



**Somerset**  
Wildlife Trust

# Wilder Fundraising

## Information Pack

Everything you need for successful fundraising  
events and activities.



# Thank you for choosing to support Somerset Wildlife Trust

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

Thank you for joining our team of Wilder Fundraisers who are doing all sorts of things to raise funds for wildlife. What you're doing is so much more than baking cakes or running a 10k - you're helping us create a Wilder Somerset, and we are here to help you every step of the way.

The next 10 years are the most important in the history of nature conservation and that's why your support this year is so vital. The funds you raise will help us make more space for nature where wildlife thrives so we can adapt to the vast challenges nature is facing.

We simply cannot 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 21,000 members, we strongly believe this is possible, with your help.

Embarking upon your Wilder Fundraising journey, makes you a firm part of this Team Wilder movement. Bringing people together to raise funds goes hand in hand with inspiring others to make changes for nature.

This pack shares with you our tried and tested, wildlife-themed, seasonal fundraising activities, which will inspire your friends, family, colleagues and local community to make their own changes

for wildlife, or, will instill a love of nature, whilst raising funds at the same time.

It will help you set your fundraising goals with advice on how to reach them. Whether you plan to raise funds alone, with a small group of friends, family or colleagues, or you'd like to engage your local community, this pack includes advice no matter how much you hope to raise.

Whatever you choose to do, together we can act now to stop wildlife decline in its tracks and help bring it back to our towns, gardens and countryside for the people of Somerset.

Welcome to Team Wilder.



**Kate Wilson**  
Community Fundraising Manager



**SomersetWildlifeTrust**



**@SomersetWT**



**SomersetWT**



Registered Charity Number 238372  
Front cover Hedgehog photo: Tom Marshall



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Bittern photo: Jaime Hall / Barn Owl photo: Russell Savory

# Our goal

## Our mission is to make the changes needed for nature and people to thrive together

### The challenge

As biodiversity continues to decline dramatically, there's an urgent need to tackle the climate emergency, restore damaged habitats, increase the connectivity between protected areas and well managed land, and lobby for legislation that places natural heritage at the forefront of policies and forward planning.

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

Every penny you raise will help us get closer to achieving our vision of a Somerset wide Nature Recovery Network that will create more space for wildlife to thrive, benefiting everyone and playing its part in helping us reverse biodiversity loss and tackle the climate crisis.

To achieve our vision, we are working hard to towards the following goals:

### More space for nature

Nature is improving everywhere with restored natural processes, connected and protected through a Nature Recovery Network, with at least 30% of land and sea positively managed for nature.

### A movement for nature

Everyone has the opportunity to experience nature with at least 1 in 4 people taking action for nature's recovery across Somerset as part of Team Wilder. 1 in 4 is the social-tipping point needed for the majority to follow.

### Telling Somerset's story

The story of nature's recovery in Somerset is told through our online State of Nature platform that informs action and monitors progress.

### We will help you

We are here every step of your Wilder Fundraising journey with advice, tips and tools to help you reach your goals whilst ensuring you have a great time. Please don't hesitate to reach out to our Community Fundraising Manager, Kate, to discuss your ideas or ask for further help. Email [fundraising@somersetwildlife.org](mailto:fundraising@somersetwildlife.org)

## Together, we can save wildlife for the future.







Blue tit photo: Adam Jones

# Every penny helps

**Our work is only possible thanks to people like you! Every supporter fundraising for Somerset Wildlife Trust is playing a crucial part in protecting the future for wildlife.**

## Meet some of our fundraisers:

**Jack** aged 5, encouraged more than 30 of his friends and family to run a mile for wildlife at Westhay National Nature Reserve raising **£440**.

**Caroline and Alan** opened their garden to the public where they served tea and cake with the help of their church, sold plants with the help of their local garden centre and raffled a pollinator themed hamper raising **£963**.

**Joy** has hosted a collection tin at the bookshop where she works so far raising **over £1,000 and counting!**

**Steve** has taken on a challenge every year for the past five years, the Bath Half Marathon, running, cycling and rowing the 100 mile distance of the Somerset coast and taking on Man vs Moor, raising thousands of pounds for wildlife.

**Steve's top tip:** "Don't be shy about asking everyone you know for sponsorship, no one minds being asked".

**Thank you for being part of Team Wilder and starting your Wilder Fundraising journey.**

**£5**

### Secures vital nesting habitats for birds

£5 could fund three metres of new hedgerow which is vital nesting habitat for birds.

**£10**

### Builds a new dormouse nest box

£10 could help us build and install one new dormouse nest box.

**£25**

### Could provide water for livestock

£25 could provide water for livestock grazing a 10 hectare grassland reserve.

**£50**

### Could plant 50 trees

£50 could plant 50 trees to help regenerate a bluebell wood after conifer removal.

**£100**

### Could protect our wildflower meadows

£100 could provide materials to install or replace a gate to protect grazing livestock that help to maintain our wildlife meadows.

**£660**

### Could manage our woodlands

£660 could pay to manage all our woodland based nature reserves for one day.

**£1k**

### Could fund a wildlife survey

£1,000 could pay for a major wildlife survey to be carried out.

**£2k**

### Could pay for the management of all our nature reserves for one day



photo: Jon Hawkins, Surrey Hills Photography

# Top tips to get the ball rolling ...today!

## Our quick wins to kick start your fundraising, right now

### Set up your online fundraising page

The best way to start fundraising is to set up a fundraising page on JustGiving. Go to [www.justgiving.com/somersetwildlife](http://www.justgiving.com/somersetwildlife), click 'Fundraise for us', and follow the onscreen instructions. Once you've personalised your page, share it with friends and family letting them know why you're fundraising for wildlife. All funds raised will automatically transfer straight to us and it's a great way to keep track of your fundraising total.

### Set up your Facebook Fundraiser

If you are on Facebook, you may have seen people creating Facebook Fundraisers asking for donations for a cause. Go to: [www.facebook.com/fund/somersetwildlifetrust](http://www.facebook.com/fund/somersetwildlifetrust) to set up yours in just a few clicks.

### Pledge your celebration today!

From birthdays and naming ceremonies, to weddings and anniversaries to retirement and even Christmas. These are such memorable occasions, and asking for donations instead of gifts or cards is an inspiring way for friends and family to mark your special occasion. **Pledge your celebration today at [www.somersetwildlife.org/celebration](http://www.somersetwildlife.org/celebration)** and add your big day to your Wilder Fundraising Planner.

### Choose your challenge

Whether you love running, walking, cycling or swimming, or you want to get the adrenalin going on an abseil, whatever you choose to do, join our Team Wilder and do it for wildlife! Choose your challenge at [www.somersetwildlife.org/challenge-yourself](http://www.somersetwildlife.org/challenge-yourself)

### Order your 'Recycling for Good Causes' sack

Locate your "Recycling for Good Causes" sack in a central space in your community and let people know they can recycle their old phones, cameras, jewelery and all sorts of things cluttering up their draws, and, we'll receive 75% of the total value. Good for the environment and good for Somerset Wildlife. Order your sack and find out more at [recyclingforgoodcauses.org/individual-donors](http://recyclingforgoodcauses.org/individual-donors)

### Sign up for online shopping

Do your online shopping via **easyfundraising**, GiveasyouLive and **AmazonSmile** and **raise funds for free**. From your weekly grocery shop, to utility bills, holidays and travel, there are thousands of retailers to choose from. **You shop, they give!** Create your accounts today.



**easyfundraising** [easyfundraising.org.uk/causes/somersetwildlifetrust](http://easyfundraising.org.uk/causes/somersetwildlifetrust) As well as raising funds from your grocery shop, garden centres and DIY stores plus thousands of other retailers, you can raise over £80 for us every time you book holidays, trains, flights and hotels, up to £25 by switching energy suppliers and up to £37.50 when you switch your car insurance via easyfundraising.



**Give as you live**  
[www.giveasyoulive.com](http://www.giveasyoulive.com)  
Free donations for us every time you shop!



**AmazonSmile**  
[smile.amazon.co.uk](http://smile.amazon.co.uk)  
They donate 0.5% of the price of eligible purchases





Water Vole photo: Terry Whittaker / 2020VISION / Stoat photo: Richard Steel / 2020VISION

# Setting your goal

**No matter how little or how high you set your Wilder Fundraising goal, you'll be helping us act before it's too late. We strongly recommended you take this step, no matter how much you hope to raise. Breaking down your goal 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 Wilder Fundraising Planner.
- 2.** Break down your goal 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!



## Our fundraising toolkit

Visit [www.somersetwildlife.org/fundraising-pack](http://www.somersetwildlife.org/fundraising-pack) to download your Wilder Fundraising Planner and all sorts of resources to help you.



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.





Seal, Compass Jellyfish and Tompot blenny photos: Alexander Mustard/2020VISION

# Engaging others

**You've set your goal, you've chosen some activities, now it's time to think about who you know, and list your local community groups, societies and businesses and think about how they might help you.**

## **Tell everyone you know ...and more!**

Doing this alone, you'll raise a fair bit of money. Getting your community involved will spread 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, clients, your workplace suppliers, your gym, your church, your local fetes and fayres, your local school or youth group, your local shops, local groups, clubs and societies and everyone down at your local pub. All of these people could help you.

Simply talking to people about what you're doing, and why protecting our wonderful wildlife is a cause so close to your heart, is the best way to inspire people to support you. You never know where these conversations will lead and what doors will open.

**Individually, we are one drop.  
Together, we are an ocean.**







Common Frog photo: Mark Hamblin / 2020VISION / Cake photo: Joanna Briggs Photography

# Fundraise in celebration

**Birthdays, naming ceremonies, weddings, anniversaries, retirement or even Christmas. Whatever the occasion, you can use it to **make a difference to wildlife**. Here are our top ten celebration fundraising ideas:**

## 1. Donations in lieu of gifts

Asking for donations instead of gifts or cards is an inspiring way for friends and family to mark your special occasion. Set up a Facebook fundraiser in just a few clicks: [www.facebook.com/fund/somersetwildlifetrust](https://www.facebook.com/fund/somersetwildlifetrust)  
Set up a Just Giving fundraising page at [www.justgiving.com/somersetwildlife](https://www.justgiving.com/somersetwildlife)

## 2. Invitations

Use our notecards for sale in our online shop to invite friends and family and point people towards your fundraising page.

## 3. Digital cards

Instead of buying cards and paying for postage, use our wildlife themed digital cards and donate. You'll save paper too! Visit [www.dontsendmeacard.com/ecards/charities/somerset-wildlife-trust](https://www.dontsendmeacard.com/ecards/charities/somerset-wildlife-trust)

## 4. Challenge yourself

Challenge yourself (and friends and family!) Take on a sponsored challenge to mark your celebration. Choose your challenge at [www.somersetwildlife.org/challenge-yourself](https://www.somersetwildlife.org/challenge-yourself)

## 5. Venue discount

If you're hiring a venue, ask for a reduced rate and donate the difference to Somerset Wildlife Trust.

## 6. Dine for wildlife

Ask your local pub or curry house to put on a buffet or set menu for you and your guests. We suggest asking them to do it for £10 per plate, then you charge £20 a ticket and donate the difference.

## 7. Song requests

If you're playing music, give guests the chance to request songs in exchange for a donation.

## 8. Place settings

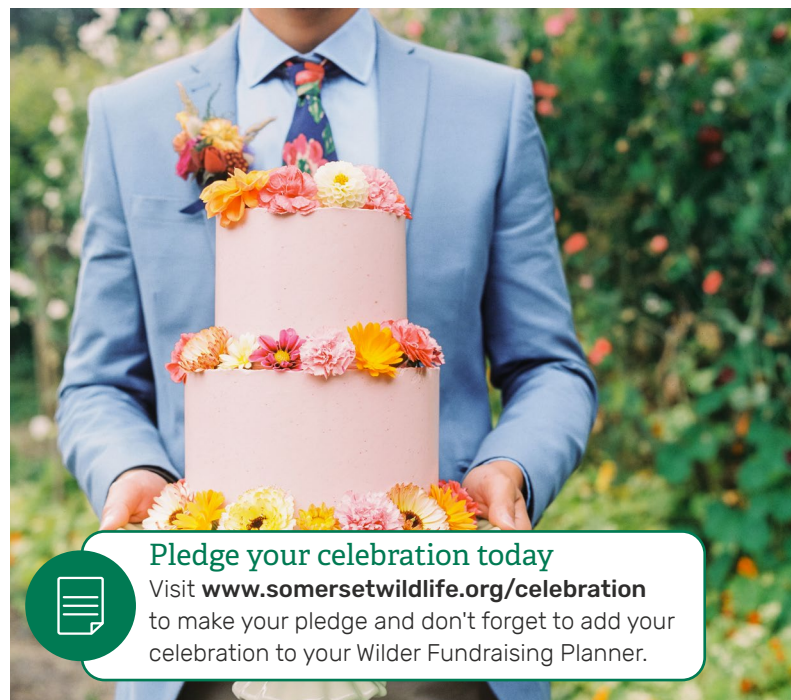
Place settings: Add a note to your place settings with a link to your fundraising page, and pass round a collection jar or request some of our donation envelopes.

## 9. Speeches

Thank everyone who's donated and remind your guests why you're raising funds and that it's not too late to donate. A sweepstake to guess the length of the speech is a good way to boost the funds you raise.

## 10. Guess the weight of the cake

This a classic, and very easy way to boost the funds you raise. The prize could be an extra slice of cake.



### Pledge your celebration today

Visit [www.somersetwildlife.org/celebration](https://www.somersetwildlife.org/celebration) to make your pledge and don't forget to add your celebration to your Wilder Fundraising Planner.





Little Owl photo: Margaret Holland

# Take on a challenge!

Whether you love running, walking, cycling or swimming, or if you'd love to abseil or conquer your own personal challenge, we're looking for supporters to join our Team Wilder and do it for wildlife!

Add a challenge to your Wilder Fundraising Journey. Choose your challenge at [www.somersetwildlife.org/challenge-yourself](http://www.somersetwildlife.org/challenge-yourself)







Native flowers photo: Paul Hobson

# Fundraise through the seasons

**Make this your year to fundraise for wildlife and celebrate the changing seasons with our seasonal, wildlife themed fundraising ideas. Choose your ideas, and add them to your Wilder Fundraising Planner.**

## Spring

### Tea, cake and Wilder Open Gardens

Is your garden full of wildlife? Have you given nature a helping hand? If yes, could you host a Wilder Open Garden to inspire others to make changes in their own gardens whilst raising funds for wildlife?

No matter how large or small your outdoor space is, we need you to open your Wilder Garden to friends, family and neighbours, to inspire others to make their own spaces more wildlife friendly too. And, if you were to include a little tea and cake, you'll raise vital funds for wildlife at the same time. Get your Wilder Open Garden Pack to find out how at [www.somersetwildlife.org/wilder-open-gardens](http://www.somersetwildlife.org/wilder-open-gardens)

### Plant sales

Plant sales raise £1,000s for wildlife every year and are a great way to involve your community. Perhaps your local environment group might attend to share tips on improving gardens for wildlife?

### Bird and bat boxes

Are you handy with a hammer? Or have links to your local Woodworking Club? Download our step by step guide to building bird and bat boxes and sell them for a donation. <https://www.somersetwildlife.org/get-involved/at-home/build-home-wildlife>

### Somerset Day

Find out what is happening locally for Somerset Day in May and see if there are any activities that will donate to charity.

### Recycle old or broken jewellery, watches and old or foreign bank notes

Dig out your old or broken watches and jewellery that can't be rehomed and collect any old or foreign bank notes. Put it all in an A5 padded envelope, download your free post label and send it to Recycling for Good Causes. Somerset Wildlife Trust will receive 75% of the value.

Download your free post label at [recyclingforgoodcauses.org/individual-donors](http://recyclingforgoodcauses.org/individual-donors)

### Community Wilder Recycling Project

This is a great project to do within your community. Request a recycling sack from [recyclingforgoodcauses.org/individual-donors](http://recyclingforgoodcauses.org/individual-donors) (it's free!), get permission from somewhere central in your community to locate it, and spread the word asking people to drop off their old mobile phones, cameras, gadgets like Sat Navs, iPods, MP3 players, games consoles, and computer games, any old or foreign currency and bank notes, and stamps. The items will be recycled, and we will receive 75% of the value. When the sack is full, call 0800 633 5323 to arrange a free collection, and please request funds to go to Somerset Wildlife Trust.

### Second hand items

Give a second home to your unwanted items whilst raising funds for wildlife. Where car boot items tend to go for very little and require a fair amount of organising, you'll be surprised how much you can raise by selling your clutter on Facebook Marketplace or eBay. With Facebook Marketplace, you don't need to worry about packaging up your items and postage costs as it's all done face to face with cash in hand. Simply sell your items, and donate the funds.



Peacock butterfly photo: Terry Whittaker/2020VISION

# Summer

**Celebrate our tremendous trees and our bees and butterflies with these summer fundraising ideas.**

## 30 Days Wild

We're 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 greenspace. Visit our website to sign up and receive your digital pack for some wild ideas. Set up your fundraising page to collect donations for your challenge, remember to document your 30 'random acts of wildness' and share them with your friends and family. Keep an eye on our website for details.

## Sign up as an events helper

From serving refreshments, collecting ticket money and selling raffle tickets to car park marshalling, we have all sorts of roles available that help us raise essential funds by providing event volunteers in exchange for a donation. Richard helped raise over £600 by helping as a car park marshall at the Nunney Street Fayre! Email [fundraising@somersetwildlife.org](mailto:fundraising@somersetwildlife.org) for the latest opportunities.

## Funds from books

Everyone loves a second hand book for their summer holidays! First, ask your local Tesco if they will host a book stall for Somerset Wildlife Trust – lots of Tesco do this raising an impressive amount for local charities. Other ideas include book swaps, a book stall in a busy place, or download the Ziffit app on your mobile phone. Scan the bar codes, put your books in a box, download a free post label, and drop your package at one of their many free collection points. Find out more at [Ziffit.com](http://Ziffit.com).

## Tee off for Trees

Do you have connections with your local golf club? Could you nominate Somerset Wildlife Trust for their Charity of the Year?

## Do it for Bees

Celebrate our amazing pollinators and the foods we depend on them for with some bee themed twists to your fundraising:

- Teas for Bees
- Sing for Bees – think Bee Gees, Honey Honey...
- Pollinator Themed Music Quiz
- Guess the Weight of the Fruit Cake
- Wilder Garden Party
- Black and yellow fancy dress
- Pollinator Tombola or Hamper Raffle
- Pollinator themed Bake Sale
- Chocolate Tuck Shop
- Jam, Honey and Chutney stall
- Guess the sweets in the jar

**Just a few of the foods we depend on pollinators for that you could incorporate into your activities:** Almonds, Apples, Apricot, Avocado, Banana, Blackberries, Cashew, Cherries, Chocolate, Cider, Coffee, Kiwi, Mango, Melon, Peach, Peppermint, Pumpkin, Raspberries, Strawberries, Sugarcane, Tea, Tomato, Vanilla, Wine

For resources and ideas, go to: [www.somersetwildlife.org/fundraising-pack](http://www.somersetwildlife.org/fundraising-pack)

## Pub charity nights

Pubs raise an enormous amount for charities every year. Charity nights not only raise funds for good causes, they attract more customers and are great for pub sales and their local reputation. Quiz nights, karaoke nights, raffles, sweepstakes and band nights are all great fun, are easy to organise and will raise a good amount to boost your total.





Hedgehog photo: Tom Marshall

# Autumn

**Autumn and early winter is an essential time for hedgehogs as they prepare for hibernation, it's also an important time to remind people of the dangers to these spikey little critters on Bonfire Night.**

## Look Sharp for Hedgehogs!

Forget the usual workplace dress down day, 'Look Sharp for Hedgehogs' is a fantastic reason for you and your colleagues and clients to dust off their dinner suits, dig out their dickie bows and pull out their party dresses from the back of the closet, whilst making a donation to take part and sharing tips on how we can all give hedgehogs a much needed helping hand at this time of year.

We have lots of important advice you can share, as well as games and activities to help boost the funds you raise, from guess the name of the hedgehog (is it Spike Milligan or Leonardo de Hedgerow?) to pin the nose on David Hasselhog, to guess the weight of the hedgehog cake and all sorts of other hedgehog themed activities,

To download your 'Look Sharp for Hedgehogs' Fundraising Pack and resources, sign up to take part on a date to suit you at [www.somersetwildlife.org/look-sharp-hedgehogs](http://www.somersetwildlife.org/look-sharp-hedgehogs)

**Hedgehogs have declined by over a third in the last 10 years - they're now declining faster than tigers.**

## Big Wild Walk

We're asking our supporters to take on a Big Wild Walk this Autumn half term, to raise funds for wildlife as we embark on our mission to protect at least 30% of land and sea for nature by 2030. In honour of our 30 by 30 goal, we're challenging you to take on one of the following:

- Walk 30km in a week
- Walk 30km in three days
- Walk 30km in one day

Register today at [www.somersetwildlife.org/big-wild-walk](http://www.somersetwildlife.org/big-wild-walk)



## Halloween

Lots of Somerset villages offer Halloween trails where funds raised support local charities. Find out who organises your local activities and nominate Somerset Wildlife Trust. Other ideas: host a scary movie night, get your village involved in a house decorating competition, guided spooky walks, or a beastly bake off! You could include face painting, pumpkin carving and costume competitions to boost the funds. Bats are an obvious theme if you want a wildlife twist!

Ask your local bakeries or food outlets if they will donate a proportion of sales of their spooky cakes or seasonal suppers. They can pledge to do this at [workforgood.co.uk/charities/somerset-wildlife-trust/](http://workforgood.co.uk/charities/somerset-wildlife-trust/)

## Volunteering at Music Festivals

Ever thought about volunteering at a music festival in return for a free ticket and donation to charity? Here's your chance! We've partnered with [mycauseUK.com](http://mycauseUK.com) where we'll receive £15 - £40 per volunteer attending some fantastic festivals. These opportunities fill up fast so get yourself on the waiting list at [mycauseUK.com](http://mycauseUK.com) and nominate Somerset Wildlife Trust.



Robin photo: Mark Hamblin/2020VISION

# Winter

**Celebrate our winter Robins, our hibernating wildlife and Somerset's incredible starling murmurations with these winter fundraisers.**

## Give it up for 'No'vember

Be it chocolate, cakes or alcohol, whatever your downfall is, 'Give it up for Wildlife' this November and get sponsored.

## A Wild Night In

Celebrate our hibernating wildlife and cosy up for a night in. Stock up on popcorn, pick n mix, drinks and hotdogs and invite your friends and family around for a movie night fundraiser. Ask for a donation of what they'd normally spend on a trip to the cinema.

## Dine for Wildlife

Cook up a big one pot like a chilli and invite your friends round for a fundraising dinner. Ask your guests to bring their own drinks and to donate what they'd normally spend at a restaurant. Or, ask your local restaurant, pub or curry house if they'd put on a buffet or set menu on one of their quieter evenings, and ask if they could do it for no more than £10 per plate, charge £20 a ticket and add the proceeds to your fundraising total.

## Approach your local fetes, fayres and carnivals

Somerset is blessed with countless events, most of which raise funds for local charities. Now is the time to approach your local organisers to find out how they support charities and how you could get involved. Some will ask for volunteer marshalls in return for a donation to a charity of your choice, some will offer a free stand to fundraise or allow bucket collectors, and some will give a donation to nominated charities. If you're keen to volunteer at an event like this, email [fundraising@somersetwildlife.org](mailto:fundraising@somersetwildlife.org) as there are several events we provide volunteers for in return for a substantial donation.

## At work in winter

Ask your employer to use our charity e-cards instead of paying for cards this year. Visit [www.dontsendmeacard.com/ecards/charities/somerset-wildlife-trust](http://www.dontsendmeacard.com/ecards/charities/somerset-wildlife-trust) Might they choose Somerset Wildlife Trust as their Charity of the Year?

## Starling Stomp

Invite your friends and family to watch the starling murmurations over the Avalon Marshes in return for a donation. Call the starling hotline on: 07866 554142

## Wassail

Celebrate our pollinators by organising a Wassail in your local orchards or gardens.

## Christmas carols

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

## Festive fun

Apply for one of our free charity places at the festive Selworthy Stargazer Night Run at [www.somersetwildlife.org/challenge-yourself](http://www.somersetwildlife.org/challenge-yourself), make and sell homemade cards and crafts or have your friends over for a wreath making workshop with recycled items. Organise a Christmas decoration swap, a guess the weight of the Christmas cake competition or offer a present wrapping service!

## Pledge your Christmas

Make your pledge today to ask for donations instead of cards and gifts this year. Pledge your Christmas at [www.somersetwildlife.org/celebration](http://www.somersetwildlife.org/celebration)

## New Year Resolutions

Run, walk, swim, abseil... set yourself a challenge this year and get sponsored for wildlife! Choose your challenge at [www.somersetwildlife.org/challenge-yourself](http://www.somersetwildlife.org/challenge-yourself) Or get sponsored to give something up for wildlife!





Westhay photo: Guy Edwardes / 2020VISION / Otter photo: Margaret Holland

# Promoting your fundraiser

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

## Top tips for spreading the word

You are doing a wonderful thing, so make sure you **enjoy every moment of your fundraising journey!** Share it far and wide 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 – don't forget to tag us too. You can find our social media details at the front of this pack.

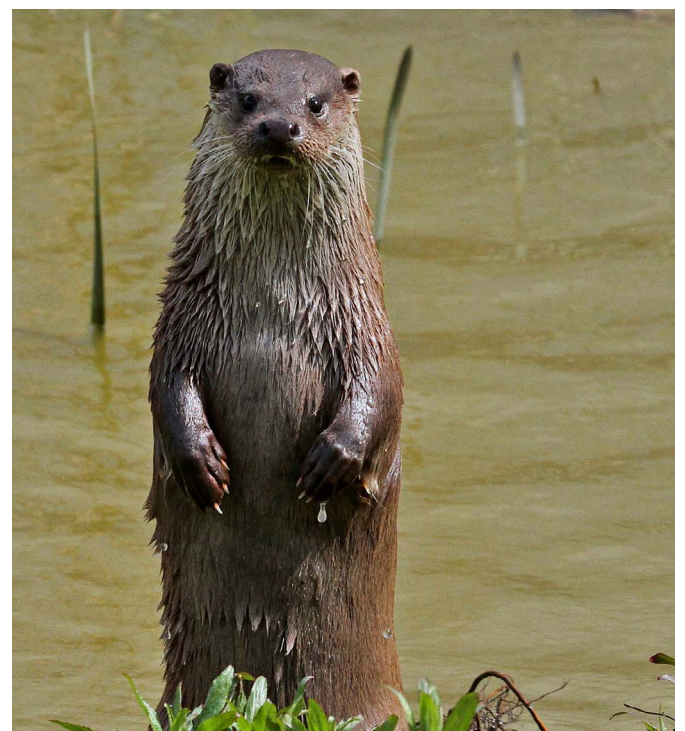
## Different channels help in different ways:

- Keep your **facebook fundraiser** and **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.
- **Strava** – if you're taking on a fitness challenge, join our Strava community for training motivation and moral support. Search on Strava for "Somerset Wildlife Trust Team Wild".
- **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.

## Using the Somerset Wildlife Trust Logo

We have a special "in aid of" logo for you to use, so that you can tell the world that you are fundraising for Somerset Wildlife Trust, without officially representing the charity. 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 Somerset Wildlife Trust, Registered Charity Number 238372."**







Brown Hare photo: David Tipling / 2020VISION / Grey Plover photo: Chris Gomersall/2020VISION / Little Egret photo: Steve Waterhouse

# 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 the Parish News, local circulars, magazines, newspapers and radio stations. Media.info/uk is a great place to start

## 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 Somerset Wildlife Trust for publicity. If children are in your photographs, you must ask parents or guardian’s permission, and you will need to use our photography consent form.

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@somersetwildlifetrust.org](mailto:fundraising@somersetwildlifetrust.org)





Large Blue Butterfly photo: Ross Hoddinott / 2020VISION

# Staying safe and legal

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

## Permission

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

## Photos

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

## Letter of authority

You will need a letter from Somerset Wildlife Trust to confirm you are fundraising for us, for example when approaching businesses for prizes or hosting a collection. To request a letter, please email **fundraising@somersetwildlife.org** with details of your activity.

## Collections

Bucket collections are a great way to raise funds but there are a few things to be aware of. You'll need to get permission from the site owner, or a license from the local council for outdoor collections; an official letter from Somerset Wildlife Trust confirming you're raising money for us; wear Somerset Wildlife Trust branding and ID badge; use our branded, sealed collection buckets displaying our registered charity number; and follow our guidelines to count and bank the funds you raise. If you're interested, please get in touch and we'll provide everything you'll need.

## Competitions

Competitions and prize draws do not require a license and can be a fun alternative to a raffle or tombola. You may charge to enter a competition, but the entry must require the participant to have a certain knowledge or skill e.g. answer a question to enter or hit a target to win.

## Raffles

If you're planning to sell raffle tickets to the public, this type of activity is heavily regulated, and we advise you don't do this. Instead, organise a raffle or tombola at an existing event, as it won't require a license or registration with your council. You must ensure:

- ticket sales and the draw must both take place during the event
- all tickets must cost the same – e.g. you can't sell five £1 tickets for £4
- children under 16 may not sell or buy tickets
- deductions for prizes must not exceed £500, although it is best practice to have these donated to ensure the maximum benefit.

## 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 and that any third party you use can provide evidence of the relevant insurance cover. Please note Somerset Wildlife Trust cannot be held responsible as your fundraising activity is not covered by our insurance.

## Risk Assessment

You'll need to complete a risk assessment for events involving the public, including a risk assessment with plans in place to minimise risk of Covid 19 transmission.

## Further information

For more in depth information on risk assessments, insurance and safeguarding, please request our Community Empowerment Pack.



Blue Damselfly photo: Dawn Monrose

## Food and drink

If serving food and drink, or organising a bake sale, you need to comply with food safety laws. For guidance, please visit [www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events](http://www.food.gov.uk/safety-hygiene/providing-food-at-community-and-charity-events)

If you want to sell alcohol at your event, if the venue isn't licensed, you'll need to complete a Temporary Event Notice. Or, you could ask a local pub to organise a bar at your venue. For further information, please visit [www.gov.uk/government/collections/alcohol-licensing-temporary-events-notice](http://www.gov.uk/government/collections/alcohol-licensing-temporary-events-notice)

## Music

If live music is part of your fundraising plan, you may need a PRS license from your local council. Check the venue first as they may already have one.

## 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](http://sja.org.uk)) or the **British Red Cross** ([redcross.org.uk](http://redcross.org.uk)). There should always be someone on hand to help at smaller events but for larger events holding 500 individuals, there should be a minimum of two qualified first aiders on site.

## Security

When handling cash, keep it secure at all times in a lockable box for giving change, or sealed collection bucket or tin for donations. If organising a public event at home, such as a plant sale, we recommend you keep your house and shed doors locked, keep valuables out of sight, and never leave your takings unattended.

When banking, transport the money in a way that helps disguise the cash, such as in a bag rather than a collection bucket. If you have to travel with any cash donations, it may be safer to have someone travelling with you.

## Counting the funds

Funds should be re-counted by a second person to avoid error. Children under 16 must not be left with any responsibility for handling money or counting up.

## Children

If you are under 18, you will need to gain permission from your parent or guardian to raise money for us. They can email [fundraising@somersetwildlife.org](mailto:fundraising@somersetwildlife.org) to give their consent.

If children might attend your event, you must consider their safety. Encourage parents or guardians to accompany their children, and ask their permission before taking photos. If you're booking children's entertainers or other suppliers, request copies of DBS checks, and don't allow children to enter competitions where prizes include alcohol.

## Data protection

Only collect the information you need. Keep it safe, do not share it without the persons permission, only keep it as long as you need, and do not leave it lying around such as on sponsor forms.

## Make it eco friendly

It's really important to make your fundraiser as environmentally friendly as possible. It goes without saying, but avoid single-use-plastic, balloons, sky lanterns and anything that leaves a trace. Source locally, always recycle, and lift share, walk or cycle where possible.

## Wildlife comes first

When planning activities in the great outdoors, it goes without saying but please keep the local wildlife in mind. Think about the Canine Code, and ways you can minimise disturbance.

**If you have any questions regarding your fundraising, please email us at [fundraising@somersetwildlife.org](mailto:fundraising@somersetwildlife.org). We'd love to hear from you and support your fundraising.**



## Representing the Trust: Code of Conduct

When you are fundraising in aid of Somerset 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**.





Dormouse photo: Danny Green / 2020VISION

# Paying in your funds

**Every single penny counts and we have some great ways to boost your funds to make even more of a difference.**

## Gift aid

If your supporters are UK tax payers they can **boost their donation by 25%**! The Gift Aid Scheme enables charities to reclaim tax on donations, which means we can receive an extra 25p for every £1 donated. Your online fundraising page and your donation form in this pack have a Gift Aid Box for your supporters to tick to confirm they are UK tax payers. To enable us to claim gift aid, please make sure they fill in their name, address and post code on your Donation Form. Please check this before you send it to us. If they donate to your online page, JustGiving captures this information. Please note that purchases of tickets or goods can't 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 wildlife. If they are able to match your donation, please let us know so we can identify their payment. We are happy to help complete any forms that are needed.

## Tell us all about it!

We'd love to hear all about what you did to raise funds for wildlife and how it went, and we'd love to see your photos so please email them to us at [fundraising@somersetwildlife.org](mailto:fundraising@somersetwildlife.org)

## How to pay in your fundraising

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



### JustGiving

If you've set up a JustGiving page linked to the Trust, you can pay in any offline funds raised, like cash from bake sales, directly to your JustGiving page. If you've also used a printed Donation Form, please send this to us so we can claim Gift aid.



### Website

Pay in your fundraising at [somersetwildlife.org/donate/community-fundraising](https://somersetwildlife.org/donate/community-fundraising) Please also send us your Donation Form by post or scan a copy and email it to [fundraising@somersetwildlife.org](mailto:fundraising@somersetwildlife.org) so we can claim Gift Aid.



### Post

Please make all cheques payable to **"Somerset Wildlife Trust"** and send to: **Somerset Wildlife Trust, 34 Wellington Road, Taunton, Somerset, TA1 5AW.** Please include your Donation Form so we can claim Gift Aid, and also so we have your name and contact details in case we need to contact you in regards to payment.

## 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 Somerset Wildlife Trust.



# Team Wilder

*Together for a  
Wilder Somerset*

## Further contacts and resources

Email: [teamwilder@somersetwildlife.org](mailto:teamwilder@somersetwildlife.org)

[somersetwildlife.org/team-wilder](https://www.somersetwildlife.org/team-wilder)



[@somersetwildlifetrust](https://www.facebook.com/somersetwildlifetrust)



[@somersetwt](https://www.instagram.com/somersetwt)



[@SomersetWT](https://www.twitter.com/SomersetWT)

Sign up for the **Team Wilder newsletter** here/via the Team Wilder section on our website



**Somerset**  
Wildlife Trust

### Somerset Wildlife Trust

34 Wellington Road, Taunton, Somerset TA1 5AW

[www.somersetwildlife.org](https://www.somersetwildlife.org)

[enquiries@somersetwildlife.org](mailto:enquiries@somersetwildlife.org)

01823 652400

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