



# Fundraising Pack

All you need to know about  
raising money for  
Cornwall Wildlife Trust



# Thank you



## Thank you for your interest in organising a sponsored activity or a fundraising event for Cornwall's wildlife during our 50<sup>th</sup> Anniversary!

Cornwall is rich in both wildlife and stunning scenery. However, the natural world around us is under threat and many species of birds, plants and animals have suffered a dramatic decline.

Cornwall Wildlife Trust is your leading local wildlife charity. We own or manage 55 nature reserves and work to protect and enhance wildlife and wild places, both on land and in our seas. 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 whilst sharing your interests and spreading the word about the importance of protecting wildlife in Cornwall.

The funds you raise will help us to continue vital work to protect Cornwall's 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. You can also call our fundraising team on (01872) 273939 ext 205 for further advice and to share your success.

So go wild with ideas and be inspired!

Good luck and thank you,

A handwritten signature in black ink that reads 'Trevor'.

Trevor Edwards  
Chief Executive  
Cornwall Wildlife Trust

**Whatever you raise –  
be it £5 or £5,000 – your  
support will be greatly  
appreciated and will  
make a huge difference  
to wildlife conservation  
in Cornwall.**



## Did you know...?

- £10** pays for a hand lens for Fox Club events or for a volunteer researcher to use, perfect for getting up close to bugs and beasties!
- £20** pays for an acre of land to be ploughed for seed bearing crops, ideal for birds to feed on
- £50** pays for a special stretcher used by the Trust's Marine Strandings Network for stranded dolphins
- £100** pays for 200 tree saplings which will support a flourishing woodland habitat for birds, bats and butterflies
- £200** pays for a 'pinger', an acoustic deterrent device for preventing the entanglement of dolphins and porpoises in fishing nets
- £500** pays for a telescope to be used on our cliff-top marine surveys such as the Basking Shark project
- £1000** pays for a major wildlife survey to be carried out, so our experts can advise landowners and businesses on how best to manage land for wildlife.



**"I really wanted to help Cornwall Wildlife Trust continue its great work, so I ran the Reading Half Marathon and raised £702.44. I used to volunteer for the Trust and, despite moving to another county, I know how important their work is for Cornwall."**

Jodey Peyton, on the right, Cornwall Wildlife Trust supporter

Alison Salisbury is a keen supporter of the Trust's work:

**"I am passionate about wildlife and have been a member of Cornwall Wildlife Trust for many years. Last year I opened my garden and raised £454 for the Trust, and now want to encourage others to do the same."**



## What is in this pack...?

- |                                       |                                    |
|---------------------------------------|------------------------------------|
| 1. Thank you from our Chief Executive | 10. Registration form              |
| 2. Success stories                    | 11. Money matters                  |
| 3. How to begin                       | 12. Paying in slip                 |
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| 6. & 7. Publicising your event        | 14. Cornwall Wildlife Trust logo   |
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**You can start raising money to protect Cornwall's precious wildlife now! Turn over for how to begin.**

# How to begin



## 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

### Be a daredevil!

- Abseiling
- Assault course
- Run a marathon
- Wheel barrow racing

### Showcase your skills

- Arts and crafts sale
- Cake sale
- Car wash
- Computer game tournament
- Cookery demo
- Gig rowing
- Knitting challenge
- Homemade tea party
- Open garden day

### Have fun at work

- Dress down day
- Encourage your company to match how much you raise
- Ten pence for every cup of tea
- Swear box
- Wear wellies to work day

### Go wild indoors or out

- Auction of promises
- Barn dance
- BBQ
- Beach party
- Beard shave
- Book sale
- Bridge tournament
- Bring and buy sale
- Car boot sale
- Casino night
- Ceilidh
- Cocktail tasting
- Coffee mornings
- Cycle ride
- Dawn chorus walk

### Day of silence

- Dog walking
- Face painting
- Film show
- Football match
- Fun run
- Garden party
- Guess the name or weight of the baby
- I will give up.....
- Jewellery sale
- Keep fit challenge
- Love wildlife party
- Mini-Olympics
- Night time trek
- Plant sale
- Selling breakfasts
- Sponsored horse ride
- Talent show
- Teddy bears picnic
- Theatre performance
- Treasure hunt
- Tug-of-war
- Walk for wildlife



# Fundraising tips



## 1. Decide what you will do to raise money

**What** will you do to help Cornwall's wildlife?

Be inspired by our list of activities and events on page 3 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, or 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. We will, with your permission, add your event to our fundraising action web page. We will give you a personal contact at the Trust headquarters who can support you.

Please contact Serena Pettigrew-Jolly, Marketing and Fundraising Co-ordinator, 01872 273939 ext 205 or [serena.pettigrewjolly@cornwallwildlifetrust.org.uk](mailto:serena.pettigrewjolly@cornwallwildlifetrust.org.uk)

## 4. Collect money

See our tips on publicising your event on pages 6 and 7 for all the information you will need, but 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

See our tips on publicising your event on page 8 and see how many people you can contact via email, telephone and word of mouth. This sponsorship pack includes our poster template, logo, sponsorship form and fundraising box which can help you.

## 6. Information about the Trust

It's good to have information to hand. We can send you Trust leaflets to give out, including information about our nature reserves, membership, Fox Club and our current conservation projects. You can also refer people to our website: [www.cornwallwildlifetrust.org.uk](http://www.cornwallwildlifetrust.org.uk)

## 7. Consider health, safety and the law

Here are a few important points you might need to consider:

It's really important that all safety aspects are thought about carefully, as Cornwall 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](http://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.

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 the local council office and The Institute of Fundraising ([www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)).

If you are selling food and drink at a fundraising event, it is best to check food safety laws. Visit [www.food.gov.uk/safereating](http://www.food.gov.uk/safereating) for more information. If you are selling alcohol you will need to obtain a licence, and if it will be given as a prize you must make sure the recipient is over 18 and has a valid ID.

## 8. Make your event as environmentally friendly as possible

For example, please think carefully before using items which can harm animals and the environment, such as plastic bags and balloons. You can also make the event more environmentally friendly by lift sharing and ensuring you recycle whenever you can. Please see the 'Sustainable Events Guide' at [www.defra.gov.uk/sustainable/government/advice/documents/SustainableEventsGuide.pdf](http://www.defra.gov.uk/sustainable/government/advice/documents/SustainableEventsGuide.pdf) for more information.

## 9. 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 (see page 9 for tips!). 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.

We may also ask you a few quick questions to help us with future events, like details about how many people attended or sponsored you, any press coverage you received (if appropriate), what worked and what didn't, and any more ideas you have to help us raise money.

## 10. And finally, have fun and go wild!!



# Cornwall Wildlife Trust fundraising pack

## Publicising your event



**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, a poster of our logo and a sponsorship form 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. 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.

- **Contact the media**

You can use our official media contact list and send out a press release to get journalists interested. Press releases are easy to do. Here are a few tips:

- Write in the 3rd person, for example "Local girl Kirstie is doing a sponsored parachute jump to raise money for Cornwall Wildlife Trust."
- Keep it simple and quite brief (no more than 2 sides of A4, well spaced).
- Answer the 5 Ws in the first two sentences; who, what, when, where, why? Add more detail in the following paragraphs, and a quote from you is good too.
- Make sure your contact details are at the bottom of the release and that you're available to be contacted if the journalists want any more information.
- No need to think of a snappy title; that's the journalist's job!
- You can either phone newspapers to ask whether they can send a photographer, or contact a press photographer yourself (see who is credited in your local paper). Always give press photographers a copy of your press release and some clear notes, including names of organisers and people in the photo, to make sure the correct information is printed. Remember, a press photographer may be called away elsewhere, so do make sure that you get your own good quality photos too.

- **Top tips for radio**

Getting on the radio is easier than you might think. First, put details of your event on all local radio websites well in advance for free publicity, for example, [www.bbc.co.uk/cornwall/local\\_radio](http://www.bbc.co.uk/cornwall/local_radio), [www.atlantic.fm](http://www.atlantic.fm), and [www.piratefm.co.uk](http://www.piratefm.co.uk). 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 they may agree to invite you into the studio or do an interview over the phone. During the interview, just talk normally and clearly, remembering the who, what, when, where and why of your event. Give out contact details, or see if the radio station is happy to pass on messages.

- **Take photos**

Photos are really important for publicity and for us all to share as a record of your event. Get participants to pose as well as taking 'action' shots, but make sure there is something interesting about each picture. Close-up images are best, without people's backs to the camera. Ask permission when taking photos, particularly parents' permission when photographing children. Your photos must be high resolution, so make sure your camera is set to the take highest quality image for news or website printing. Straight after the event, send or email good quality, clear photos to the local press, along with captions (with people's names if possible, as journalists will ask) and your report of the event (or send everything to your contact at the Trust if you prefer), and then share your photos with us, friends, family or Facebook.

- **Celebrating your event**

Send your photos, a round up of your event and the amount of money raised to us and we will send you a certificate as a memento and our heartfelt thanks for your support.

- **Important things to remember**

It's vital that you include our charity number on all publicity, so please include this wording: "All proceeds will go to Cornwall Wildlife Trust, registered charity no. 214929".



Photo by Pete Stronach



Photo by Sheila McCann-Downes

**A few examples of good photos!**







# Cornwall Wildlife Trust fundraising pack

# Registration form



## I'm raising money for Cornwall's wildlife!

**Name**

**Event**

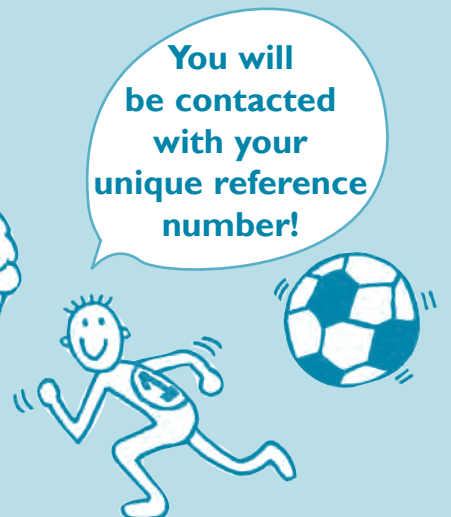
**Date**

**Time**

**Location**

**Contact**

**I want to raise £**



## Being sponsored to do something

There are 2 main ways you can get your sponsorship money to us, either online or through the sponsor form.

### 1. Online

It's so simple and easy to manage your donations online using [www.justgiving.com](http://www.justgiving.com). You can set up your own page, and email the link to your friends and family. Just follow these simple instructions;

- Log on to [www.justgiving.com](http://www.justgiving.com)
- Click on 'Get started'
- Click on 'Make your page'
- Fill in your details in the boxes with your name and address, email, etc. and choose a log on and password
- Select us as your charity by typing 'Cornwall Wildlife Trust' into the search section
- Select what sort of event you are doing
- Choose if you would like us or Just Giving to stay in touch with you
- You can now 'Edit your page'. You can personalise it by uploading a photo, naming your event, adding in your fundraising target and letting people know why you're fundraising for us in the 'your story' section
- The next page allows you to choose the colour and theme of your page
- Just Giving will then provide advice on sharing your page (on Facebook, Twitter, email) as well as 'Top tips on fundraising'
- You will receive an email to confirm the link to your page. e.g. [www.justgiving.com/Serena-Pettigrew-Jolly](http://www.justgiving.com/Serena-Pettigrew-Jolly) which is what you'll need to give to your friends and family so they can donate
- You can then log in to your page any time to see how your donations are coming along!

### 2. Sponsor form

Use the forms on pages 8 and 9 to fill out your sponsors' details.

#### Gift Aid

A way of us gaining extra money for your donations is to ask your sponsors to tick the Gift Aid section of the sponsor form (or online at [justgiving.com](http://justgiving.com)). This means that we can earn another 25p for every £1 donated! Please send your completed sponsorship forms to the Trust HQ so that we can claim Gift Aid. This can be the original or a copy.

## Collecting donations

Use the collection box on the back of this pack to collect donations at your event or activity. If you need a larger box please contact the Trust and we will provide you with one.

## How to give us the money you've raised

Once you have completed your activity or event, first of all – **congratulations and thank you!**

After you have celebrated, it is very easy to get your donations to us;

### 1. Online

- Use [www.justgiving.com](http://www.justgiving.com) and the money raised on your page will automatically get transferred to us
- Visit [www.cornwallwildlifetrust.org.uk/donate](http://www.cornwallwildlifetrust.org.uk/donate) and pay a lump sum, and remember to add in your unique reference number.

### 2. At the bank

Use the 'Paying in slip' below to pay in either cash or cheques, and make sure you fill out the reference box so we know who the donation is from.

If you do pay in to the bank, please drop us a line to let us know we should be expecting your payment and how much to look out for.

### 3. By post

You can also use the 'Paying in slip' with a personal cheque from your account, which can be posted directly to the office. Please send these to: Marketing and Fundraising Team, Cornwall Wildlife Trust, Five Acres, Allet, Truro, Cornwall, TR4 9DJ.

### 4. In person

We would love to have a visit from you in person if you would like to bring in your cash or cheques. Please do pop in to our offices at the above address we would be very happy to meet you and find

## Paying in slip



I have enclosed funds to the value of	£
Bank	Lloyds TSB, Truro
Account number	01185683
Sort code	30-98-76
Payee	CTNC trading as Cornwall Wildlife Trust
Reference no	



# I'm raising money for wildlife



Photos by David Chapman, Terry Dunstan, John Evans-Jones, Angie Gall, Alex Howie, Amy Lewis, Sheila McCann-Downes, Paul Naylor, Colin Speedie, Duncan Viner



**Fundraising for**



**Cornwall**





# Cornwall

Use this template to make your own collection box. Print it onto a full sheet of heavy paper, or stick it onto a cereal packet, cut it out on the black lines, fold on the dotted lines, and then glue the flaps to the inside of the box so no one can see them. Do not glue the top flap if you want the box to be able to open and close.



