



Avon
Wildlife Trust

30ks Wilder

Fundraising
Guide

Thank you

For choosing to support Avon Wildlife Trust and taking on the 30ks Wilder challenge this September!

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 moving!

This guide includes everything you need to get started, including a step-by-step guide on setting up your online fundraising page and tips and tricks for hitting your fundraising target.

Good luck and thank you from the entire team!



Avon
Wildlife Trust



£30 could help us
build and install a
bat box

Your Challenge

So you've signed up to take on **30 kilometres** in nature within **30 days** and **raise £30** but what does the challenge look like for you? Here's a few ideas from easy to adventurous so you can take on your challenge your way...



Run 1km every day over 30 days



Cycle 10km every day for three days



Walk, run, swim or cycle 30km in one day

Simply choose your activity (walking, running, cycling, or swimming) and the duration of your challenge (from one day to 30) and fundraise a minimum of £30. The goal is to take on 30 kilometres in nature within 30 days so whether you're just looking for some motivation to get moving or really want to push yourself it's completely up to you what your challenge looks like.

You could do the challenge on your own or with family, friends or colleagues. Whatever you choose to do we want you to have fun and enjoy spending time in nature.

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



Setting up your fundraising page

Once you've decided your challenge, the next step is to set up your fundraising page. Fundraising online is the quickest and easiest way to share your challenge with friends and family so you can focus on your challenge while your donations manage themselves!

It also means you can celebrate your achievement as soon as you've finished without thinking about sending in your donations. So lets set up your page...

Start fundraising with **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

Take on the challenge as a group

Whether you're a business, school, university or community group, by taking on the challenge together you'll reap the benefits of getting out in nature whatever challenge you choose.

Here's a few ideas of how you can encourage your group to get involved:



Think outside the box! 30km could easily be achieved if 30 people walked just 1km together. Great for school children!



Replace a class or meeting with time to complete the challenge



Encourage some healthy competition and create a leader board with prizes for the best fundraiser or first to complete the challenge

£100 could educate
young people about
our natural world



Promoting your challenge

Now you're ready to start your challenge 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 challenge and fundraising page?

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

Tracking your challenge

Tracking your challenge will keep you motivated and enable you to share your milestones. The best way to track your kilometres is by using a free tracking app on your phone. There are plenty to choose from, for example: Strava Running and Cycling, Adidas Running or Runkeeper. Many of these apps allow you to share your progress directly on social media too.

You can also [download our 30ks Wilder Km Tracker](#) to tick off the kilometres as you go.

However you choose to track your challenge make sure you're having fun and taking in the wildlife around you.

We're all in this together!



We've created a 30ks Wilder private Facebook group for a place you can go to get some advice, support or just celebrate your milestones with the 30ks Wilder community.

[Join the private Facebook group.](#)

Stay safe

Responsibility

It is important that you think about all aspects of safety before your challenge. 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 fundraiser. Just make sure you are being safe and sensible.

Safety

Always do a risk assessment before you set out for your challenge. For example; if you're doing your challenge in the evening you may need to bring a torch and wear a high vis vest. Be sure to check the weather before you set out, dress appropriately and ensure you advise someone what you're doing and where you're going.

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 on your fundraiser.

£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 completed your challenge and finished fundraising then you'll 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?

Facebook Group: [30ks Wilder](#)

Visit: avonwildlifetrust.org.uk/30ks-wilder

Email: fundraising@avonwildlifetrust.org.uk

Other ways to support Avon's wildlife:

Make a donation

Become a member

Include a gift in your will

Visit our wildflower nursery, Grow Wilder

Encourage your workplace to fundraise or
volunteer



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