



YOUR WORLD YOUR EVENT YOUR GUIDE

All the advice and tips you need
to hold a WWF fundraising event



FOR YOUR WORLD

YOUR WORLD NEEDS YOU!

Nature is vital. It provides our life-support system. But it's under threat like never before.

So at WWF, we're fighting to restore thriving habitats and species. To do that, we're tackling the root causes behind nature's decline, such as climate change and the unsustainable food system. And we're inspiring people to put restoring nature at the heart of our everyday lives.

We know we have the solutions, but we can't do it alone. That's why we're so grateful for the incredible support we receive from our wonderful fundraisers up and down the country. Put simply, we couldn't keep doing the work we do without people like you.

So, thank you for requesting our fundraising guide. In here, you'll find everything you need to help you organise the perfect event for your world.

It doesn't matter whether you're planning something big or small; at home, at school or at work; whether you bake a cake or run a marathon. Every penny you raise can help look after your amazing world.

Don't forget to send us a picture of whatever you get up to, or upload it on social media using **#FightForYourWorld**

We hope the ideas in this booklet will get you started.

Happy fundraising and a huge thank you from all of us at WWF!

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INTRODUCING THE
TOP FIVE EASY EVENT IDEAS

DISCOVER OUR MOST POPULAR
FUNDRAISING IDEAS

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FUNDRAISING IDEAS FOR
BRINGING EVERYONE TOGETHER

HUNDREDS OF POSSIBILITIES, ONE BIG GOAL

A future where people and nature thrive.

Everyone has that one little thing they enjoy more than anything else, whether it's baking with the kids or getting your mates round for a games night.

We're inviting you to have fun doing whatever that one thing is while raising money for the one big thing we all need: our beautiful planet.

We've reached a critical point. Our world is under threat like never before.

The signs are everywhere you look. We're seeing more extreme weather events causing droughts and flooding. Large-scale coral bleaching is happening around the world. Pollution is on the rise in many towns and cities. And the Arctic is warming at twice the rate of the rest of the world.

We must act now.

WE'RE THE FIRST GENERATION TO KNOW WE ARE DESTROYING THE WORLD. AND WE'RE THE LAST THAT CAN DO ANYTHING ABOUT IT.

There are so many different ways you can help us do this, from holding a charity concert, a clothes-swap event, a coffee morning or a sponsored activity. We've put together some of our most popular ideas for you on the opposite page, and there are lots more throughout this guide.

THE DIFFERENCE IT MAKES

Since 1970, our global wildlife populations have declined by more than half. But together, we're taking a stand to say enough is enough. Snow leopards shouldn't be vulnerable, tigers shouldn't be endangered and Asian elephants shouldn't be at risk.

Every penny you raise can help WWF tackle threats to amazing wildlife and their habitats around the world.

OUR MOST POPULAR IDEAS



1

DRESSING UP DAYS

At school, in the office or out and about with friends, get your best animal costumes on and raise money for a wonderful cause.

You could even get some roarsome ideas from our annual Wear It Wild event – wwf.org.uk/wearitwild



2

A WILD COCKTAIL EVENING

Whether you're serving a Piña Koala or a Fin & Tonic, get everyone together for a tipple, asking them to donate what they would have spent on a night out. Will your costume be a preening peacock, a glamorous giraffe or a fantastic fox?



3

ANIMAL AFTERNOON TEA

Ask guests to have fun decorating their own animal-shaped biscuits (ready to dunk!). For every time the kettle is flicked on for a refill, it's £1 in your donation tin!

HERE ARE JUST A FEW OF THE WAYS YOUR MONEY COULD HELP

STOPPING POACHING

£20 could fund an anti-poaching patrol in Nepal for one day, helping protect tigers and rhinos.

TACKLING THE ILLEGAL WILDLIFE TRADE

£150 could pay for food and care for a sniffer dog for one year. Sniffer dogs can identify wildlife parts, helping us to tackle the illegal wildlife trade.

RESTORING FORESTS

£500 could help buy and plant 50 tree seedlings to help restore heavily logged or fire-impacted forests.

REDUCING CONFLICT BETWEEN PEOPLE AND WILDLIFE

£500 could help us test an early warning detection system to forewarn communities of wild elephants approaching villages.

MONITORING WILDLIFE

£5,000 could pay for notching 20 rhinos, helping to monitor the current population and ensure rhinos can be identified and accounted for.

HOW WE'LL HELP YOU

We'll provide you with all the advice, tips and tools you need to have a great time while raising money for a fantastic cause. You can also check out our online shop to source a cuddly toy or T-shirts which make great prizes:

wwf.org.uk/shop

FUNDRAISE IN MEMORY

Fundraising in memory is a wonderful way to celebrate the life of someone you loved, share your precious memories and honour their passion for the natural world. It's a world that is today facing an unprecedented threat. By fundraising in their name, you'll help fight for a future where people and nature can thrive. Find out more here:

wwf.org.uk/giveinmemory



FIVE SIMPLE STEPS TO START FUNDRAISING

Follow our practical advice and your event is bound to be a brilliant success



CHOOSE AN EVENT

What's that one thing you enjoy more than anything else? Are you a brilliant baker, keen on karaoke or a hostess with the mostest? We've included some easy ideas to get you started.

Whatever you choose, take the opportunity to bring people together and raise money for your world!



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PICK A DATE

Pop it in a calendar well in advance, so you can get as many people along as possible. Plus, people might want to swot up on their quiz questions, prepare their wild costumes or dust off their walking boots...

The more, the merrier! Friends, family, toddlers, teachers, classmates and colleagues – everyone's welcome to join.

Use the downloadable invitations on our website, or send everyone a message on Facebook or email. It's a great way to raise awareness about WWF's work and why it's so important.



SET UP YOUR ONLINE PAGE

Setting up your online page is a great way to get the ball rolling. It's really simple and makes it easy for friends and family to donate. Plus, it's fantastic for keeping track of your total!

There are lots of sites you can use – we recommend using [justgiving.com/wwf](https://www.justgiving.com/wwf)

Once you're up and running, start sharing your page in as many places as possible such as your social media or in your email footer as a quick way to get the message out.

Share pictures and updates about your event on your fundraising page to encourage donations too!



HAVE SOME FUN

You're doing a wonderful thing, so make sure you enjoy it!

Don't forget to share what you're doing on social media using #FightForYourWorld and check out our top tips throughout this booklet to help you make the most of your event. Spread the word about what you're doing and keep your sponsors updated on your plans.

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PAY YOUR MONEY IN

If you have a JustGiving page you can be safe in the knowledge that all the donations will go on your page and automatically be sent to us.

If you have any offline donations you have collected then you can add these yourself to your fundraising page or by visiting wwf.org.uk/payinfundraising

You've just done your thing for your world. We can't thank you enough!

OUR TOP 5 EASY EVENTS

1 MORE THAN JUST A CELEBRATION

Whether it's your birthday, wedding day or anniversary, make a real difference on your big day. Simply ask your loved ones to donate to WWF instead of giving you a present.

2 PANDA PICNIC

Hold a food-filled get together. Picnic blankets, shorts and sunglasses are compulsory, whatever the weather. Spice it up with an exotic theme, including typical food and drink from a chosen country.

3 A SPONSORED SUNDAY STROLL TO SAVE THE PLANET

Gather a team and get your stomp on! Pick a distance and see how quickly you can do it, all while collecting litter en route and protecting our wonderful wildlife. Make it simple by asking each person who joins to donate £2 per mile and watch your total soar!

4 A GLOBAL GAMES NIGHT

Fancy snakes and ladders, Twister or Buckaroo? Get your friends together for a fun night in to crown your board game champion. You could ask players to donate to 'get out of jail' and why not set a fine for the Jenga toppler?!

5 AN OLD-SCHOOL SPORTS DAY

A bit of healthy competition! Charge teams to enter a five-a-side, tug of war or an egg and spoon race (but don't forget to hard boil them first!).

KEEPING IT SAFE AND LEGAL

The money you raise is vital to us, but you and everyone who gets involved are even more important. We want to ensure your fundraising is safe and legal so please check out our advice at wwf.org.uk/eventfaqs

ANYONE CAN BAKE A DIFFERENCE

Elephants have been five-year-old Alexa's favourite animals ever since she was born. When she learned at school that they were under threat, she burst into tears and said "Mummy, we have to do something".

Her mum explains how those six little words made a massive difference for elephants.

We started by sponsoring an animal, but that still wasn't enough for Alexa. So, we had the idea of doing a bake sale to raise money and protect elephants.

WE DIDN'T EVEN NEED TO LEAVE THE HOUSE

Together, we made lots of decorated chocolate cakes and some gingerbread animals to stick to our wildlife theme. Alexa and her little sister set up a table in our front garden and laid them all out.

YOU'LL BE AMAZED AT THE RESPONSE YOU GET

We didn't set a price on anything, just asked people to donate whatever they wanted, which worked really nicely. We made £80 in just two hours of cake selling! That's enough to train five forest guards to protect Asian elephants in the wild.

IT'S A CAUSE EVERYONE CAN GET BEHIND

I messaged a few mums from school to invite them along, but we were surprised to see that most people who came to buy a cake were simply passing in the street. Some even pulled over their cars to see what was going on and have a chat with Alexa about the elephants.

We put some WWF materials out on the table for people to read and see that we were doing something authentic. It was really inspiring to see so many people engaging and caring.

WE'LL DEFINITELY BE DOING IT AGAIN

It was all so easy, and good fun doing the baking together beforehand. I would absolutely recommend giving it a go. Alexa's already asking about the next one! Alexa's enthusiasm was amazing, and she was very proud of the money she raised for something so important to her.



MUM'S TOP TIPS

1 PICK THE RIGHT LOCATION

Find somewhere that you know lots of people will pass, whether it's the staff room, a desk by the lift or a table outside your house. That way, you'll be sure to have lots of customers!

2 SPREAD THE WORD

Get the message out there about what you're doing. It might be an email around the office, a post on social media or a note through your neighbours' doors.

3 GET THE DOUGH ROLLING IN!

A little game can be a great way of getting people involved. For a little donation, they could try 'Guess the weight of the cake' or 'How many sweets in the jar'. The person whose guess is closest takes the prize.

THREE FABULOUS FOOD IDEAS FOR YOU TO USE

1 BATTLE OF THE BAKERS

Hold an animal-themed, Bake Off-style competition. Maybe there could be an award for the most creative as well as the best tasting creation.

2 DINNER PARTY

Treat your friends to a wholesome meal. Place a fun challenge under each diner's plate. If they want to pass, they need to donate! And, as everyone has a sweet tooth, why not get guests to bid on their dessert of choice from a range. The highest bidder picks first!

3 MUFFIN BUT THE BEST!

Try this recipe for Easy Little Panda mini cupcakes by Angie at Bakerella.com and sell them at home, at work or at school.



Ingredients for the sponge:

190G FLOUR	1 TEASPOON VANILLA ESSENCE
270G SUGAR	160ML MILK
85G COCOA POWDER	160ML HOT WATER
1 TEASPOON BAKING SODA	1/2 TEASPOON BAKING POWDER
2 FREE RANGE EGGS	1/2 TEASPOON SALT
80ML VEGETABLE OIL	

For the icing:

230G BUTTER (ROOM TEMPERATURE)
450G ICING SUGAR
1 TEASPOON PURE VANILLA EXTRACT

To decorate:

CHOCOLATE CHIPS
CASTER SUGAR
DARK CHOCOLATE
SPRINKLES
BLACK WRITING ICING

Try to buy Fairtrade products where possible. You could even substitute ingredients for vegan alternatives for a more planet friendly recipe!

DIRECTIONS:

Preheat the oven to 180°C. In a large bowl, mix the dry ingredients together with a wire whisk. Add the eggs, oil, vanilla essence and milk, and mix together. Then add the hot water and stir it in.

Place mini cupcake liners in your tray and fill each one about three quarters full with the mixture. Bake for 15 minutes and allow them to cool before...

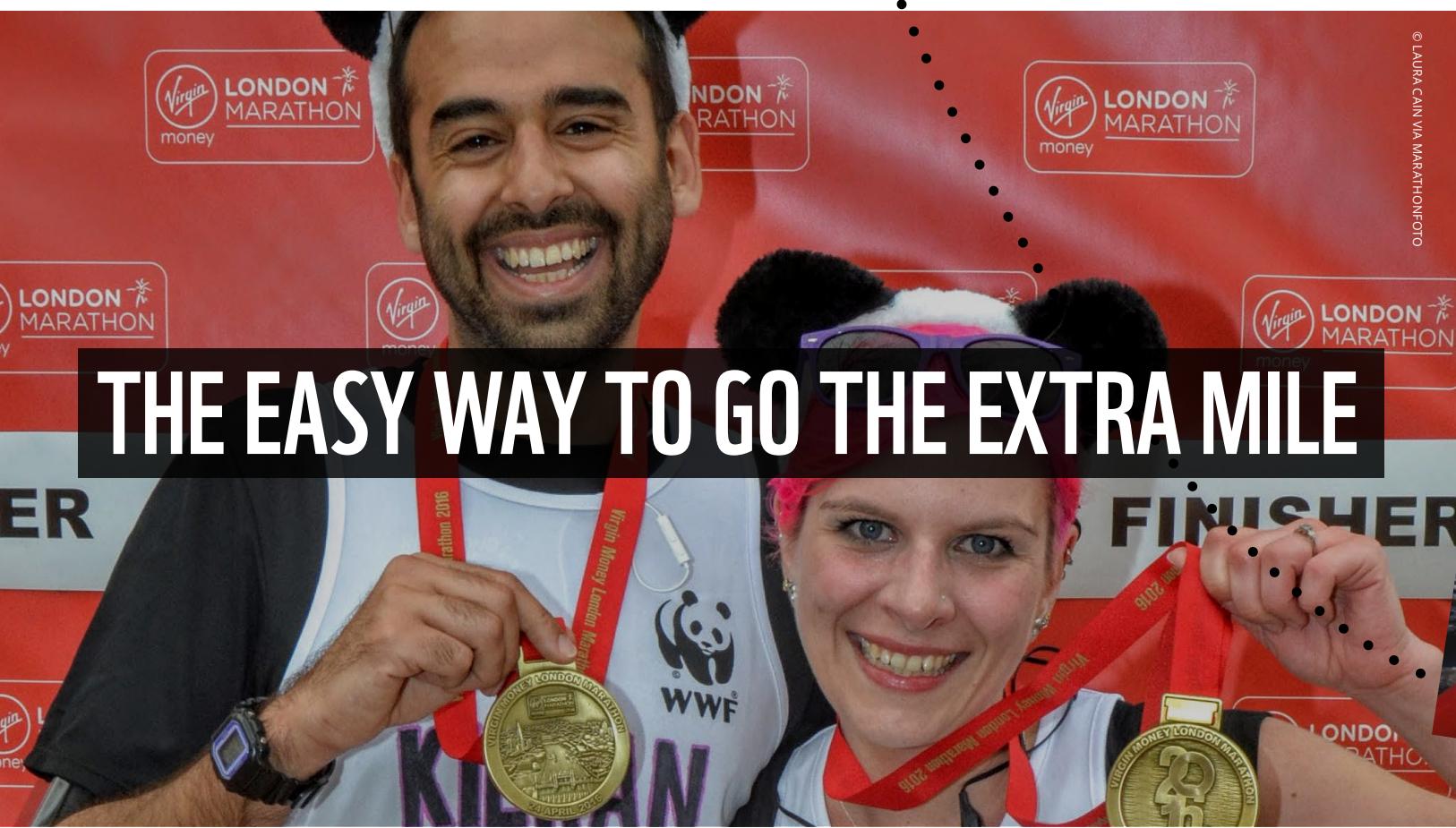
Using a mixer, cream the softened butter and vanilla extract until smooth. Add sugar gradually, creaming together as you go.

Pipe a circle of icing onto each cake. You don't need to cover the cupcake completely because you press it into the bowl of caster sugar to cover all the icing, making it spread out and cover most of the top.

For the face, insert one chocolate chip sideways, just off-centre for a nose. Then press two chips pointed side down to start creating the eyes and two more in position for the ears.

If you want to add a mouth, use dark chocolate sprinkles. Pipe on some white frosting for the eyes, and add a dot of black writing icing.

**And there you have it!
Easy Little Pandas.**



Laura Cain is a veteran fundraiser for WWF, having raised over £5,000 so far. But everyone has to start somewhere!

Here she takes us on her marathon journey with her partner Kieran, from £0 to £5,000, taking it just one step at a time.



THE FIRST FEW POUNDS

As soon as we knew we had a place for the marathon, we set up an online fundraising page and got thinking about how we could raise as much as possible. We decided to break our fundraising efforts down into smaller bits that could happen over the year.

As a keen social media user, I set up a blog page to keep people up to date with what was coming up, what we'd been up to and how much money we were making on the way. We also uploaded lots of pictures. It turned into a really nice way to track our progress!

PICKING UP THE PACE

As the year went on, we held a number of different events. Our first idea was a weekly bake sale at work. Kieran was the mastermind behind the baking (I helped of course!) – we had a pretty good production line going by the end.

SMASHING OUR TARGETS

To keep the momentum up, we set ourselves and our sponsors incremental targets to hit, which really helped to drum up support.

After the bake sale helped us hit our first target, we branched out into some more ideas, ranging from themed film nights, where people each paid entry for a ticket, to a live music gig and a few little competitions along the way. The sweepstakes to guess our race time was a particular hit – we charged £2 per guess and had a little prize for the closest.

Another success was the quiz night we hosted for our colleagues. We even managed to draft one of them in as a show-stealing quiz master.

I asked around local businesses to see if there was anything they'd donate for a quiz night raffle and we had lots of prizes to win, including vouchers for a fancy meal. So many people were so willing to help – I was really grateful.

TOP TIPS

PUT YOUR HEART INTO IT

If you find activities you enjoy, they won't feel like a chore – they're something to look forward to. Be creative! Anything can be turned into a fundraising event.



THE SOONER THE BETTER

Getting the fundraising ball rolling can help take the pressure off in later stages of your training. Set incremental targets for your sponsors to hit – you could always offer to take on a forfeit when each one is reached!



THE LAST BIG PUSH

With the event rapidly approaching, I kept sharing updates about our activities on Facebook and Twitter, along with a link to our online fundraising page. I also shared some pictures of us training in rain and shine, which caused a few laughs. We received lots of donations from friends and family, but there were definitely a few anonymous ones in there too.

A RECIPE FOR SUCCESS

We are both very passionate about the work WWF does. The conservation of our planet and its wildlife will affect every one of us.

The feeling of pride and sense of achievement when we crossed the finish line and knew we had hit our fundraising target was amazing.

Our year of animal-tastic events (and training!) was all worthwhile, and we're already thinking about what our next fundraising target will be...

SHOW IT'S AUTHENTIC

Make sure you have some information available for people to read about WWF, so they know what the charity's all about and how their money will help.

IDEAS FOR CHALLENGING YOURSELF

Like the sound of a challenge, but don't fancy a marathon? Don't worry! You don't have to run to push yourself.

1

LET THE BIKE TAKE THE STRAIN

Instead of your daily commute, why not cycle to work and donate the money saved to boost your fundraising? Or perhaps you could enter a local cycling event, ask your friends and family to donate a song to your training playlist for a fee or create a 'guess my finish time' poster and award a prize to whoever's closest.

2

GO FOR A RECORD - ANY RECORD

Take a look in a book of records and there must be something you can beat. How about the longest darts marathon? Or how many T-shirt layers you can put on in 10 minutes? There are so many to choose from!

3

CLIMB MOUNT EVEREST WITHOUT LEAVING THE UK

You don't have to travel the world for an extreme challenge. For instance, did you know that walking the entire South West Coast Path is equivalent to scaling the world's tallest mountain four times? Now that's a challenge worthy of donations from friends and family!

GET TOGETHER FOR A GREAT TIME ANY TIME OF THE YEAR

SPRING

As the evenings get lighter and the weather warmer, it's time to harness all that new-found energy into a great fundraising event.

SQUEAKY CLEAN

Start the year as you mean to go on – with a spring clean! Declutter your house and raise money at the same time by auctioning off goodies you don't need any more. If your wardrobe needs an overhaul, try a clothes-swap event. Get your friends along, ask for a fee to join and let everybody get stuck in!

LOVE IS IN THE AIR

What better day to bring people together than Valentine's Day? Have some fun with friends and arrange a speed-dating night. Ask everyone who comes along to donate an entry fee, then sit back and watch love blossom.

A CRACKING EASTER IDEA

To bring friends and family together at Easter you could hold an Easter egg hunt for your local community and ask for a donation from everyone joining the search. On the day, raffle a giant Easter egg that will make someone's chocolate dreams come true!



SUMMER

The warmer months are perfect for fundraising – light nights, warm temperatures, good food and drink...

IT'S PARTY TIME

Get your dancing shoes on! Sell tickets to your very own midsummer masked ball and encourage your guests to dress like their favourite animals. You could even hold an auction on the night to boost your total.

GET A BIT HANDY

There are always plenty of odd jobs that you could do for other people in return for a donation, from mowing the lawn and painting the garden fence to washing the car. Ask your friends, family and neighbours if there's anything they keep putting off and pounce when they say 'yes'!

LET'S GET CRAFTY

For a local fête, whisk up some yummy treats and find them a spot on someone's stall, or go to the next level and run a stall yourself. Stuck for ideas? Why not get crafty and crochet some cuddly animals and sell them for donations?



Whatever the season,
whatever the occasion,
we've got some super
ideas to help you have
a great time raising
money for WWF!

AUTUMN

With the dark nights drawing in, Halloween offers a lot of fundraising potential. What could you get your fangs into?

BRAVE FACES ON!

Host a spooky-movie marathon at home and get your friends round to join in. Put a jar in the middle of the room and every time you scream or have to hide, pop £1 in.



BRING YOUR OWN PUMPKIN

Invite everyone to bring their own pumpkin and hold a pumpkin-carving competition. Ask for a small fee for everyone who enters the competition and offer a small prize for the winner!

A FRIGHTENING FEAST

Organise a gruesome Halloween dinner – pickled onion eyeballs, spaghetti worms or guacamole slime anyone? Ask everyone who comes to donate some money.



WINTER

For many of us there is only one benefit to winter: CHRISTMAS! Get your Santa hat on and come up with some festive fundraisers.

'TIS THE SEASON

Warm up your vocal cords. Plan a carol concert with a local church or go singing with friends in your local community, and ask for donations along the way.

MAKE YOUR OWN

Sell some homemade cards at your school Christmas Fair. Or plan ahead by saving the cards you receive to turn into gift tags to sell the following year!

CHRISTMAS SPIRIT

Why not get everyone over for a wreath-making workshop with recycled items? Or offer to wrap presents for friends for a donation, to save their pre-Christmas stress and help us raise money.



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WALK WITH GIANTS

It's a shocking fact that more African elephants are now being poached than are being born.

On average 55 elephants are killed a day for their ivory. But with your help, we can make a difference.

Meet David, part of WWF's team in Kenya preventing the decline of elephant numbers. He tells us more about his fascinating work being funded by amazing supporters like you.

"There is still a great affinity between the elephant and the Maasai people. But the number of elephants in Africa is falling. This is partly because they are losing their habitats, but also because of conflict between people and elephants.

"My own father was killed by an elephant when I was 10 years old. At the time I was angry, but my mother encouraged me to go and study elephant conservation and find out why this can happen. And now, thanks to the support of amazing fundraisers, we at WWF are able to work hard to stop illegal elephant killing.

"We have a community of rangers. I advise them on how to go about elephant patrols. I train them on better techniques and how to use our equipment to collect data from patrols.

"My wish for the future is to see a secured, improving elephant population. They can't speak, so it is really very paramount to have somebody to speak for them."

All the money you raise, whether from running a marathon, hosting a cocktail party or baking cakes, helps to protect our precious planet.

It means that people like David can help secure a future where people and wildlife can thrive.



WHAT WWF IS DOING

As well as the pressure on elephants caused by the illegal ivory trade, many of these magnificent animals are losing their habitats and ancient migratory routes because of expanding human settlements. This means elephants are coming into closer contact with people – sometimes with fatal results for both.

We're increasing public support for elephant conservation by reducing this conflict. We do this by helping to train wildlife managers and local communities to use preventative methods and early warning systems to stop elephants entering villages and raiding crops.

Our long-term goal is to put in place proper planning for infrastructure that also gives elephants space for seasonal movements, combined with methods such as chilli fences and beehives (neither of which elephants like) to protect crops.



WHAT THE MONEY YOU RAISE COULD DO

LIGHT THE WAY

£25 could buy a solar-powered torch to enable people to move safely at night without coming into contact with elephants.

STAY SAFE

£100 could pay to train 100 farmers on effective ways to deter elephants from crop raiding, which can devastate harvests and can be very dangerous for people too.

WATCH OVER THEM

£250 could pay to fit a satellite collar to an elephant to monitor its movements and help reduce conflict between people and wildlife, and protect against poaching.

KEEP THE PEACE

£1,000 could help us to organise and run a workshop to train communities how to prevent conflict with elephants, and provide them with support to find sustainable solutions.

STILL STUCK FOR IDEAS?

Visit wwf.org.uk/fundraise
for even more great fundraising
activities you can try.

If you have any questions about fundraising, or want to share information with us about your event, please get in touch. We'd love to hear from you!

✉ [FUNDRAISING@WWF.ORG.UK](mailto:fundraising@wwf.org.uk)

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