



Avon
Wildlife Trust



Fundraising Guide

Thank you

For choosing to support Avon's wildlife by fundraising for Avon Wildlife Trust!

We're on a mission to restore at least 30% of land and sea for nature by 2030 — and we're so glad you've decided to help us make that happen. By raising funds for us, you'll be helping to support wildlife and wild places where you live, putting us right on track to reaching our goal. We truly couldn't do it without you.

It's a big ambition, but with people like you on board we know we can do it. So, let's get started...

This guide includes everything you need to help you get started including fundraising ideas, advice if you're setting up an online fundraising page and how to pay in your donations.

Thank you from the entire team!



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£60 could fund the purchase of a vaccine to vaccinate a badger against bovine TB

Fundraising ideas

One of the best things about fundraising is that you get to decide what to do and how you do it! From car boots sales to coffee mornings, here are a few ideas to help get you started:

- Arts and crafts
- Auction
- Bingo night
- Book sale
- Bring & buy jumble sale
- Cake sale
- Car boot sale
- Car washing
- Coffee morning
- Cycle to work
- Dance classes
- Dog walking
- Game-athon
- Give something up
- Grow and sell plants
- Hike a mountain
- Host a workshop
- Karaoke night
- Litter picking
- Make and sell bird feeders
- Outdoor cinema
- Raffle
- Run 5k, 10k or a half marathon
- Selling old items online
- Sponsored shave
- Sponsored walk
- Swimming challenge
- Themed garden party
- Tombola
- Treasure hunt
- Virtual quiz night
- Wild camping
- Wild dress up party
- Yoga classes



Setting up an online fundraising page

Fundraising online is the quickest and easiest way to share your fundraising with friends and family and means you can don't need to rely on cash donations.

There are a number of online fundraising platforms available including JustGiving but it's important you choose the platform that right for you.

Start fundraising with **JustGiving**

Tips for the perfect fundraising page from JustGiving



Include a description to let people know what you're doing and why you've chosen to fundraise for Avon's wildlife - a compelling story could help you raise 36% more



Add an image, it helps your friends and family recognise your page and can even boost your donations by 23%!



Set a fundraising target - this can lead to a 45% increase in the amount you raise







Post regular updates on your progress, this keeps your page looking fresh and encourages people to donate

Promoting your fundraising

Now you're ready to start fundraising it's time to start telling everyone what you're doing. Did you know that social media is the most effective way of sharing your fundraising?

Top tips when posting on social media

-  Tell people what you're doing and why you're doing it
-  Post fundraising updates to keep your posts engaging to encourage people to donate
-  Don't forget to include a link to your fundraising page - if you created one
-  Finally - always thank those who are supporting you and have donated



£150 could buy materials to help staff and volunteers repair and maintain fences across our reserves to protect delicate habitats and keep livestock safe

Stay safe

Responsibility

It is important that you think about all aspects of safety before and during your fundraising. While we really appreciate you fundraising for Avon's wildlife, Avon Wildlife Trust cannot be held responsible for any accidents or incidents that occur because of your fundraising. Just make sure you are being safe and sensible.

Safety

Always do a risk assessment before you carry out your activity. For example; if you're baking cakes make sure you have the ingredients and allergens list visible when selling them or if you're doing a hiking challenge that you wear the right clothes, keep hydrated, account for weather changes and always inform someone where you'll be.

Under 18s

We love seeing young people get excited about doing something amazing for wildlife, but please do not fundraise alone if you are under 18. Always make sure you have an adult accompanying you when fundraising in public.

£300 could buy a battery powered chainsaw so we can reduce the use of petrol machinery to reduce our carbon footprint and noise pollution



Paying in your fundraising

If you've created an online fundraising page there's no need to worry about paying it in as it does so automatically. However, if you're collecting cash donations then you'll need to [download our sponsorship form](#) so we are able to collect Gift Aid.

Once you've finished fundraising you'll then need to post your sponsorship form to:

Avon Wildlife Trust
17 Great George Street
Bristol
BS1 5QT

You can include a cheque payable to 'Avon Wildlife Trust' to pay in your total donations or pay online at [avonwildlifetrust.org.uk/donate/community-fundraising-donation-form](https://www.avonwildlifetrust.org.uk/donate/community-fundraising-donation-form)

If you have any questions or concerns please get in touch with our Fundraising team by emailing fundraising@avonwildlifetrust.org.uk



£500 could fund a species survey to make sure it's protected

Good luck and thank you for helping Avon's wildlife

Need help or advice?

Phone: 01179 177 270

Email: fundraising@avonwildlifetrust.org.uk

Other ways to support Avon's wildlife:

Make a donation

Become a member

Take on one of our fundraising challenges

Include a gift in your will

Visit our wildflower nursery, Grow Wilder

Encourage your workplace to fundraise
or volunteer



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