



Fundraising Pack

Inspiration and guidance on
how to fundraise in aid of the Wildlife Trust.



Registered with
**FUNDRAISING
REGULATOR**



Thank You



Thank you for choosing to support The Wildlife Trust for Birmingham and the Black Country! Despite being surrounded by diverse wildlife and wild spaces, our urban species and habitats are in decline.

But fundraisers like you can help to change that!

We want to help you make your event as easy as possible. So whether you are planning a Wild Welly Walk, a bake sale or a traditional sponsored walk, this pack is full of everything you should need for a successful event.

Good luck and thank you from all the team!

£25

Could help us build and install a bat box

£50

Could provide a home for hibernating hedgehogs

£100

Could help maintain vital habitats like hedgerows, woodlands and meadows

£250

Could help us survey a planned development site for special wildlife

£500

Could organise a river clean up to help fish, otters and kingfishers

Ideas & Inspiration

- **Birthday Fundraiser**

Have an alternative birthday - ask for a donation in place of gifts. Try a birthday fundraiser on Facebook.

- **Quit Challenge**

Can you give up chocolate, coffee, crisps or smoking? Get sponsored or donate the savings.

- **Sponsored Walk / Run / Cycle**

A classic fundraiser, set yourself a challenge and ask for sponsorship for the number of miles.

- **Outdoor Bootcamp**

Are you a fitness fanatic? Host a fitness class or yoga class in your local park with donations to join in.

- **Grow Wild**

Grow and sell pollinator friendly plants - insects will thank you for it!

- **Test Your Wildlife Knowledge**

Get everyone together with an online quiz to test their wildlife knowledge.

- **Wild Wellies**

Get your wellies on for a Wild Welly Walk or wear your wellies to work day!

- **Name the Cuddly**

Buy a small cuddly toy and make up some wild names. Donations for guesses to win the toy!

- **Cake Bake**

Set up a competition to see who can make the best wildlife-theme cake!

- **Litter Pick-Up**

Organise a litter pick to clean up a local wildlife site! Ask for donations to join in.

- **Arts & Crafts**

If painting, knitting or drawing is your thing, sell your handy work to raise money.

- **Wild Hair**

Get sponsored for a week of outrageously wild styles, grow a moustache or shave your head!

Get Ready

- **Buddy Up**

Ask someone who shares your passion for wildlife to support you and work together.

- **Create an event checklist**

Think about how much you might need to spend, who you might need to help you and what resources you need. Consider asking local businesses to donate prizes.

- **Buckets & Boxes**

We can provide you with branded donation boxes, buckets and stickers.

- **Be responsible**

We cannot be held responsible for any incidents or accidents at your event - so please be sensible and stay safe!

- **Collecting funds**

If you are collecting cash we can provide sponsorship forms, or why not set up a page on our Just Giving account: justgiving.com/6ec644b4b5

Event Checklist

Event: _____

Date: _____ Time: _____

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Confirm Venue

Check [hse.gov.uk](https://www.hse.gov.uk) for info about hosting a public event

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Budget Breakdown

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Organise Equipment Needed

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Organise Refreshments

Check [food.gov.uk](https://www.food.gov.uk) for comprehensive UK food safety laws

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Confirm Helpers

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Complete a Risk Assessment

See [institute-of-fundraising.org.uk](https://www.institute-of-fundraising.org.uk) for info on event safety

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Tidy Up Afterwards

Remember to consider the environment

Promote

- **Inform**

Tell people why your fundraiser is important to you and how much you care about local wildlife.

- **Graphic**

Use an eye-catching graphic to promote your event - contact us if you need help.

- **Social Media**

Ask friends and family to help share your posts and encourage local groups to post about your event too.

- **Go Local**

Ask local venues to put up a poster to promote your event.

- **Publicity**

Tell your local radio, TV and newspapers about your event - they love a good news story!

- **Details**

Remember to include all the details - what, where, when, who and why!





The planning is over, its time to have fun and enjoy your event!

Take lots of photos to capture the moment and share your progress live on social media.

Remember to tag us in!

Twitter: @WTBBC **Facebook:** /WTBCC



Paying in Your Donations

If you fundraised via Just Giving or Facebook then there's nothing more you need to do.

If you collected cash, keep the donations in a safe place until you can bank them. Please pay in donations as soon as possible after the event. We would prefer donations to be paid in via our website or bank transfer.

Please make cheques payable to 'The Wildlife Trust for Birmingham and the Black Country' and write your name and event details on the back.

Online

Go to bbcwildlife.org.uk/donate and follow the simple steps!

Bank Transfer

Account Name: The Wildlife Trust for Birmingham and The Black Country

Account Number: 51009293

Sort Code: 60-07-41

Ref: Fundraising Event

Cheque

Post to:
Fundraising Team
The Birmingham and Black Country
Wildlife Trust
Centre of the Earth
42 Norman Street
Birmingham
B18 7EP

However you chose to pay in your donations, please email fundraising@bbcwildlife.org.uk with your name, contact details, event information and amount raised so we can look out for your donation. **Thank you!**

Contact Us



Contact our Fundraising Team for ideas and use of buckets and stickers:

fundraising@bbcwildlife.org.uk

Contact our Communication Team for support with promoting your event:

comms@bbcwildlife.org.uk

Website:

bbcwildlife.org.uk/fundraise

Social Media:



@WTBCC



/WTBCC