



WILL YOU BRAVE THE CHILL?

FUNDRAISING GUIDE

AND JOIN THE FIGHT TO PROTECT THE PLANET'S MOST VULNERABLE HABITATS?

This is your fundraising guide full of the information you need to take on WWF's chilly challenge as a group. We'll tell you how to sign up and ent-ICE the rest of your team to Brave The Chill and raise vital funds to bring our world back to life. We can't promise that you will keep a straight face when you brave the elements but we can promise you'll feel brrr-illiant.



WHAT?

Brave the Chill is WWF's new cold-water fundraising event which is taking place this winter. Whether it's a quick dip, a cold shower, or an icy bath, we're encouraging everyone to Brave the Chill and get sponsored in aid of WWF. All you need to do is decide on how you're going to take on this challenge, encourage others to join too and get sponsored.

WHY?

Climate change is the greatest environmental challenge the world has ever faced. Global warming is likely to be the greatest cause of species extinctions this century with a 1.5°C average rise putting 20-30% of species at risk. With nature in freefall, we're now in a race to restore the natural world and prevent catastrophic climate change before it's too late. It's a race we can still win.

When you get sponsored to Brave the Chill, you won't just be battling the elements, you'll be helping to bring our world back to life, too.



HOW DO WE GET INVOLVED?



CHOOSE A DATE & ACTIVITY

Choose a date to host your Brave the Chill event. Whether it's a quick dip, a cold shower, or an icy bath. The choice is yours.



SIGN UP AND SPREAD THE WORD

Sign up for Brave the [wwf.org.uk/events/brave-the-chill](https://www.wwf.org.uk/events/brave-the-chill) Spread the word to encourage others to join you in taking on this chilly challenge.



CREATE YOUR FUNDRAISER AND GET SPONSORED

Create your [JustGiving page](#) and share it with the participants so they can sign up and donate or link their own JustGiving page to the team page. Share your fundraiser far and wide and watch the donations roll in.



READ OUR SAFETY GUIDELINES



This challenge is entirely at your own risk, so please assess your ability and safety before you participate and make sure you let friends/family know when you are taking part.



#BRAVETHECHILL

It's time to brave the elements! Be safe and make sure you let your supporters know how you get on. Tag [@wwf_uk](#) in your social media posts and use [#BravetheChill](#)



SPREAD THE WORD

Hello everyone,

Did you know that climate change is the greatest environmental challenge we've ever faced and is likely to be the greatest cause of species extinctions this century? A 1.5°C average rise is putting 20-30% of species at risk and we're now in a race to restore our world before it's too late.

It's a race we can still win

That's why on [insert date] we want you to join us to Brave The Chill by [insert your cold activity] and fundraise for WWF to bring our world back to life.

It's so simple to take part:

- 1. Sign up and create your JustGiving page in one easy step.**
- 2. Link your fundraiser to our team fundraising page and download your digital fundraising pack.**
- 3. Share your fundraiser amongst friends and family to get those donations rolling in.**
- 4. Join us to Brave the Chill! Share your chilly photos, tagging @wwf_uk using #BraveTheChill**

TEAM FUNDRAISING



Get the snowball rolling with JustGiving – it's quick and easy, secure and the money comes directly to WWF. You've also got the option to create a Team JustGiving page, allowing you to join individual fundraising pages together and keep track of your combined fundraising.

WHAT YOU NEED TO DO

1. Sign up for Brave the Chill at wwf.org.uk/events/brave-the-chill
2. **Create a JustGiving page.** From your page, select 'Create a Team'.
3. Personalise your team page with your business information including your fundraising target.
4. Share your team page with your colleagues, asking them to sign up and link their JustGiving pages to your team page.
5. Keep your team fundraising page updated. Ask for pictures of everyone's chilly challenge to share internally and keep everyone regularly updated of your total raised!

WHAT YOUR COLLEAGUES NEED TO DO

1. Sign up for Brave the Chill at wwf.org.uk/events/brave-the-chill
2. **Create a JustGiving page.** Once done, they should link their page to your business's team page.
3. Share pictures from their challenge, tagging your business and **@WWF_UK** and using **#BraveTheChill**

...and that's it!! Everyone is registered to take part and brave the elements.

[A GUIDE TO TEAM PAGES](#)

[JUSTGIVING HELP TOPICS](#)

TOGETHER, WE CAN BRING OUR WORLD BACK TO LIFE

GET SPONSORED TO EARN REWARDS

When members of your team reach their fundraising targets they will receive WWF rewards! Including a sew on badge, a WWF panda print back pack and a WWF Dock & Bay Towel!



FIRST DONATION



£150



£250

DOWNLOAD YOUR RESOURCES

When you sign up to Brave the Chill, you'll have access to a digital fundraising pack including a totaliser poster, polaroid frame, fundraising game and completion certificate.



SHARE HOW YOUR DONATIONS HELP

Every pound you raise helps us in the fight for our world. Here are some examples of how your donations could be used:

£25

Could pay for 25 syringes, needed for collecting polar bear blood samples.

£100

Could pay for half a day boat hire, to plant seagrass around UK coastlines.

£280

Could pay for a pair of camera traps to monitor snow leopards.



For a future where people and nature thrive | wwf.org.uk

© 1986 panda symbol and ® "WWF" Registered Trademark of WWF. WWF-UK registered charity (1081247) and in Scotland (SC039593). A company limited by guarantee (4016725)