



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 assesment. 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.