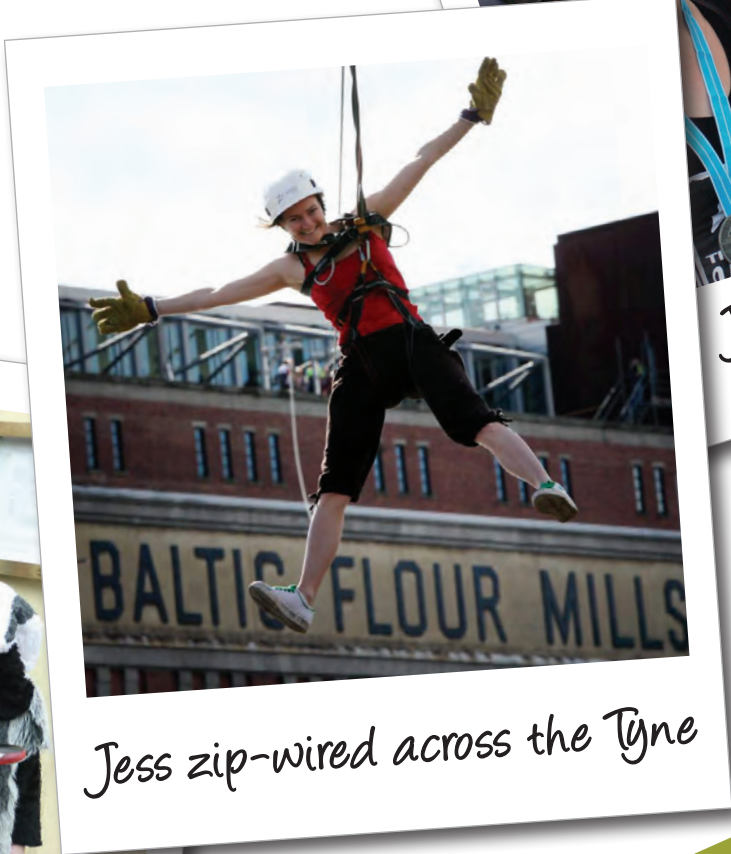


Fundraising Toolkit



Jo & Claire ran the Great North Run



Jess zip-wired across the Tyne



Lee cycled over 850 miles for wildlife

Go wild and fundraise!



Northumberland Wildlife Trust



Introduction

Thank you for your interest in organising a sponsored activity, fundraising event or personal challenge for Northumberland Wildlife Trust. We rely on the help of people like you to raise money for our conservation work, and also to encourage people to get closer to the amazing wildlife and wild places thriving in this region.

Northumberland Wildlife Trust is the leading non-government funded environmental charity in Newcastle, Northumberland and North Tyneside. Supported by around 60 skilled staff, 13,000 members and 300 volunteers, we are one of 47 Wildlife Trusts across the UK and have campaigned for over 40 years to create an environment rich in wildlife for everyone to enjoy.

We are passionate about nature conservation and we want to inspire and empower everyone to protect their natural heritage.

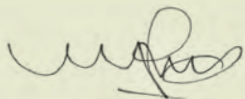
To fulfil this vision, we need your help to secure much-needed funds. Organising a fundraising event gives you the chance to get together with friends, family and your local community to help support our work. Fundraising is all about having fun whilst sharing your interests and spreading the word about the importance of protecting wildlife in the region.

The funds you raise will help us to continue our work protecting the region's most precious wildlife and landscapes, furthering our vision for 'Living Landscapes' and 'Living Seas', and the spectacular and diverse wildlife they support.

Every penny you raise can make a real difference.

This fundraising pack is full of helpful tips, advice and ideas to inspire you to organise and run an event. Visit our website www.nwt.org.uk for information on our current projects, and feel free to contact our Fundraising Team on (0191) 284 6884 or email mail@northwt.org.uk for further advice and to share your success! We love to hear about how our supporters are spreading our message.

Go wild with ideas and be inspired! Good luck and thank you,



Mike Pratt, Chief Executive



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Success stories

- Lee Ford has raised over £1000 for the Trust, completing a series of personal challenges from organising the Bothal Woods Family Fun Run, to completing his Cap-to-Cap cycle ride, covering 5 countries in 10 days and over 850 miles.
- Danielle and Natalie Hodgson raised a fantastic £250 from their wildlife-themed event, organised as part of their college course, with live music, stalls and an art exhibition.
- Andrew Cosham has raised over £1150 in sponsorship, completing a series of runs in the region, from the Blaydon Race to the Great North 10k and the gruelling Great North Run!
- Chris and Leanne Bell and other volunteers raised over £300 in just a few hours through a supermarket bag-packing session.



“ NWT is a really important local charity that everybody benefits from, and fundraising is my own way of offering support. Our region is lucky to have a huge diversity of species and landscapes, and I know my work will raise the profile of Northumberland Wildlife Trust's vital work. **”**

Lee Ford, NWT Fundraiser

Making plans

When you start planning your event, keeping it simple is a good rule of thumb. For more suggestions, visit our fundraising pages online www.nwt.org.uk/fundraise, or get in touch and we can discuss some great ways for you to run a successful event.

You can find examples of how the money you raise could be used to protect wildlife in the region below, which is really helpful when asking people to dig deep with their donations. Remember also that we work to protect wildlife and habitats in your local area, a cause that benefits everybody.

- **£10** buys a pair of wellingtons for a volunteer to undertake pond maintenance
- **£50** pays for the annual servicing of a strimmer to cut grass on our reserves
- **£100** pays for a barn owl nesting box to be fitted
- **£250** feeds the birds over the winter season on a reserve
- **£500** enables us to purchase pond dipping and survey equipment
- **£1000** can enable volunteers to install an otter holt
- **£5000** could pay for paths and boardwalks to improve visitor access



It's never too early to start planning your event, but before you start, complete the enclosed event registration form, return it to us and we can help you with lots of ideas and support!

When will you do it?

Think about the seasons (and the temperamental North East weather) and avoid clashes with public holidays or sporting events. Consider who your event is aimed at, and what time of the week/day will suit them best. Setting a date will give you a clear target - remember to give yourself plenty of time to prepare, tell as many people as possible, get lots of sponsors and make sure you make a list of all the key tasks involved!

Where will you hold your event?

Can you hold your event at home, in a school or community centre, or will you need to hire a larger venue? There may be a local village hall or community centre that will allow you to hire their space for free. If you're holding your own sponsored run or walk, is your route safe? Will you need toilets, car parking, room for catering, seating or other facilities?

Who will help you to plan and carry out your event?

Many hands make light work! Rely on friends, family and colleagues to help with the organisation, and give everybody plenty of notice for attending on the day. If you're completing a personal challenge, who might be willing to sponsor you, or support you on the day?

Be seen to be green!

Don't forget to make your event as environmentally friendly as possible. Avoid using items which could be harmful to wildlife and the environment, such as plastic bags and balloons; make sure people can get to your event by public transport/walking/cycling; and remember to recycle as much as possible!

How much money do you hope to raise?

Perhaps you could consider incorporating a few fundraising activities into one day, such as a raffle, tombola, quiz or cake sale. Providing lots of ways for people to get involved is likely to increase the funds you raise.

Fundraising ideas

You might already have some great ideas about how you're going to start fundraising for Northumberland Wildlife Trust. If not, we have plenty of suggestions! Remember, no matter how big or small your event, or how much money you raise, your efforts will be making a big difference to the wildlife and precious landscapes in this region.

Fundraising is a fun and easy way to get stuck in and help local wildlife, and is a great way to try something new, whilst raising lots of money for a worthwhile cause. Think of something you and the people involved will enjoy, or perhaps even set yourself a personal challenge – the sky really is the limit!

Get inspired!

- Enter the Great North Run or Kielder Marathon (we secure spaces every year!)
- Pull on your fancy dress and organise a street collection/bag packing event
- Organise a family fun run in your local park
- Hold a film night/coffee morning/bake sale
- Set yourself a personal challenge and take part in a sponsored cycle ride
- Organise a dawn chorus walk or an evening bat walk
- Go extreme by taking part in a zip-wire event or even a tandem skydive!
- Hold a quiz in your local pub and get the community involved
- Recycle your unwanted goods and hold a jumble/car boot sale
- Set up an 'open garden' with tea stalls and charge an entry fee
- Be a good neighbour and mow lawns/wash cars/weed gardens for a donation
- Place a collection box in local shops or pubs

In the workplace...

- Organise a fancy dress or 'dress down' day
- Set up a swear jar!
- Arrange a lunchtime 'Come Dine with Me' with colleagues
- Run a seasonal event such as selling mince pies at Christmas, heart-shaped biscuits for Valentine's Day and pancakes for Pancake Day!
- Enlist your colleagues in a wild workplace abseil - visit www.charityabseils.co.uk for more details
- Hold a workplace raffle/auction with some unique prizes (extra-long lunch break, cups of tea made for a day etc.)
- Organise an office Olympics and get creative with a paperclip chain jump-rope, post-it origami contest and office chair racing!

At school...

- Run an 'Eco Afternoon' like Seaton Sluice First School, and turn all computers and lights off
- Propose a non-uniform day (encourage wildlife-themed fancy dress!)
- Run a stall at your school fair, such as a tombola, raffle or even a 'throw wet sponges at the teacher' stall!
- Use your school hall to bring the crowds in with an art exhibition, school play or talent show and charge an entrance fee
- Take part in a sponsored silence/litter pick/swimming contest
- Design and make greetings cards to sell, and donate the profits!



Sponsorship

Asking for sponsorship can be a really simple way of raising funds and getting support from family, friends, colleagues and the local community. The form included in this toolkit is easy to complete, and can help you track your fundraising total.

Where do I start?

Ask family and friends to sponsor you first, but also consider other people who might want to offer support. Get as many people involved in your event/personal challenge as possible, from neighbours to work colleagues and local businesses who may be able to pledge larger donations.

How do sponsors pay?

Your sponsors can donate in a number of ways - by completing your sponsorship form and giving you cash or a cheque, donating via our website www.nwt.org.uk/donate and quoting your event, or through your Virgin Money Giving page. To set up your page, visit www.virginmoneygiving.com (you can search for NWT from the homepage) - it's easy to manage your donations this way, as you can customise the page yourself, email the link to anybody who might be interested (especially people living far afield who may wish to support you!), and the funds raised are sent directly to the Trust.

How can I increase my donations?

Sponsorship is not limited to sponsors listed on forms – why not run a bake sale/car wash/community event and ask people to give their loose change? It's a great way to spread awareness and increase sponsorship without having to take names/bank details and makes people feel like they're getting something for their sponsorship as well as giving to a good cause. Be imaginative and be creative - your sponsorship is only limited by the work you put in to achieve it!

How can I get businesses involved?

Do you know a pub landlord well? Does a friend of yours own a café or small company? Getting corporate sponsorship can mean big money, and means that companies can promote the fact that they're helping a charity. They might let you use their building for the event, or even donate equipment, prizes or refreshments!

You could ask your own employer to match-fund your donations, ask local businesses to display a collection bucket for customers to donate to, or even sell stall-space at your events.

Personal challenges

Setting yourself a personal challenge is a fantastic way to step outside of your comfort zone and experience the adventure of a lifetime, whilst fundraising for a worthwhile cause and involving your family and friends.

You could sign yourself up to run a marathon or sponsored swim, give up a longstanding habit or perhaps encourage friends/colleagues to complete a group challenge.

For adrenaline junkies, companies throughout the region offer the opportunity to zip-wire, abseil, bungee jump or even skydive (perhaps wearing our infamous badger suit!), all in the name of raising money for our charity. Why not encourage friends to join you and run a group event?



Charity Challenge is the world's leading fundraising challenge operator, enabling you to trek, bike and climb throughout the world in aid of your chosen charity. Whether you want to lose weight, get fit, experience new cultures, or just achieve an impressive goal, all whilst raising funds for Northumberland Wildlife Trust, they can help. Visit www.charitychallenge.com to explore a really wild way to raise money for our charity!

Promoting your event

The best way to promote your event is through the media, which is free and will enable you to tell lots of people. Get the local community involved in spreading the word, and keep in touch so we can share your fundraising efforts with our supporters.

Publicising your event is easier than you might think!

Write about your event in a clear, concise way (including what it is, when, where and why you're doing it), and share the details with local websites well in advance for free publicity. To secure as much coverage as possible, make your event sound fun, exciting and attractive for a range of ages and interests.

You can also telephone or write to your local radio station and tell them about your event. Even if they cannot send a radio car, they are usually more than happy to broadcast details of local events in advance, and there may be opportunity for a telephone interview.

Our Communications Officer can work with you to send press releases to our contacts (and anybody you have in mind), suggest websites to contact and generate as much interest in your event as possible.

Photos

Photos are really important for publicity and for everybody to share as a record of your event (including all your preparation beforehand). Try and capture a range of photographs, from posing to 'action shots', all of which tell the *story* of your event, and ensure you get permission to use them (particularly when photographing children or vulnerable people).

Make use of the blank poster in this toolkit to promote your event in your community, and invite local businesses to support you with donations (if you are attempting a personal challenge) or by running a stall (if you're holding an event).

Social media/online

Don't underestimate the power of the internet and social media! Tell everybody you know about your fundraising by creating Facebook and Twitter accounts, and ask family, friends, neighbours and colleagues to do the same! You could send a mass email, mention your fundraising event in answerphone messages, email signatures, notice boards or work newsletters, or perhaps even create a blog...get your event noticed anywhere you can!

Stay in touch!

Keep in touch with us and let us know how you're getting on - we'll be happy to add your event to our 'What's on' leaflet, website and e-newsletters, as well as our NWT Facebook and Twitter pages.

After your fundraiser, it would be fantastic to hear how your event went. We will share your photographs on our website to encourage other people to fundraise and will feature you in our e-newsletters as a recent success story. Please take plenty of photographs on the day and keep records of attendees and money raised, and we can share your successes with our supporters. You will also receive a certificate as a memento.



Safety & legal info

Please take care at your event and note that it is your own responsibility to make sure the event is safe and complies with any relevant authorities.

A few essentials to consider:



First Aid

Ensure you have adequate cover available for the scale of your event. For First Aid advice, contact your local St John's Ambulance branch or the British Red Cross.



Food

If you are selling food/drink at an event, it is always advisable to check that you adhere to food safety laws. Visit www.food.gov.uk/safereating for more information.



Alcohol

Remember to check if the venue is licenced or contact your local council to find out more about getting a temporary licence.



Children/vulnerable people

Ensure that all children are accompanied by an adult, and do not take photos of young/vulnerable people without consent.



Licences

You may also need to check about certain laws, licences or permissions, particularly if you're organising a raffle, street collection or event on private property. To find out more you can contact your local council office or The Institute of Fundraising (www.institute-of-fundraising.org.uk).



Risk assessment

An easy way to prepare for any event is by filling out a risk assessment form beforehand, identifying hazards and evaluating any risks you'll need to consider. An example form is included in this toolkit.



NWT details

Please including this wording on all publicity: ***“Proceeds from this event will be donated to Northumberland Wildlife Trust, registered charity no. 221819”***. Any materials you produce should make it clear who the event organiser is. We've designed a special fundraising logo included as stickers in this toolkit.

Whilst we appreciate your support, Northumberland Wildlife Trust cannot accept liability for any fundraising activity or event you undertake for us. If you need insurance, please make sure you have arranged this prior to your event taking place.

Collecting donations

Once you have completed your activity or event, first of all congratulations and thank you from everybody at NWT! After you celebrate, collecting and sending your donations to us is easy.

Sending your money to NWT

There are several ways for you to donate the money raised from your event:

Virgin Money Giving - it's easy to manage donations online using Virgin Money Giving www.virginmoneygiving.com. You can set up your own page and email the link to friends, family and colleagues, and when all the donations have been received, Virgin Money Giving sends the total directly to us!

NWT Website - visit our website www.nwt.org.uk/donate to donate the proceeds using a credit/debit card (you can also pay over the phone in this way if you prefer, on 0191 284 6884).

Visit us - we would be more than happy for you to pop into the Trust and pay with either a cheque or cash (cheques can also be posted – made payable to Northumberland Wildlife Trust Ltd).

Remember to tick the Gift Aid box (if you are eligible), and remind all sponsors to do the same - there is a box on our website and the sponsorship form specifically for that purpose. Gift Aid is a great way for us to reclaim the tax paid on the donations you make to us, with no extra cost to yourself! This means for every £1 you/your sponsors give, the Government will give us an additional 25p to help wildlife. To be eligible for Gift Aid the amount of Income Tax and/or Capital Gains tax you pay in each year, must be at least equal to the amount of tax that we will reclaim on your gifts for that tax year.

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Text donations

Why not also encourage supporters to text donate to NWT? It's quick and easy and 100% of the donation comes to us to make a big difference! Simply text **NWTR12 £5** to **70070** to donate £5 (NWTR12 £10 to donate a tenner).

Collection boxes

Assemble flat-pack collection boxes (included in this toolkit) and collect cash donations at your event. You could even enlist volunteers to walk around asking people to give spare change - every little helps! If you require larger capacity collection boxes or buckets, please contact the Trust on 0191 284 6884, and we will happily provide them. You can either return these boxes to our offices for counting, or bank the money yourselves and send a cheque or make a donation online.

Sponsor forms

If you are collecting sponsorship, use the form included in this toolkit to complete your sponsors' details. After you have collected your donations, please include the sponsor form when delivering them to our offices.

Claiming expenses

Try and minimise your outgoings by booking a free local venue, and asking for refreshments, equipment and prizes to be donated. If you do incur costs, these will need to be deducted from your overall fundraising total before you make the donation to NWT. Please give us a call for other ideas about how to reduce costs.

Thank you!

On behalf of everybody at Northumberland Wildlife Trust, a huge 'thank you' for fundraising for us! When we receive your donations, we will send you a special certificate with the total raised for you to display, and give you a mention in Roebuck (Northumberland Wildlife Trust's magazine), on our website and in our e-newsletters.

Hopefully this toolkit has all the information and inspiration you need to run a successful event. If you would like to discuss your fundraising ideas, or if you need any more help, please contact our Fundraising Team on 0191 284 6884.

Contact details

Pop in and say hello!

Northumberland Wildlife Trust Ltd
Garden House
St Nicholas Park
Jubilee Road
Gosforth
Newcastle-upon-Tyne
Tyne & Wear
NE3 3XT

Registered in England & Wales
Registered Company No: 717813
Registered Charity No: 221819




Website/email

www.nwt.org.uk
mail@northwt.org.uk

Give us a call

0191 284 6884

Social networking

 [northumberlandwt](https://www.facebook.com/northumberlandwt)

 [@Northwildlife](https://twitter.com/Northwildlife)

Useful websites

The Health & Safety Executive

www.hse.gov.uk

The Institute of Fundraising

www.institute-of-fundraising.org.uk

Food Standards Agency

www.food.gov.uk

Virgin Money Giving

www.virginmoneygiving.com

Charity Challenge

www.charitychallenge.com

St John's Ambulance

www.sja.org.uk

Newcastle City Council

www.newcastle.gov.uk

Northumberland County Council

www.northumberland.gov.uk

North Tyneside Council

www.northtyneside.gov.uk

Fundraising materials and Trust information

It's good to have information about NWT for attendees to take away. We can provide lots of resources to help make your event/activity a success, including a supply of volunteers.

Materials provided with this toolkit

- Event registration form
- Sponsorship form
- Example risk assessment form
- Poster template
- Flat-pack collection boxes
- Logo stickers

Materials available from our NWT offices

- Collection boxes/buckets with personalised labels
- NWT publications
- Bookmarks, postcards and stickers to give to attendees
- Merchandise to sell (fluffy toys, wildlife books, mugs)
- Gazebo and pop-up banners advertising NWT
- High visibility jackets

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