



Surrey
Wildlife Trust

Community Fundraising

Advice and tips to help
you raise money for your
Community project

Step-by-step guide

There are lots of ways in which you can raise money in person or online. From setting up a sponsored run to organising a special event list an afternoon tea party or bring and buy sale, you can help raise funds in all sorts of ways.

1 What, when, where, who & weather

To kick-start your fundraiser, you'll need to think about:

- What kind of activity or event you want to do, check out some of the fundraising ideas in this guide for inspiration
- When you plan to do it - will it take place on one day or over a whole week? Make sure to pick a date well in advance so you can let everyone know about it!
- Where it will take place
- Who you will invite to watch, take part, or sponsor you
- If your activity is outdoors, you'll need to check the weather and decide whether it'll affect your plans.

2 Set a goal

Think about how much you want to raise and by when - you'll be amazed at how this will encourage people to support you. It will also give you a focus and allow you the time to organise how to achieve the target.

3 Tell people why you're raising money

- How much do you need?
- What will it be spent on?
- What could a £10 donation buy? What about £20 or £100? Giving people an idea of what their donation can buy is a really good way to get them to donate.
- If you have a range of price points or a "shopping list" of items you can often convince people to give a bit more to the cause.
- Tell people if and how they can donate in other ways - e.g. gifts in kind or volunteering.

4 Promote

Now it's time to shout about your plans!

- Put up posters in your local area, in your workplace or even around your home!
- If it's an event that other people can attend, send out invitations with details of things like time and location.
- Create an online fundraising page that you can share widely on social media - this will allow people to sponsor you quickly and easily. Platforms like justgiving.com are very easy to use.

A few ideas

There are so many way you can raise money for wildlife. Here are a few of our favourites...

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| Cake sale | Tea & cake party |
| Car wash | Arts & crafts sale |
| Knitting challenge | Bingo |
| Open gardens day | Welly wanging |
| Assault course | Sports day |
| Skydive | Wild dress up |
| Run a marathon | Bring & buy sale |
| Community Picnic | Sponsored silence |
| Book sale | Fun run |
| Sponsored Walk | Coffee morning |
| Talent show | Dawn chorus walk |
| Game tournament | Wine tasting |
| Garden party | Give something up |
| Treasure hunt | Movie night |
| Mini-Olympics | Football match |
| Shave your hair | Auction |
| Quiz night | Barn dance |
| Raffle | Casino night |
| Night-time walk | Bike ride |
| Abseiling | |

Stay safe & legal

Most events on private land (e.g workplace, schools and community group) do not need a licence. Simply ask permission from the land owner or relevant person. Collecting money and holding events on public land (like a park or high street) require a licence which you can acquire through your local council.

It is your responsibility to ensure the safety of everyone involved with your event so consider carrying out a risk assessment, and create a safeguarding policy and procedures. See our Nextdoor Nature working with under 18's document for more information on safeguarding. If you're providing food or refreshments, make sure you alert people to any allergens. You may wish to take out public liability cover for your event.