid of Dorset Wildlife Trust, remember that you are acting as an ambassador for our work. Please be courteous and professional at all times and treat donors fairly. We follow the **Chartered Institute of Fundraising's Code of Behaviour** (we recommend reading this) and the **Fundraising Regulator's Code of Fundraising Practice**.



**WE RECEIVE 25% MORE
WITH A GIFT AID DONATION
AT NO EXTRA COST**

Upton Heath © Tony Bates

Paying in your fundraising

Every single penny counts and we have some great ways to make your donations go even further to make even more of a difference.

Gift Aid

If your supporters are UK tax payers and their donation is voluntary, they can **add 25% at no extra cost** to their donation by agreeing to Gift Aid. Please make sure that your family and friends fill in their details on your sponsorship form. If they donate to your online page, you don't have to worry, JustGiving captures this information. Please note that purchases of tickets or goods cannot be Gift Aided.

Matched giving

Lots of businesses operate a **matched giving scheme**, which will double the amount of money you raise. Find out if your employer operates a scheme. Remind them it's tax efficient for them and it benefits local wildlife. If they are able to match your donation, please let us know so we can identify the payment from your organisation. We are happy to help complete any forms that are needed.

Add a little extra

Remember to have a look at all of our ideas and mix them together to make your fundraising a huge success. For example, if you are completing a sporting challenge, why not hold a bake sale or a raffle to give your fundraising a boost – every little helps and we have **ideas to inspire you for every occasion**.

How to pay in your fundraising

You did it for wildlife! Here's how to pay it in:

JustGiving

If you have set up a JustGiving page that is linked to Dorset Wildlife Trust, you won't need to do a thing, all donations on your page will get automatically transferred to us.

Website

Pay in your fundraising online at **dorsetwildlifetrust.org.uk/donate** and send us your donation form by post.

Post

Please make all cheques payable to **'Dorset Wildlife Trust'** and send to: **Dorset Wildlife Trust, Brooklands Farm, Forston, Dorchester, DT2 7AA**

Please include a note with your name and contact details in case we need to contact you in regards to your payment. We'd love to hear what event you chose and how it went too. Please include any donation forms if used.

Phone

You are welcome to call us on **01305 264620** and donate over the phone using a debit or credit card.



Dorset Wildlife Trust

Take action for a Wilder Dorset

Thank you!

We can't thank you enough for all the time, effort and support you and your friends, family and colleagues have put in to raise money for wildlife. A huge **THANK YOU** from all of us at Dorset Wildlife Trust.