

# Fundraising for Wildwood Trust

## A step-by-step guide of how to run your event



Hello and a massive thank you for your interest in fundraising on behalf of Wildwood Trust. At the core of our charitable objectives lies conservation of our wildlife, rewilding the U.K. and educating adults and children about our native species from past and present.

All of our work is only possible with the generous donations from members and well-wishers, and the money you raise will be invaluable for the preservation and benefit of all British wildlife.

In this pack, we will give suggestions and a step-by-step guide on how to plan the perfect fundraising event. We hope it helps!

If you do have any questions or would do us the honour of letting us know how your event did then please contact us on the details below.

Share news and photos with us:  
<https://www.facebook.com/thewildwoodtrust/>  
<https://twitter.com/WildwoodTrust>  
<https://www.instagram.com/wildwoodtrustuk/>

Contact us:  
[info@wildwoodtrust.org](mailto:info@wildwoodtrust.org)  
01227 712111  
Charity No: 1093702



# How to begin



Fundraising can be a lot of fun and very satisfying, but can seem like a lot of work and many people give up before they start. Our guide should hopefully make the process a lot less daunting, and don't forget we are always here to help if you need advice. Just get in touch!

## Step One: Pick what you want to do

- You can do anything to raise money for Wildwood Trust from a bake sale to a sponsored cycle ride to swimming in the Arctic sea.
- If you need inspiration, we've put a list of possible events on our website at <https://wildwoodtrust.org/wildwood-kent/how-you-can-help/fundraising> which all are rated from real easy to challenging. We all like a challenge, right?

## Step Two: Choose when and where

- It's always wise to nail down a date that suits all people involved and then plan backwards. If you need a venue, make sure that you book as soon as possible to get your ideal date.
- Think about what you need from the venue before booking - Do they have a stage? Do they have an alcohol licence? Is the capacity enough or too much for your event? Let the venue know that your event is for charity and you may get a discount.

## Step Three: Rope in some help

- Ask your friends and family to volunteer their time. Once you have them on board, allocate specific tasks with deadlines for each member of your team. Don't do it all yourself!
- Talk to local businesses for donations and prizes. You can offer them free publicity in return and many companies love to be associated with charity fundraising.
- You can always talk to us at Wildwood Trust for advice, don't be shy.

## Step Four: How much do you want to raise?

- It's always good to have a target which you can keep in mind during your planning.
- If you're organising a social event, think of how you can add extra activities to make the most of your audience. You could also hold a raffle or an auction.
- Set a budget for expenses based on how much you think you will raise and keep an eye on incomings and outgoings. It's easy to overspend!
- Some employers will have a charity matched-giving scheme, so make sure you ask your boss or HR department especially if you are holding your event in the workplace.

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# Tell everyone



## Step Five: Get it out there

Once you have your event arranged, you need to let everyone know when and where it is. If you build it, they will come!

### Word of mouth

Get out there and talk to your friends, family and neighbours and ask them to spread the word. You'll be amazed at how fast and wide your message will reach.

### Posters

Think about where your potential audience hangs out and try to get some informational posters up. Churches, corner shops, cafes and supermarkets will often let you advertise if they know it is for charity. When making your poster, remember that it needs to be eye catching and intriguing. Make sure that you put all the relevant information on, but don't be too wordy or people will not read it. Also talk to local printers, you may get a discount.

### Local media

Try contacting local radio stations and newspapers with news of your event. They love a good story to tell, so let them know why you are supporting Wildwood Trust and make sure that they tell people when and where the event is.

### MyDonate

Create your own fundraising page at <https://mydonate.bt.com/charities/wildwoodtrust> and then encourage supporters to use this portal to donate. The website also has loads of tips and tools to promote your event further.

### Digital

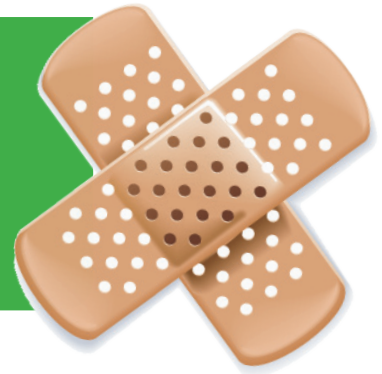
Whenever you communicate with anyone digitally, let them know about your event. If you use email regularly, add your event into your signature. If you are on social networks, you can set up events and post regularly leading up to the day. Try to be engaging and put up posts that will interest and excite people. Try to use as much imagery as possible and encourage post viewers to share on their own social networks. Word can spread incredibly quickly!

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# Do it properly



## Step Six: Be safe and above board

### Publicity

- Whenever letting anyone know about the event through poster or digitally, make sure that you state clearly that you are raising money for Wildwood Trust and that we are a registered charity.
- Contact us before using our logo and we will be able to send you a high-resolution version. You should also put our charity registration number on all advertising.

### Collecting cash

- Get in touch with us if you need a collection tin and an authorisation letter.
- When collecting on private property, make sure that you have the owners permission.
- If you are collecting on the street, you may need a licence. Look at <https://www.gov.uk/street-collection-licence> for more information.
- Collect, count cash and do all of your banking deposits with at least one other person for safety.

### Food & Alcohol

If you are holding an event with a bar, ask your local authority if you need a temporary licence. Serving food will not normally require a licence, but try to follow government advised health regulations...you don't want anyone to be ill!

### Raffle

If you are holding a raffle as part of a night, you will not need a licence as long as the tickets are sold and prizes are awarded at the event.

### Children

- Do not take or use photos of under 16s without the parent's permission.
- Under 16s cannot sell raffle tickets.
- Under 16s can be involved in street collections, but you will need to check with your local authority.

### Lots of people

- If you are going all out and organising a massive event with lots of people, you are advised to inform the local authority and the police with approximate numbers, time and location.
- The Red Cross and St John's Ambulance can provide first aid for a small fee, but will need to be booked in advance.
- Some events may require insurance and risk assessment, although insurance is not required by law. If there is possible danger, then ask for advice or speak to your local authority.

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# Donating



## Step Seven: Transferring money

### Online

Donating via BT Mydonate is easy, secure and Wildwood receives 100% of your donation. Go to <https://mydonate.bt.com/donation/start.html?charity=56375>

### By phone

Call 01227 712111 to make a payment with a credit or debit card.

### By post

Please make cheques payable to "Wildwood Trust" and send to:

Wildwood Trust,  
Herne Common,  
Herne Bay,  
Kent  
CT6 7LQ.

Please download, print and fill in our gift aid form to send in along with your donation.

### Set up a regular donation

To set up a regular monthly donation to Wildwood, please download and complete our donation form and return it to:

Wildwood Trust,  
Herne Common,  
Herne Bay,  
Kent  
CT6 7LQ

- Don't send us cash through the post
- Ask donors to tick the Gift Aid box on any sponsorship forms or donation envelopes that you use.

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