

ENTER THE

WONDERFUL

WORLD OF

FUNDRAISING



SALE



FEAST YOUR EYES ON THIS LOVELY LOT

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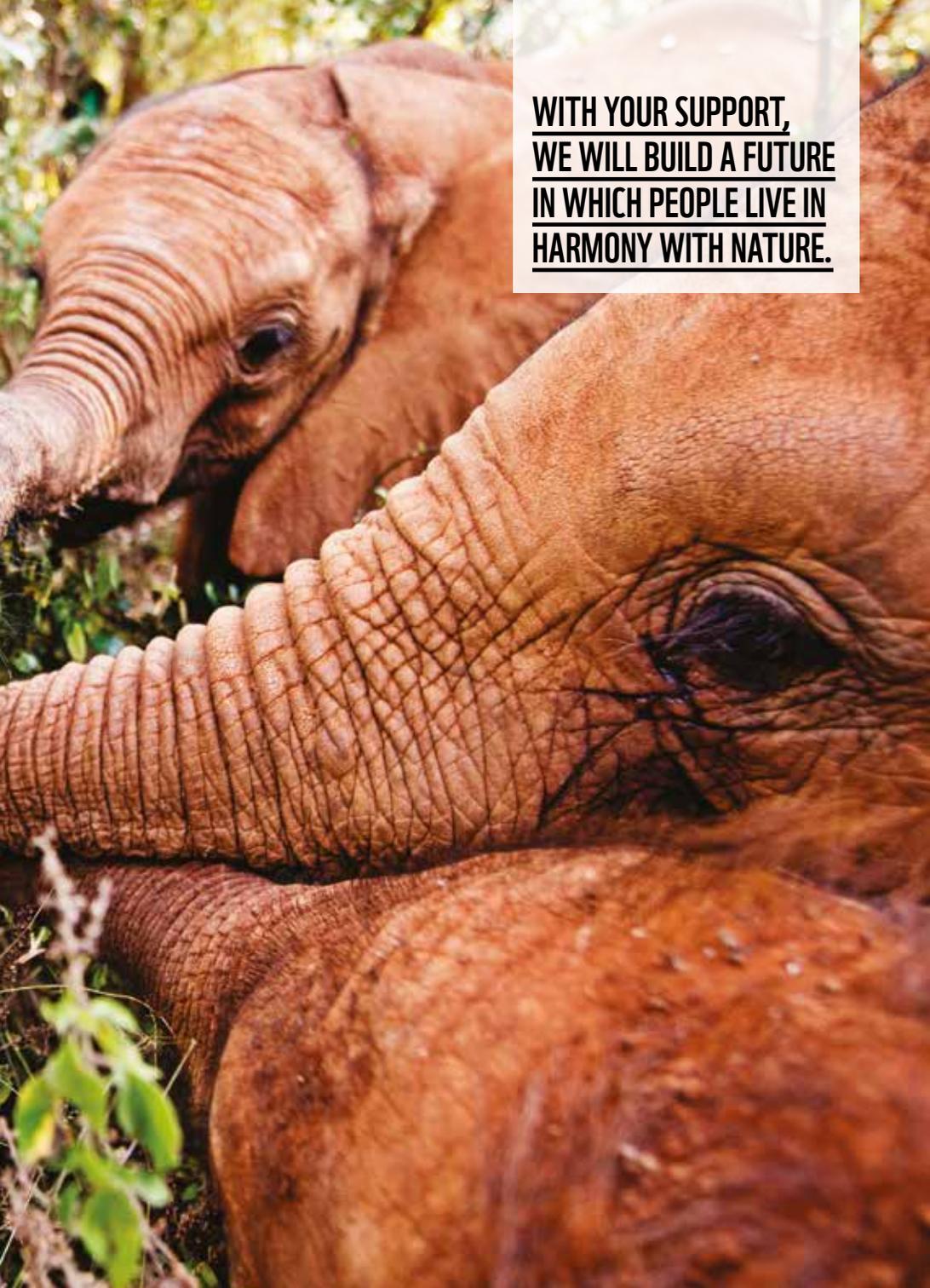
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WITH YOUR SUPPORT,
WE WILL BUILD A FUTURE
IN WHICH PEOPLE LIVE IN
HARMONY WITH NATURE.

HOW TO MAKE THE MOST OF YOUR NEW BEST FRIEND

We think you're absolutely fantastic, and appreciate you wanting to raise money to help build a future in which people live in harmony with nature.

To help you do this, we have lovingly created the Wonderful World of Fundraising. It's a very special book that will help to make your WWF fundraising adventure lots of fun, problem free and, ultimately, super successful.

It's bursting at the seams with fantastic fundraising ideas for you to get your teeth into. It shows you how to promote your events and activities like a strutting bird of paradise (more of that later), and provides oodles of helpful tips so everything you do goes without a hitch.

So really love your new best friend. Read it all the way through to soak everything up. Then read it all the way through again and pick out all the ideas you'd love to do.

Lend this little fellow to other fundraisers to inspire them. Or suggest they order their own copy by getting in touch with Team Panda.

Please don't let the Wonderful World of Fundraising gather dust in a drawer or cupboard. We want it to be dog-eared and covered in your dirty fingerprints in no time at all.

Thank you once again for joining the team, and have a fantastic fundraising journey!

HAVE A QUESTION OR NEED HELP?

Get in touch with Team Panda at teampanda@wwf.org.uk, or give us a call on **01483 426333**.



WHERE'S THE PANDA?

Throughout this book there are 12 WWF pandas just like this one. Because they're shy, they're really hard to find. If you do find all 12, email Team Panda to let us know which pages they're on and tell us in a maximum of 100 words why you fundraise for WWF. Every six months we'll randomly pick someone who gets in touch and send them some WWF goodies.

WHY YOUR TIME, EFFORT AND PASSION ARE SO IMPORTANT

WWF's ultimate goal is to create a future where people live in harmony with nature.

This will take time, money and hard work to achieve. But we're confident we'll get there with the help of fantastic individuals like you.

Every penny you raise will help us address growing threats to the natural world. We've set ourselves ambitious targets on six 'big wins'. Supported by your wonderful fundraising efforts, we'll do our utmost to meet these and other key challenges by 2018.

Thank you for making a difference.

52%

WWF's 2014 Living Planet Report reveals wildlife populations worldwide have declined by 52% since 1970. The need for action is urgent. Whatever you do, however much you raise, you will make a vital difference.

Read more at wwf.org.uk/livingplanetreport

DISCOVER MORE ABOUT WWF'S VITAL WORK AT WWF.ORG.UK



1

WILDLIFE RESTORED

We're working to safeguard populations of 10 of the world's most iconic and threatened species. These are tigers and other species in Asia: Amur and snow leopards, Javan rhinos, orang-utans, freshwater dolphins and porpoises, and giant pandas, as well as black rhinos and polar bears.

2

FORESTS AND OCEANS SUSTAINED

We want to see a significant increase in the areas of forests and oceans that are effectively managed and protected. We're focusing on forests in the eastern Himalayas, east Africa and the Amazon. We're also working with tuna fisheries in the Pacific and western Indian oceans, the polar regions, and the seas around the UK and Europe.



HELP US ACHIEVE THESE SIX BIG WINS BY 2018



3

RIVERS FLOWING

We're working to secure or improve the flow of four of the world's great rivers – the Yangtze, Mekong, Ganges and Amazon – and restore UK rivers.

4

SUSTAINABLE TIMBER AND SEAFOOD TRADED

We want timber and seafood sectors in the UK to be radically changed so that natural resources are maintained and even restored.

5

CARBON EMISSIONS REDUCED

We want carbon emissions to be reduced around the world and strong climate targets to be met, especially in major new economies.

6

NATURE VALUED

We want the true values of nature to be reflected in national policies and economic decision-making in our priority places, to help support sustainable development.

BAKED BEANS, BINOCULARS AND OTHER STORIES

When you're sitting in a bath of cold baked beans to raise money for WWF, it might be difficult to imagine how these funds will be spent. But your wonderful efforts could pay for things like binoculars for rangers, to help them protect endangered Amur leopards in the Russian Far East. And that's just one example.

57.4%

WIND POWER PROVIDED
57.4% OF DENMARK'S
ELECTRICITY CONSUMPTION
IN DECEMBER 2013 - THE
RESULT OF SEVERAL
DECADES OF INNOVATION
AND SUPPORTIVE POLICIES.

However you decide to support WWF, we'll convert your time, your energy and your fundraising total into vital work and resources that help to solve some of the planet's most serious environmental challenges.



YOUR EFFORT + OUR EXPERTISE = BIG CHANGE



THE INCREDIBLE DIFFERENCE YOU CAN MAKE

£10

Raised from a sponsored silence

could fund blood testing to check the health of one polar bear. This will provide us with data so we can understand how climate change is affecting this majestic animal.

£25

Raised from a delicious cake sale

could fund the cultivation and planting of over 800 tree seedlings in an area which is inhabited by tigers but has been deforested. The forest is critical to their survival.

£50

Raised from a summer barbecue

could train 25 farmers in Kenya so they can effectively and safely deter elephants from raiding their crops. This would prevent unnecessary killings.

£100

Raised from bathing in baked beans

could pay for a pair of binoculars for rangers who are helping to protect Amur leopards in the Russian Far East. Currently, there are only around 70 of these leopards left in the wild.

£750

Raised from an animal fancy dress party

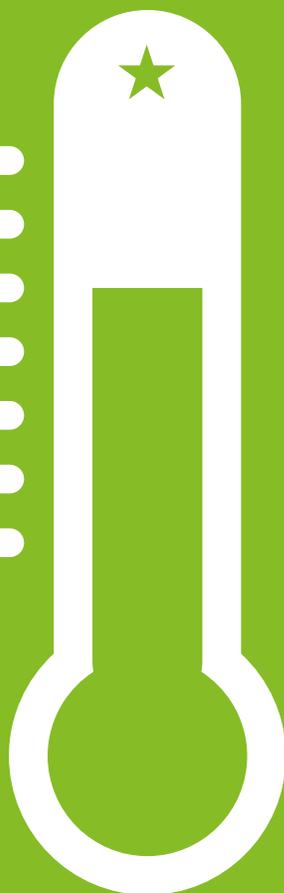
could pay for one wildlife sniffer dog to work on patrols sniffing out smuggled wildlife products like rhino horn and tiger bone.

BREAK IT DOWN TO BUILD IT UP

There's no denying that fundraising can be a little daunting, especially if you've got a large target to reach. But as with all big projects, the best way to tackle your fundraising is to break it up into more manageable, smaller parts.

So simply look through all of the fundraising ideas in the Wonderful World of Fundraising and make a list of the ones you like the sound of and know you can do. Then next to each idea put the amount you think you can raise by doing it.

In no time, you'll build up a total that reaches your target – and hopefully goes way beyond it.



LOOKING FOR SOME INSPIRATION?

If you're unsure about what fundraising ideas to take on, why not attempt some of our favourite combinations?

The good, the bad and the ugly

19.1 Set up a Christmas gift-wrapping service.

28.2 Give up a bad habit for a set time.

17.3 Host a frightfully good Halloween party.

22.3 Create a competition with a sweet treat for the winner.

Family fun for all

3.2 Your choice-athon: do an activity for 24 hours.

9.3 Go chocs-away with an Easter egg hunt.

21.1 Chill out with a sponsored silence.

24.3 Get everyone active with a sponsored walk.

Rewind the clock

31.2 Hold a bad taste day with retro fashions.

13.3 Organise an old school sports day for your work.

30.3 Kerplunk, anyone? It's time for a board games tournament.

Go animal crackers

1.1 Do a sponsored run dressed as your favourite animal.

26.2 Ask people to guess the weight of your giant panda cake.

34.2 Knit animal-themed scarves and hats.

37.3 Host a Wear It Wild! fancy dress party.

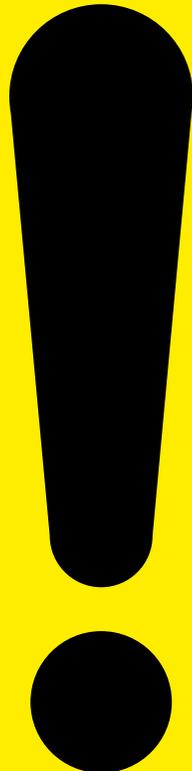
RUSSIAN ROULETTE

Flick through our fundraising ideas with your eyes closed, stop randomly at a page and thrust your finger down. Whatever idea you land on, you have to do, no matter what.

THINK BIRD OF PARADISE AND GET YOUR FUNDRAISING NOTICED

Have you ever seen the dance of a bird of paradise? It maybe one of nature's most laughable courting rituals but this little chap definitely knows how to get himself noticed. And that's exactly why you need to think like him.

There's no point putting in the effort to organise a fantastic event if only a handful of people actually know about it. Do whatever you can to make people aware of your fundraiser, because a little extra effort can lead to big financial rewards.





SPREAD THE WORD ONLINE

Facebook, Twitter, fundraising websites and email – there are plenty of ways you can spread the word about your fundraising.

Be original and personal to make sure your digital promotions stand out from the pack. Plus, don't forget to remind people about your event a few days before it happens, and always send a thank you afterwards to let people know how much they helped raise.

See Sites for sore eyes on page 58 for more helpful information.

GRAB SOME WWF PUBLICITY MATERIALS

We've got some fantastic posters, flyers, invites and other publicity materials that you can download from wwf.org.uk/guidetofundraising Or why not contact us at teampanda@wwf.org.uk and tell us what you're doing and what you need. We'd love to hear from you.

GET IN TOUCH WITH YOUR LOCAL MEDIA

If you really want to get your fundraising noticed by lots of people, your best option is to speak to your local media. They're always on the look-out for fun and quirky stories, so why not email a press release to the news desks of your local newspaper or radio and TV stations?

We've put together a WWF press release template at wwf.org.uk/guidetofundraising to give you a head start.

LET THE ADVENTURE BEGIN

Okay, it's time to buckle up and get down to the serious stuff. Ahead of you are a total of 120 fundraising ideas. We're pretty sure there's something for everyone. Good luck!



EASY FUNDRAISING BOOST

Ask your employer whether they have a matched giving policy. Just a quick conversation could help double all of the money you raise.

Visit wwf.org.uk/eventfaqs for more information on how to send in matched funding to WWF.

START WITH A BOBBY DAZZLER

Make the first donation on your online fundraising page or sponsorship form a good one! You could even pledge the donation yourself to show how much you support WWF's work.





CHANNEL YOUR INNER PANDA

Why not wear a panda onesie as part of a sporting event or slap on some face paint and star as your favourite animal? Just make sure you train in any animal suit before your big day, as they can get super hot.

BE A GOOD SPORT

“THANK YOU EVERYONE AT WWF FOR YOUR AMAZING SUPPORT TODAY AND THE LAST SIX MONTHS OF TRAINING! I WAS VERY SLOW, MY FEET ARE COVERED IN BLISTERS BUT I STILL LOVE THE PANDA.”

Stacey Strachan,
Team Panda
member

Sport and fundraising is a match made in heaven. So pull up your towelling socks and roll up the sleeves of your breathable base layer, because we've got some great sport-themed fundraising ideas for you.



WHAT WILL THE PANDA MAKE YOU DO?

Visit wwf.org.uk/events to see some of the running, cycling and walking events you can take on as part of Team Panda.

1.1 **£100**

10k run in your local area – perfect with family and friends.

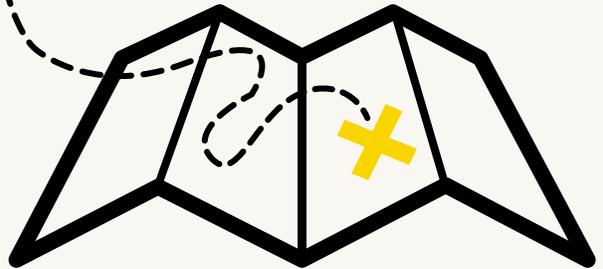
1.2 **£500**

London, Edinburgh, Brighton – great marathons, great cities to visit.

1.3 **£1,000**

Multi-task. Complete a number of runs over a set period.

RUN PANDA RUN



Fresh air, great exercise and the opportunity to wear lycra without anyone giggling at you. Running events are a great way to raise money and improve your fitness.

Or if running isn't your thing, why not speed things up with a cycling challenge, or take things down a gear with a walking event?

GO FOOTBALL CRAZY

Whether you fancy yourself as the next Messi or Ronaldo, or prefer to offer the referee helpful advice from the touchline, there are many ways you can combine the beautiful game with the art of fundraising.

**TACTICAL
SUBSTITUTION:**
ANY OF THE ABOVE
IDEAS WORK JUST
AS WELL FOR
RUGBY, CRICKET
AND TONNES OF
OTHER SPORTS.

2.1 £200

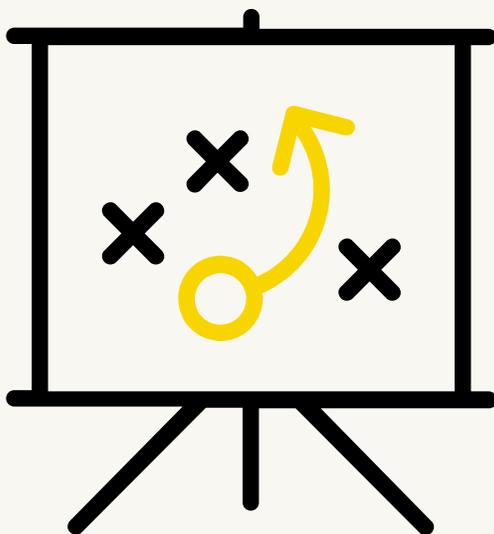
Organise an annual 11-a-side fundraiser with friends.

2.2 £500

Set up a 5-a-side mini league that competes for the Panda Cup.

2.3 £1,500

Hold a football tournament at a local sports ground.



FAB FACT: Australian brothers Alexander and Nicholas Craig set the world record for the longest singles squash match by playing continuously for 32 hours, 7 minutes and 36 seconds in October 2013.



YOUR CHOICE-A-THON

Maybe you like table tennis, disco dancing, swimming, chess, or rowing in the gym? Whatever your favourite sport or hobby, challenge yourself to do it for a really long time. And we mean a really long time.

3.1 **£100**

Do something for 12 hours. It's good, but we know you can do better.

3.2 **£1,000**

A whole day! Now we're talking. 24 hours of fundraising gold.

3.3 **£2,500**

Beat a world record. Head to **guinnessworldrecords.com** to pick the one you're gonna smash.



OTHER PUB SPORTS ARE

AVAILABLE: substitute darts for pool, snooker, dominoes. Why not organise a pub sports Olympics?



IT'S THE BULLSEYE!

Darts is easily one of the best sports for fundraising. Why? Because most people can play it, everyone gets better after a few drinks, and a game inevitably involves the consumption of a couple of packets of salt and vinegar crisps.

4.1

£100

Hold a darts night at a local pub with family and friends.

4.2

£500

Set up a darts league featuring teams from your workplace.

4.3

£1,000

Organise an all-day darts tournament. Invite a local pro to come along.



**WHAT WE
CAN ACHIEVE**

**SOUTH AFRICA:
SMART LAND-USE
PLANNING HAS
HELPED RESTORE
A CRITICAL
WETLAND,
ALLOWING
COMMERCIAL TREE
PLANTATIONS AND
A WORLD HERITAGE
SITE TO THRIVE
SIDE-BY-SIDE.**



5.1

£100

For starters, how about a 5k obstacle course with friends? Scary rating: low to medium.

5.2

£250

10k-run featuring zip wires and crawls under electrified wire. That's more like it!

5.3

£500

Take on Tough Mudder. Eight miles featuring underwater tunnels and flaming piles of peat.

GET DOWN AND DIRTY



Tough Mudder, Major Series, Total Warrior. Nowadays, there are plenty of organisations that offer you the chance to throw yourself around in mud and take on a terrifying obstacle course.

So come on, embrace your inner warthog and start trampling through some bogs near you. We're sure you'll love every filthy minute of it.

ONE DAY LIKE THIS

Throughout the year, you'll probably organise or attend a few special events that bring family and friends together. Well, think like a fundraising master and make the most of these. They're perfect for raising money and awareness of WWF's work.



"I CHOSE WWF AS I HAVE ALWAYS BEEN AN ANIMAL LOVER. IT REALLY SADDENS ME WHEN I SEE ANIMALS THAT ARE THREATENED AND THEY CAN'T DO ANYTHING ABOUT IT. ONLY WE CAN HELP."

Harry Hoslene,
Team Panda member



BIG DAY BANKING

Online fundraising sites such as JustGiving and Virgin Money Giving are great for collecting wedding gift donations.



6.1 £200

Instead of buying traditional wedding favours, give a donation to WWF and make your own panda favours.

6.2 £1,000

Ask guests to donate a percentage or the full amount of their wedding gift to WWF.

6.3 £2,500

Have a recycled wedding and donate the money you save on dresses, suits and more to WWF.

I DO WANT TO MAKE A DIFFERENCE

As well as it being the happiest day of your life, your wedding can also be a great way to support WWF. You can use it to tell your family and friends exactly why you support our work and encourage them to help us solve the environmental issues our planet faces.



THE PERFECT SEND-OFF

7

Stag dos and hen parties are no longer just about 10 pints of lager, wearing an embarrassing outfit and scoffing a kebab at 2am.

Many stags and hens now use their last hurrahs to raise money for their favourite charities. It's also a great way to avoid drinking all day.

7.1 £100

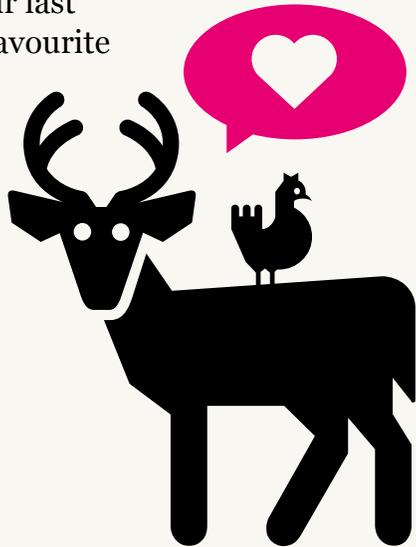
Hold a themed shopping party at your house and donate any profits from products sold.

7.2 £500

Get sponsored to take on a series of challenges on your stag or hen.

7.3 £500

Ask your stag or hen group to do a parachute jump or another ultra event.



WWF's 2014 Living Planet Report reveals that since 1970 land-based species populations have on average declined by 39%, a trend that shows no sign of slowing down.

Read more at wwf.org.uk/livingplanetreport

BIRTHDAY BONANZA

DID YOU KNOW:

Forest ecosystems provide shelter, water, fuel and food for approximately 2 billion people. The decline in their size and quality is having a major impact on wildlife and humans.

Have you heard of the word ‘philanthropy’? No, neither had we until we’d made it up. But it perfectly sums up what fundraising on your birthday is all about.

As well as celebrating your big day, you can also do something to support a cause you care about.

8.1 £200

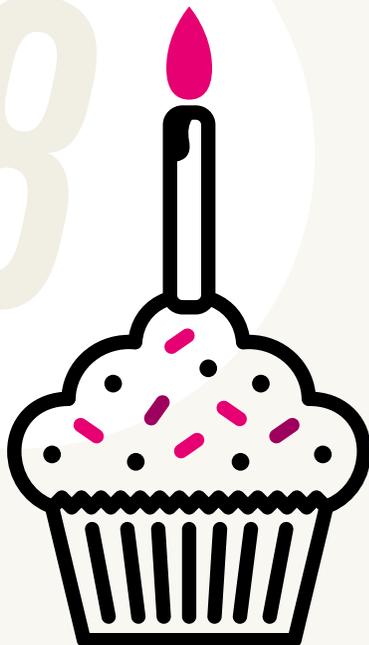
Ask loved ones to donate to WWF instead of giving you a birthday present.

8.2 £500

Throw an animal-themed birthday party that encourages people to support our work.

8.3 £2,000

Take on a challenge, such as an overseas trek, to mark a milestone birthday.



A CRACKING IDEA

Because Easter brings family and friends together, and usually involves tonnes of tasty treats, it offers you lots of tempting fundraising possibilities.

Just feed your brain with some chocolate and let the (bad pun alert) eggs-ellent ideas flow.

See **page 37** for some wonderful Christmas fundraising ideas.

9.1 £50

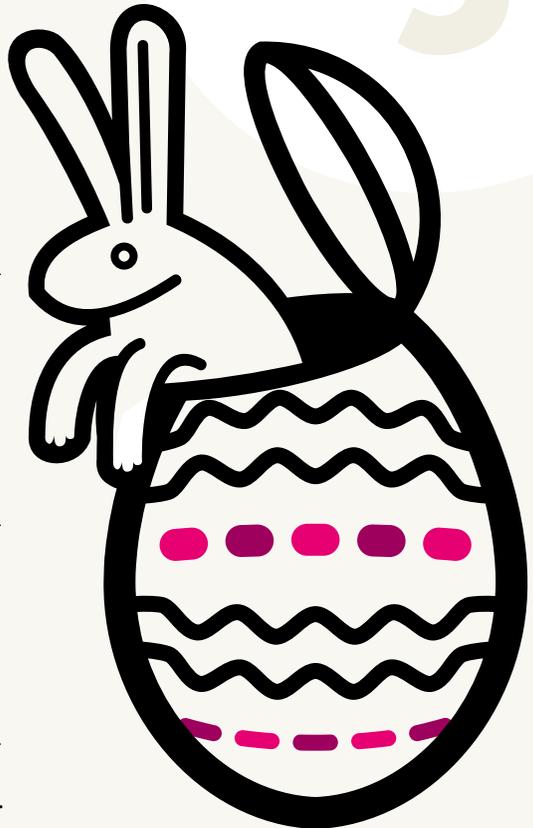
Hold an Easter cake sale or competition. Perfect for budding Mary Berrys and Paul Hollywoods.

9.2 £100

Raffle a giant Easter egg that will make someone's chocolate dreams come true.

9.3 £200

Organise an Easter egg hunt or party for your local community.



HAVE PLENTY OF FUN WITH THE LIGHTS OFF

10

WWF's Earth Hour is the world's biggest celebration of our amazing planet, with hundreds of millions of people from across the world coming together in a symbolic and spectacular lights out display.

Taking place on the last Saturday of March, the event is also a great way to raise some money for WWF and highlight environmental issues at the same time.

To find out more, visit wwf.org.uk/earthhour



#EarthHourUK

10.1

£50

Hold a sponsored 'lights out' night at your house featuring plenty of in-the-dark games and activities.

10.2

£250

Host a candlelit dinner party with delicious food that you know is good for you and for the planet too.

10.3

£500

Organise a sponsored wildlife walk in your local area and see what nocturnal creatures you can discover.



"ME AND MY SISTER, AMY, TACKLED A 140-MILE COAST2COAST CYCLE FROM THE IRISH SEA TO THE NORTH SEA. IT WAS EXHAUSTING BUT VERY REWARDING, ESPECIALLY BECAUSE WE DID IT FOR SUCH AN AMAZING CHARITY."

Carrie Hickman, Team Panda member

EVERYTHING

UNDER THE SUN

The warmer months are perfect for fundraising. You can do more activities in the great outdoors and the light evenings mean you've got time to raise money after working hours. Don't believe us? Then check out our sizzling selection of summer fundraising ideas.



SUMMER SCORCHER

Light nights, warm temperatures, good food and drink. Ah, it's lovely to be on holiday. But you're here, in the UK, and you've got some fundraising to do.

So how about holding a summer event that makes people feel like they're somewhere exotic?

11.1 £100

Hold a barbecue at home. Flip-flops, shorts and sunglasses are compulsory, whatever the weather.

11.2 £200

Invite family and friends to a picnic at a local park or somewhere scenic. Pack your rounders bats.

11.3 £500

Organise a garden party with an exotic theme, including typical food and drink from a chosen country.

DID YOU KNOW:

Wildlife populations are on average declining in tropical and temperate climates, but the biggest decline – 56% since 1970 – has been in the Tropics: the area that surrounds the Equator.

GET A BIT HANDY

In the summer there are plenty of odd jobs you could do for other people, in return for a donation. Ask your family, friends or neighbours if they have any work they keep putting off – then pounce like a snow leopard.

12.1 £50

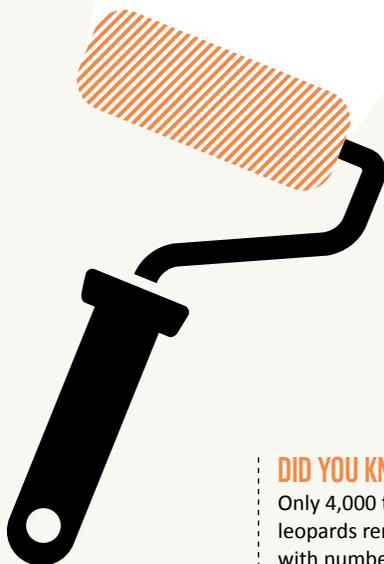
Offer to mow people's lawns or tidy up their gardens.

12.2 £100

Take on some DIY tasks. Surely Mr Foster's fence down the road needs painting?

12.3 £200

Wash people's cars. Go to their homes or set up a hand car wash.



DID YOU KNOW:

Only 4,000 to 6,500 snow leopards remain in the wild, with numbers declining by an estimated 20% over the past 20 years. But with your help we can save them.

DID YOU KNOW:

Human populations in urban areas are projected to increase from 3.6 billion in 2011 to 6.3 billion in 2050. In many cases, city infrastructures are unable to keep pace with such rapid increases in population and the growth of their inhabitants' demands.



WHAT A TOP SPORT

Sports day. How the memories flood back. The three-legged race. The obstacle course and those fiendish hula hoops. And let's not forget the elite event of the day: the egg and spoon race.

13.1

£50

Organise a sports day with family and friends in a local park.

13.2

£250

Ask if you can turn your child's sports day into a WWF fundraiser.

13.3

£500

Form teams at work and hold a retro sports day. Tizer and Dib Dabs are a must.



SAVING THE
ORANG-UTAN
WWF IS WORKING
TO RESTORE 2,400
HECTARES OF
DEGRADED FOREST IN
BORNEO, HELPING TO
PROTECT THE HOME
OF THE ORANG-UTAN.



14.1 **£500**

Hire a local venue and invite family and friends to a tropical summer party.

14.2 **£1,000**

Yee-ha! Take your partner by the hand and organise a barn dance together.

14.3 **£3,000**

Hold a midsummer masked ball. Encourage guests to dress like their favourite animal.

IT'S PARTY TIME

We like a party. You like a party. Everyone likes a party (apart from grumpy Uncle Alan). And the summer is the perfect time to hold one because everyone looks their best and feels happier when the sun is shining.

FÊTE-AL ATTRACTION

15

Summer fêtes are a tremendous way to get the money rolling in. Plus they also offer you a great excuse to sample loads of tasty treats without feeling guilty.

15.1 £20

Whisk up some cakes, jams or other goodies and find them a spot on someone's stall.

15.2 £100

Go the next level and grab yourself a stall at a local fête. Fill it with anything you can sell.

15.3 £2,500

No local fête? Then organise one yourself. You'll need bunting, some more bunting, and a bit more bunting.



DID YOU KNOW: Farmland bird populations in the UK, such as grey partridge, have declined on average by 50% between 1970 and 2012, mainly due to changes in agricultural management.



“THANK YOU, TEAM PANDA. YOU GAVE ME THE OPPORTUNITY FOR THE BIGGEST SENSE OF ACHIEVEMENT EVER. AMAZING EXPERIENCE FOR A WONDERFUL CAUSE.”

Angela Correndor, Team Panda member

WALKING IN

A WINTER

WONDERLAND

Winter is no time for the blues. As well as offering lots of special dates that are perfect for fundraising, the colder months mean plenty of people are looking for ways to stay active and keep warm.

DAYS TO REMEMBER

The colder months aren't just about Christmas. There are loads of other great dates in autumn and winter that offer tonnes of fundraising opportunities. Here are a just few for starters, but get creative yourself.

8 DECEMBER IS NATIONAL BROWNIE DAY IN THE USA - SOMETHING YOU SHOULD DEFINITELY IMPORT TO RAISE SOME MONEY.

16.1

£100

Bake heart-shaped treats or organise a speed dating night for Valentine's Day.

16.2

£200

Host a Bonfire Night party that serves up plenty of delicious winter warmers.

16.3

£500

Start the New Year the right way by throwing a 'Save Our Planet' New Year's Eve party.

DON'T MISS A TRICK (OR TREAT)

The scariest night of the year offers so much fundraising potential. So what are you going to get your fangs into for Halloween? A monster party, a devilishly good dinner, or an evening full of tricks and treats?

17.1 £50

Conjure up a Halloween bake sale, full of gingerbread bats and pumpkin cookies.

17.2 £200

Organise a gruesome Halloween dinner – pickled onions eyeballs, spaghetti worms or guacamole slime, anyone?

17.3 £2,000

Connect with the spirits world (vodka, gin, etc) and hold a killer Halloween fancy dress party.



FRIGHTENING FACT: If threats to the planet's oceans are not decreased, economic losses could reach \$428 billion by 2050, with some of the world's poorest people being deeply affected.

IT'S FESTIVE



FUNDRAISING TIME

As Slade's Noddy Holder once screeched: "It's Chrrrrrrriiisssstmaaaaass!!!" Or it will be at some point this year. So get your Santa thinking hat on and start coming up with some festive fundraisers.

From parties to concerts, baking treats to being Father Christmas, you've got plenty of options.

SAVING PENGUINS
WWF HELPED TO KICK-START INTERNATIONAL EFFORTS THAT LED TO 94,000 SQ KM OF HIGH SEAS IN THE ANTARCTIC BEING PROTECTED. IT'S AN IMPORTANT FORAGING AREA FOR 'NEAR-THREATENED' ADÉLIE PENGUINS.

18.1

£100

Cook a Christmas banquet for family and friends or organise a dinner at a local pub or restaurant.

18.2

£500

Plan a carol concert with a local church or go carol singing with friends in your community.

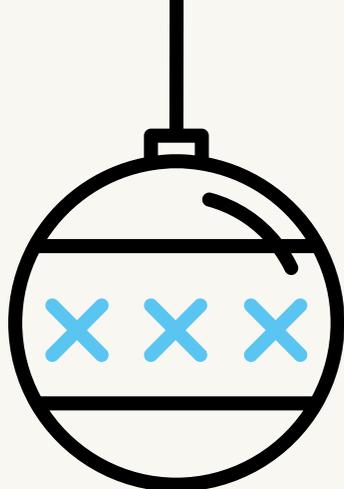
18.3

£1,500

Host a Christmas party, piggy-back your office 'do' or go fancy with a winter ball.

SANTA'S LITTLE HELPERS

We weren't wrong when we said Christmas offers lots of great ways to fundraise. This time it's all about channelling your inner elf and taking on tasks that make life easier for other people, at the busiest time of the year. As always, get creative.



19.1 **£50**

Set up a gift wrapping or tree decorating service. It'll save family and friends lots of time.

19.2 **£100**

If the weather takes a turn for the worse, offer to shovel snow or grit paths and drives for neighbours.

19.3 **£500**



Ask a local supermarket if you can pack people's shopping for a donation. Elf costume compulsory.

SAVING THE IBERIAN LYNX
WWF HELPED PROTECT AND CONNECT
KEY HABITATS OF THE IBERIAN LYNX AND
ENCOURAGED LOCAL PEOPLE IN SPAIN
AND PORTUGAL TO MANAGE LAND IN
WAYS THAT BENEFITTED THE ANIMAL.
THIS WORK HELPED THE POPULATION OF
ONE OF THE WORLD'S MOST ENDANGERED
CATS TO RISE BY 10% IN ONE YEAR.



20.1 **£100**

Stock up on Brie and host a cheese-and-wine evening at home with family and friends.

20.2 **£500**

Hold a wine tasting event with a local expert. It'll be a right corker!

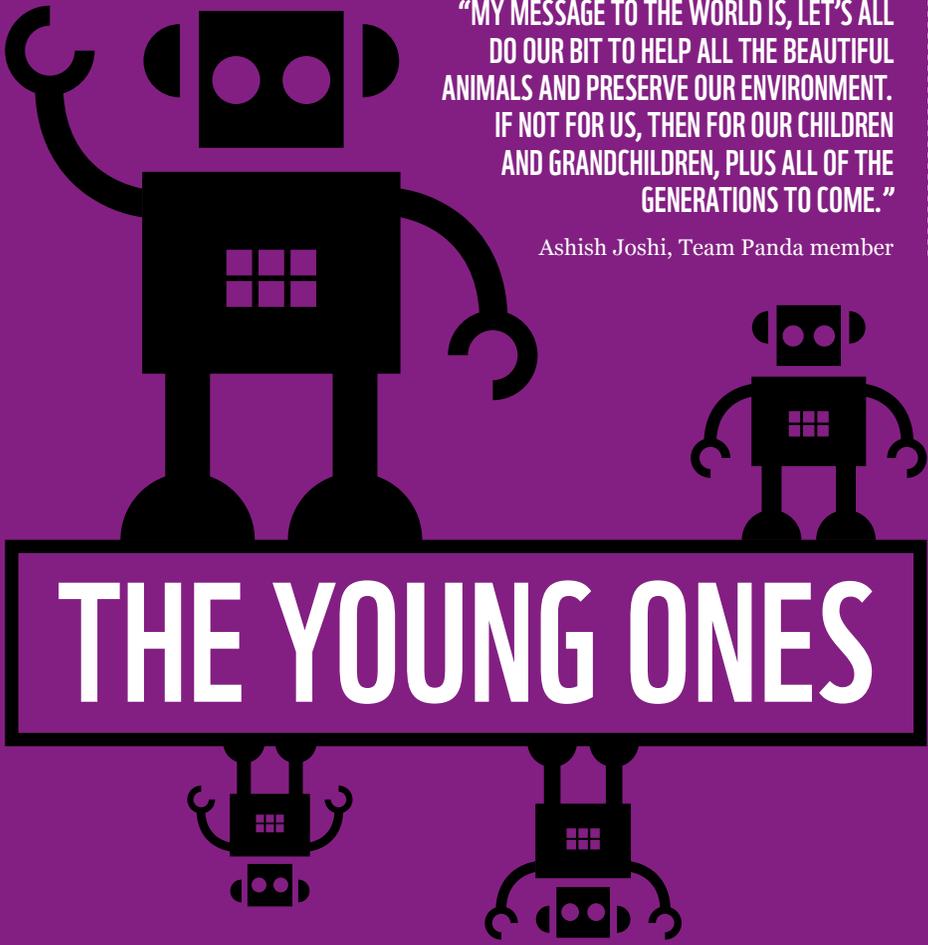
20.3 **£1000**

Organise a mini beer festival at your local pub that has plenty of traditional bar snacks for sale.

ALL IN GOOD TASTE

When the dark nights draw in and the temperatures start to drop, there's nothing like some quality drink and food to make people feel warm inside.

And if people get to devour sumptuous treats while supporting WWF, they'll feel even warmer.



“MY MESSAGE TO THE WORLD IS, LET’S ALL DO OUR BIT TO HELP ALL THE BEAUTIFUL ANIMALS AND PRESERVE OUR ENVIRONMENT. IF NOT FOR US, THEN FOR OUR CHILDREN AND GRANDCHILDREN, PLUS ALL OF THE GENERATIONS TO COME.”

Ashish Joshi, Team Panda member

THE YOUNG ONES

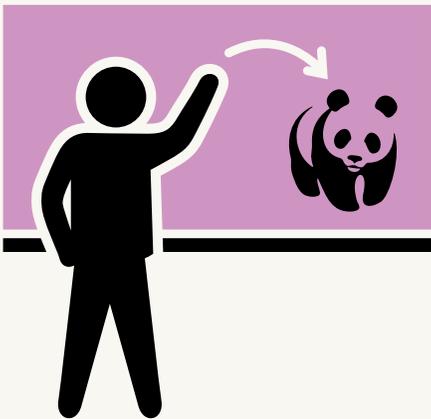
TAKE CARE!

Always make sure children are safe and accompanied by a parent or guardian when fundraising. Children should not be allowed to collect money without an adult.

Fundraising with children can be fantastic fun, educational, a great money-spinner and often messy at times. But as a member of Team Panda, you know what’s important. No, not plenty of wet wipes and bags of sweets. We mean raising as much money as possible, no matter what.

FREE SCHOOL RESOURCES AND MORE

You can learn about the work we do with schools and get your hands on some great resources at wwf.org.uk/schools. Plus you can drop our Schools team a line at schools@wwf.org.uk if you need support when fundraising with schools or youth groups.



A CLASS ACT

Schools are fantastic places for fundraising, especially as supporting WWF can also help teach children about global environmental issues.

Speak to your child's school, or one in your area, about supporting your fundraising work. We have loads of lessons plans and free resources to offer them.

21.1 **£100**

A sponsored silence – every teacher's favourite and the perfect time to learn about environmental issues.

21.2 **£250**

Readathon, spelling bee, school quiz – all are guaranteed to raise money and sharpen minds.

21.3 **£500**

Organise a non-uniform day as part of WWF's Wear It Wild! event and ask pupils to dress as their favourite animal. Visit wwf.org.uk/wearitwild to find out more.

WHAT WE CAN ACHIEVE

AUSTRALIA: MORE EFFICIENT SUGAR FARMING PRACTICES ARE HELPING TO CONSERVE THE GREAT BARRIER REEF BY REDUCING THE IMPACT OF CHEMICAL AND SOIL RUN-OFF.



SWEET SUCCESS

How do you excite little minds – and big ones – as well? Why, you stick a load of something exciting in front of them and say for one whole pound they've got a great chance of winning some goodies.

It really is as simple as that.

22.1 **£100**

Fill a jar with jelly beans – or any small sweet – and ask children and adults to guess how many there are.

22.2 **£200**

Bake a monster cake or create a super-sized chocolate bar and ask people to guess the weight of it.

22.3 **£500**

Fill a clean dustbin full of chocolate bars and other packaged sweets and give them all to the person who guesses closest to how many treats there are.



BIG OCCASIONS FOR SMALL PEOPLE

Whatever age children are, they love dressing up and meeting their pals outside of nursery or school. So if you're good at organising, why not throw a bash that'll put smiles on little faces and boost your fundraising total?

23.1 £100

Make some scrumptious food and host a teddy bear's picnic for teeny-tiny tots.

23.2 £500

Organise a children's party to remember. Wild animal face painting is highly recommended.

23.3 £1,000

Encourage some teeny bopping by throwing a children's disco at a school or local venue.



SAVING THE TIGER

WWF HELPED TO ORGANISE A WORLD FIRST - A FORUM AT WHICH ALL COUNTRIES THAT HAVE TIGER POPULATIONS ENDORSED MEASURES TO DOUBLE WILD TIGER NUMBERS BY 2022.

DID YOU KNOW: Global freshwater demand is projected to exceed current supply by more than 40%



24.1 **£200**

Organise a toddler triathlon or a wacky series of sporting events for kids to take part in.

24.2 **£500**

Plan a fun run with a school or local youth group. Complete with panda outfits, masks or face paint.

24.3 **£1,000**

Get children and their families to take part in a sponsored walk. Turn it into a nature trail as well.

LET'S GET PHYSICAL

Children have tonnes of energy – and they don't always know what to do with it! This makes them perfect for fundraising activities that involve some exercise.





25.1 **£250**

Host a bake sale at a local school featuring delicious delights created by small hands.

25.2 **£500**

Organise an auction of promises. Get people to donate services or goodies.

25.3 **£1,000**

Get kids to donate their old toys, clothes and books for a bring-and-buy sale.

EVERYTHING MUST GO

It's time to sell, sell, sell. So encourage your little helpers to make or donate items that could raise some money for WWF. As always, a little incentive goes a long way, so why not enter all of your young fundraisers into a raffle to win some of our goodies?

Visit wwf.org.uk/shop for tonnes of cool soft toys, games, clothing, stationery and much more.



BACK AT

“MY GIRLFRIEND SELLS PANDA CAKES ON A MARKET STALL AND I’VE STARTED PRODUCING A PANDA BUCKET HAT AS PART OF MY OWN CLOTHING LINE. PEOPLE LOVE THE FACT WE HAND-MAKE PRODUCTS TO RAISE MONEY.”

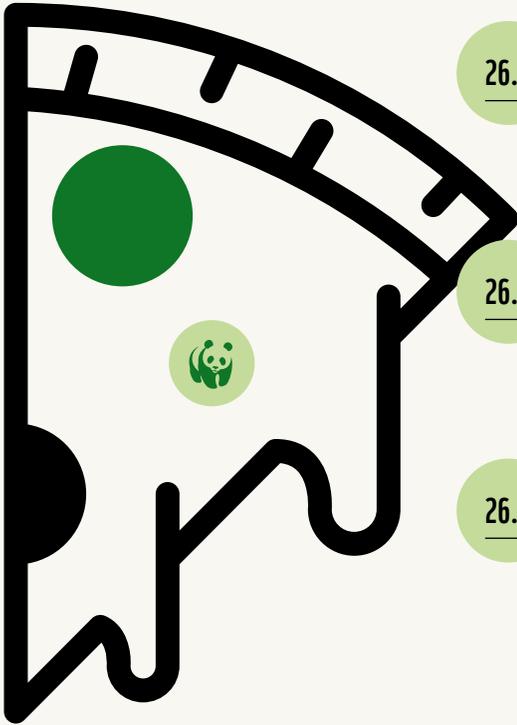
Charles Cox,
Team Panda member



THE RANCH

Home sweet home. Not only is it the place to finely tune your fundraising master plan, it’s also the perfect environment for a whole load of fundraising activity. From hosting events to creating goodies to sell, you can do this and so much more.





26.1 **£50**

For the boys, it's got to be beers, footy, pizza, the Godfather trilogy and a few more beers.

26.2 **£100**

Invite family and friends over for an evening of board games, popcorn and great family movies.

26.3 **£200**

Hold a pamper party with the girls – facemasks, nail painting, chocolate and Dirty Dancing on a loop.

THE ULTIMATE NIGHTS IN

Everyone loves to be spoilt. So ask friends what is their ultimate girls', boys' or family night in and organise it at your home. Then ask people to make a donation that covers your costs and boosts your fundraising total.

FOOD HEAVEN

Morning, afternoon or evening, there's plenty of time in the day for you to woo donation-bearing guests with your cuisine.

So grab your pinny and embrace your inner domestic god or goddess because you've got some tasty treats to whip up.

27.1 £100

Hold a coffee morning that involves plenty of homemade cakes and biscuits. Delicious!

27.2 £200

Host an afternoon tea with cucumber sandwiches, scones and lashings of tea. Marvellous!

27.3 £500

Throw a lavish dinner party with fine food and drink. Turn it into a series of events like Come Dine With Me.



LEAVE IT OUT!

There's probably something in all of our lives that we could give up for a good cause. And although it might not be the most exciting way to raise money, it doesn't take any time or effort to organise and it's a guaranteed banker.

28.1 **£50**

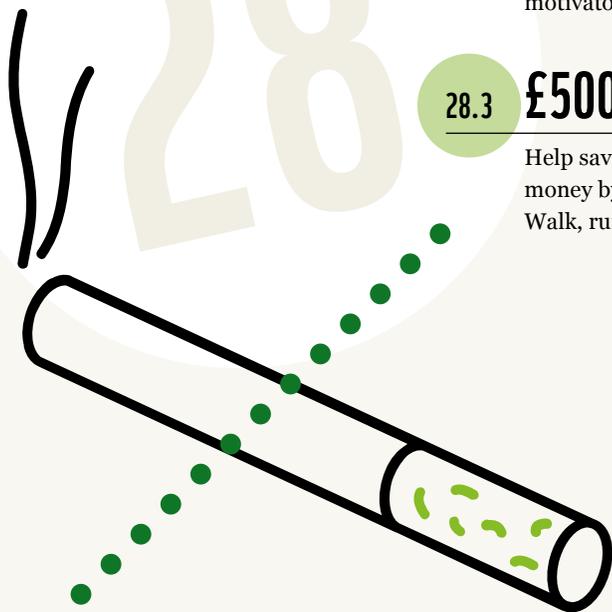
Say goodbye to chocolate, biscuits or sweets and ask people to sponsor you to give up a treat you love.

28.2 **£100**

Improve your health by giving up cigarettes or alcohol for a set period. Fundraising is a great motivator.

28.3 **£500**

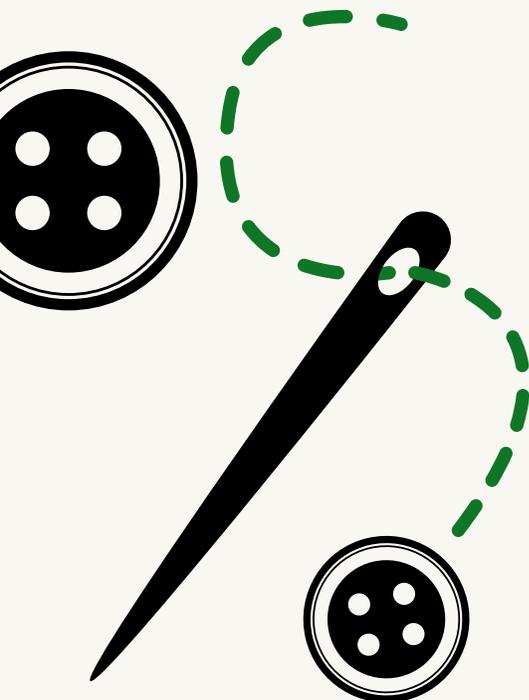
Help save the planet and raise money by not driving to work. Walk, run or cycle instead.



GET DOWN TO BUSINESS

If you're artistic, crafty or a bit of a cook, there are plenty of things you can create in the comfort of your own home that people will pay a pretty penny for.

Just write a list of what you're good at and away you go.



29.1 **£50**

Homemade jams and pickles always taste better than shop-bought ones. Create a little cottage industry.

29.2 **£100**

Booties, jumpers, scarves, gloves – there's plenty of stuff you can knit in front of Corrie or EastEnders.

29.3 **£250**

Personalisation is all the rage. So if you're handy with a computer, think greetings cards, calendars and more.

DID YOU KNOW:

Cluedo was designed by Anthony Pratt, a successful musician, who thought of the game during the Second World War.

30.1 **£50**

Invite friends over for a karaoke party – ask people to donate to sing a favourite song.

30.2 **£100**

Organise an all-day video games marathon for friends. Present a trophy to the winner.

30.3 **£250**

Hold a board games tournament over a number of months. Play a different game each week.



LET ME ENTERTAIN YOU

Thanks to games consoles and modern gadgets, there are plenty of ways to turn your home into a fun house and fundraising temple.

Although, saying that, is there really anything better than discovering Reverend Green did it in the library with the lead pipe?

“AS AN INCENTIVE, I ENTERED EVERYONE IN MY OFFICE WHO SPONSORED ME INTO A DRAW TO WIN A PRIZE THAT WAS DONATED TO ME. IT WASN'T A BIG PRIZE BUT EVERYONE LOVED THE CHANCE TO WIN SOMETHING.”

Michael Lanigan, Team Panda member

THE PERFECT MATCH

Don't forget to ask your workplace whether they run a matched fundraising scheme that will double your grand total. Or maybe they'll sponsor you a set amount or donate a prize for a raffle.

DO THE BUSINESS

Your workplace really is a fundraising paradise. In fact, depending on the size of your organisation, you might be able to reach your fundraising target by just organising activities and events for your colleagues. Or if you work for a small business, at least make a couple of our ideas part of your fundraising plan.



A WELCOME TOP UP

An easy way to raise some extra money at your workplace is to position some WWF collection boxes in the reception area. Email teampanda@wwf.org.uk to order some collection boxes today.

DRESS FOR SUCCESS

Fancy dress, dressing to impress, a bad taste day or wearing your favourite team's colours. There are many ways you can help your colleagues cast aside their everyday work clothes and raise lots of money at the same time.

31.1 **£100**

Hold a dress-down day in which people can wear what they like. Onesies welcome. Twosies may cause injury.

31.2 **£250**

Organise a bad taste competition that sees people strutting their stuff in flares, kipper ties, shell suits and worse.

31.3 **£500**

Hold an animal-themed fancy dress day as part of WWF's Wear It Wild! Just watch out for elephants stampeding across the office. Find out more at wwf.org.uk/wearitwild



A WELCOME TOP UP



An easy way to raise some extra money at your workplace is to position some WWF collection boxes in the reception area. Email teampanada@wwf.org.uk to order some collection boxes today.

SAVING THE MOUNTAIN GORILLA

Although they remain critically endangered, the mountain gorilla is the only species of great ape whose numbers are increasing, with their population now reaching 880.

This is thanks to intensive conservation efforts, which, through the International Gorilla Conservation Programme, WWF has played a major part in.

32.1 £50

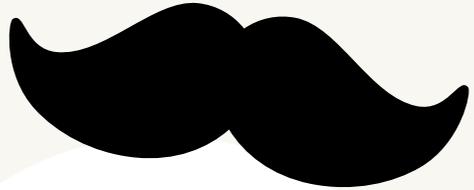
Hold a biggest-beard or longest-moustache competition. Perfect for wannabe hipsters in the office.

32.2 £200

Organise a head, beard and 'tache shave. Just remember you'll probably have to take part yourself.

32.2 £500

Raise the pain level much higher with a waxathon. Chests, legs and armpits are all legitimate targets.



33.1 £50

Novice: ask people to randomly pick a competitor in the Grand National, FA Cup or Wimbledon.

33.2 £180

Expert: one football final, one first goal, one last goal. At least 90 selections for when each could occur.



A RANDOM ACT

The office sweepstake is an oldie and, most definitely, a goodie. But don't just do something run of the mill like Bernie from Accounts.

To be a ninja grandmaster in fundraising, think outside of the box and increase the number of possible selections for your sweepstake.

33.3 £500

Grandmaster: football or rugby World Cup this year? Get people to predict or randomly select the number of tournament goals or tries multiplied by the number of red cards*. The nearest one wins.

**At the 2014 FIFA World Cup in Brazil, there were 10 red cards and 171 goals. In theory, that's 1,710 possible selections.*



WWF's 2014 Living Planet Report reveals that since 1970 marine species populations have declined by 39%. These include marine turtles, many sharks, and large migratory seabirds like the wandering albatross.

Read more at wwf.org.uk/livingplanetreport

34.1 **£100**

Cake sale: a firm favourite of many office fundraisers, your plethora of pastries is sure to get the money rolling.

34.2 **£200**

Craft sale: tap into talent at work and from your local area. Make sure a percentage of the profits goes to WWF.

34.3 **£300**

Second-hand sale: just like eBay but in 3D. Ask colleagues to bring in used but quality items for you to sell.



LET'S DO LUNCH

What do people do in their lunch breaks? Sure, the healthy ones might go for a run or head to the gym, but for most it's a sandwich in front of Facebook or a quick plod around the block.

But you can change this. You can bring joy where there is only boredom. Yes, it's time everyone got excited because you're going to have an office sale.

ASK AND YOU SHALL RECEIVE

Q. What fundraiser is easy to organise, very popular with offices and guaranteed to raise a tidy sum?

A. A quiz. That's right. Take 10 points.

And for an additional five bonus points, can you think of three ways to boost a quiz's fundraising total?

Answers at the foot of the page.



35.1 **£200**

Hold a speed quiz at your workplace during lunch or after work. Prepare quiz sheets beforehand.

35.2 **£500**

Organise a quiz night at a local pub. Ask if they'll donate a percentage of their takings from the event.

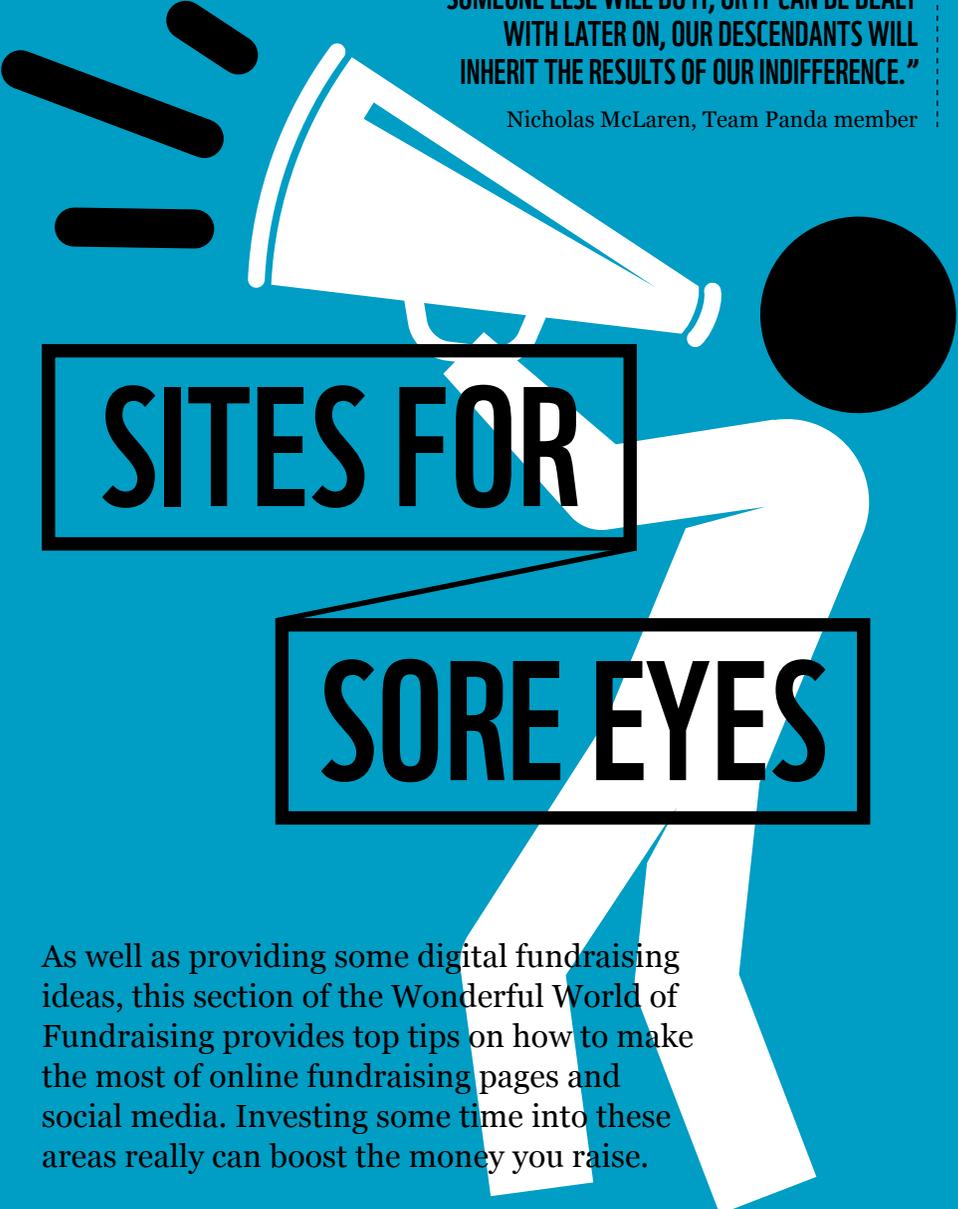
35.3 **£1,000**

If you work in a big organisation, hold a series of quizzes that leads to a grand final with a big prize.

*We'll accept: a raffle, selling hot food or drinks, a cake sale, a sweep of the room with a collection bucket, an auction or a tombola. Sorry, we can't accept a three-legged race.

“WE MUST PROTECT THE ENVIRONMENT FOR FUTURE GENERATIONS. IF WE ALL ASSUME SOMEONE ELSE WILL DO IT, OR IT CAN BE DEALT WITH LATER ON, OUR DESCENDANTS WILL INHERIT THE RESULTS OF OUR INDIFFERENCE.”

Nicholas McLaren, Team Panda member

A stylized white silhouette of a person shouting into a megaphone against a blue background. The megaphone is white with a blue interior. Three black diagonal lines radiate from the top left of the megaphone. The person's head is a solid black circle. Two white rectangular boxes with black borders are positioned in front of the person, containing the text 'SITES FOR' and 'SORE EYES'.

SITES FOR

SORE EYES

As well as providing some digital fundraising ideas, this section of the Wonderful World of Fundraising provides top tips on how to make the most of online fundraising pages and social media. Investing some time into these areas really can boost the money you raise.



LEAP OFF THE PAGE



Be more lion

36.1 (roar = 114 decibels)

Talk personally and passionately about why you're fundraising for WWF and the difference it will make.



Be more howler monkey

36.2 (call = 144 decibels)

Add photos or even a video to your page – try to be creative or funny so as many people as possible take a look.

Be more blue whale

36.3 (whistle = 188 decibels)

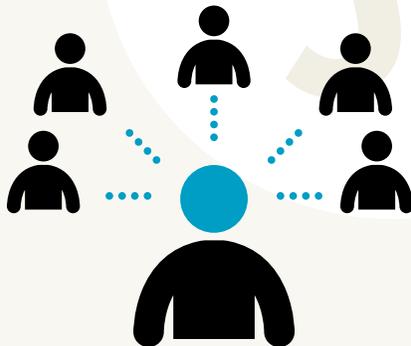
Tell everyone about your page through email, Facebook, Twitter, tom-tom drums, absolutely anything.

Setting up your own individual fundraising page through sites such as JustGiving and Virgin Money Giving is a fantastic way to raise awareness of your fundraising exploits and why you support WWF.

Importantly, it also gives family, friends and colleagues a really easy way to donate money. But with so many people fundraising for different charities nowadays, it's vital you follow the lead of these animals and make sure your fundraising page stands out from the pack.



IT'S GOOD TO BE SOCIAL



Love it or hate it, social media is an absolutely brilliant way to get your fundraising noticed and boost your income. So don't be shy. Be loud, be proud and start getting social like these super-friendly animals.

**#HASHTAG BE CONSISTENT
USE A CONSISTENT HASHTAG
ON TWITTER TO MAKE YOUR
FUNDRAISING CAMPAIGN
RECOGNISABLE. DON'T FORGET
TO TAG WWF @WWF_UK AND
TEAM PANDA AT #TEAMPANDA
WHEN YOU POST.**

Be more elephant

37.1 (lives in herds of 10 to 20)

Set up a Facebook page for your fundraising and remember to constantly update it to keep people engaged.

Be more penguin

37.2 (lives in colonies of up to 50,000)

Twitter is a great way to promote your exploits. You can even update whilst you're doing an event. Perfect for last-minute donations.

Be more bat

37.3 (lives in colonies of up to 20 million)

Instagram, Tumblr, YouTube and Pinterest are also other great ways to engage people with your fundraising.

LOGO-A-GO-GO: If you promote your fundraising or WWF's work on a website, please make sure you use our logo on it. You can download this from www.wwf.org.uk/guidetofundraising



STICK WITH THE WEB

38

38.1 **£25**

Penny for your thoughts?
Online survey sites are great for fundraising whilst you watch TV.

38.2 **£100**

Shop and search the internet through everyclick.com and raise money for WWF without any effort at all.

38.3 **£500**

If you own a popular personal or company website, sell advertising space on it to raise money. Or create a brand spanning new site.

I'll tell you what, that internet malarkey is right good, isn't it?

Not only can you use it to promote your physical fundraising and receive lots of lovely donations, you can also tap directly into the world wide web to raise some extra cash as well.

GRAB A SLICE OF THE AUCTION



There's unwanted gold in them there wardrobes, toy boxes, lofts and garages. But too often people simply can't be bothered to look for it and then put it up for sale on eBay.

But you're not like that. Oh no, you're all about the booty. So take a look at our eBay fundraising ideas, choose the one that's right for you and then head over to ebay.co.uk/charity

39.1 **£100**

Declutter your house and raise money at the same time by auctioning off goodies you don't need anymore.

39.2 **£200**

eBay items for family and friends and ask for all or a percentage of their profits to go to your fundraising.

39.3 **£300**

Give a call out at work for unwanted items, or offer an eBay service to colleagues to raise some serious moolah.

LET ME BE YOUR FANTASY

Fantasy leagues for football and other sports are increasingly popular nowadays, thanks to the level of detail involved and the fact you can use technology to fine tune your team whenever and wherever you want.

So why don't you get stuck into this potential fundraiser like a Roy Keane tackle? There are plenty of websites you can create a league on and managing them is super easy.

40.1 **£100**

Ask friends and family to give a donation to join your fantasy league and compete for the WWF Trophy.

40.2 **£250**

Promote your fantasy league at work and tempt people with a prize that's worth winning. Your company might even donate it.



40.3 **£500**

Football, cricket and Six Nations rugby? Organise a triathlon of fantasy leagues with one grand prize winner.

MONEY MATTERS

As you might have guessed already, we're a big fan of fundraising sites such as JustGiving and Virgin Money Giving. They're safe, they're simple and they're so easy to promote. So do think about setting one up for whatever you decide to do.

And if technology isn't your thing, or a fundraising site doesn't really work with your activities, don't worry at all. You can always go old school and use some sponsorship forms. Simply download them from wwwf.org.uk/guidetofundraising or order some by calling Team Panda on **01483 426333**.

Then, once you've collected all your money after your event, bank it as soon as possible and send a cheque made payable to WWF-UK to the address on the back of this book. With your cheque, you must also send a completed paying-in form, which you can download from wwwf.org.uk/guidetofundraising

Also, when you send your cheque, please remember to let us know your name, address and how you fundraised, so we can send you a lovely thank you.

VERY IMPORTANT: please don't send any money (notes or coins) in the post as it is unsafe.



UNLEASH THE POWER OF GIFT AID

Ah, generous Gift Aid. It's a little tricky to explain fully how it works here, but put simply, for every £1 someone sponsors you, we can claim an extra 25p back from the government.

It's also important to remember that anyone who wants to Gift Aid a donation must be a UK taxpayer, and only the person who is giving the money can Gift Aid their own donation. You can't Gift Aid money given to you by other people.

With all that cleared up, please don't forget to encourage family and friends to apply Gift Aid to their donation through your online fundraising page and promo emails.

For a more comprehensive lowdown on Gift Aid, head over to wwwf.org.uk/giftaid

giftaid it



FUNDRAISE LIKE A CHEETAH

The quicker you get your money to WWF, the quicker we can use it to tackle threats to the natural world. So please do set up an online fundraising page, or bank your money and send a cheque to us as soon as possible.



THE SUPER IMPORTANT LEGAL BIT

The money you raise through your fundraising is vital to us. But you and everyone who gets involved in your endeavours are even more important. We want you to be safe, happy and not get arrested whilst dressed as a panda. That's why it's important you read the following info.

PLEASE TAKE A LOOK

In this section we cover the most important information about safe and legal fundraising. But we also strongly recommend that you head over to wwf.org.uk/eventfaqs and read our more comprehensive information there.

Or if anything still isn't clear, or you still have a question, please don't hesitate to contact Team Panda.



HEALTH AND SAFETY

The main thing to do is use your common sense. Follow the professional advice of equipment manufacturers and staff supervising any facilities when fundraising.

If your event involves the general public, you may also need public liability insurance, although places such as schools, workplaces and community centres may have the insurance you need already. Ask them about this.

The formal bit: WWF cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event.

FOOD AND DRINK

If you want to sell food or drink (and especially alcohol), get in touch with your local authority or visit their website to see what food safety and licensing laws apply. Also take great care when handling food, and work to basic rules for safe preparation, storage, display and cooking.

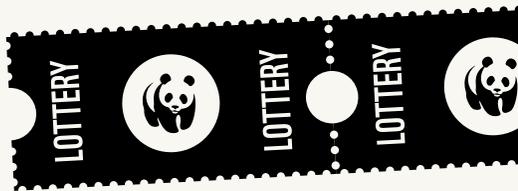
DATA PROTECTION

Make sure any electronic or paper record you keep of people involved in your fundraising complies with the Data Protection Act. As a general rule, don't keep information any longer than you need to, and don't share information or data about someone without their permission.

COLLECTIONS

When carrying out a collection in public, you must acquire a licence from your local authority, or in some cases the police. Otherwise your collection will be illegal.

Please contact Team Panda on **teampanda@wwf.org.uk** or **01483 426333** if you need further information and advice about the ins and outs of holding a collection.



LOTTERIES AND RAFFLES

Legally, lotteries and raffles are the same, and there are three of them you need to get to know:

Private lottery (no licence needed) – held only on a single premise, such as a workplace or club, and drawn at the same event where tickets are sold.

Small lottery (no licence needed) – held as part of an event but not the main focus. No cash prizes, no more than £250 spent on prizes, although no limits on donated goods. Must be drawn at the same event where tickets are sold.

Large lottery (licence needed) – open to members of the public and involves large prizes. Speak to your local authority about registering this type of lottery. Be warned: rules are strict and complex.

