



YOUR FUNDRAISING STARTS HERE...

Thank you for choosing to raise money for Earthwatch! There are so many different ways to fundraise that it can be a little overwhelming. This pack will help to get you started!

ABOUT EARTHWATCH EUROPE

Earthwatch works to create a world where we live in balance with nature.

We connect people with nature and give them the tools they need to fight for our planet. We support communities and organisations to build knowledge, create connections and motivate action.

Driven by people and powered by science, we work where we can have the biggest impact: in our towns and cities, our farmed fields and throughout our network of rivers, lakes and wetlands.

Please get in touch with our fundraising team if you need any help or advice.

fundraising@earthwatch.org.uk



DECIDE WHICH METHOD OF FUNDRAISING IS FOR YOU

THIS PACK WILL GIVE YOU TIPS ON THREE IDEAS

1 SPONSORSHIP

You can get sponsorship for all kinds of events. Whether you're running a marathon, climbing a mountain, or giving up chocolate for a month, just ask your friends and family if they'll sponsor you!

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2 RUN AN EVENT

Getting people together is a great way of fundraising. Why not hold a raffle, bake sale or quiz night and charge people a small fee!

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3 FUNDRAISE FOR YOUR CELEBRATION

Whether it's a birthday, graduation or wedding, people are always giving presents! Instead of receiving items that will just gather dust, why not ask for donations to save the planet!



SPONSORSHIP

Getting sponsorship is often easier than you think. If you're passionate about something then tell your friends, family and work colleagues what you're doing and why! Ask them to tell their friends as well, and you may get more support than you thought you would!

HOW TO GET SPONSORS?

- **Set up an online fundraising page** at JustGiving and customise your page to tell your supporters why you're raising money. Research shows that people give more online, plus you don't have to worry about chasing people for their donation after the event!
- **Share your fundraising page** via email, Facebook or other social media pages.
- If you are doing something particularly impressive, it's worth contacting your **local paper or radio station to get even more coverage.**
- **Add a link to your fundraising page** into your email signature.
- **Asking in person** is a tried and tested method - it's often harder for people to turn you down.
- **Make a fundraising poster** to put up around your school or work place that will tell everyone what you're doing.
- **Make your poster into a PDF and email it.** This will ensure the right message is delivered every time.

After your challenge, remember to thank your sponsors

TOP TIPS

- 1 Personalise** your online fundraising page, sponsor form, etc.
- 2 Collect sponsor money as you go.** After you've completed your event you don't want to be chasing people.
- 3 Be sure to ask your sponsors to tick the Gift Aid box** if they're a UK tax payer! (Earthwatch will get an extra 25p from every £1 with no extra cost to you or the sponsor!)
- 4 Try a bit of everything** and see what works for you!

RUN AN EVENT

GET PEOPLE ACTIVELY INVOLVED BY HOLDING A FUNDRAISING EVENT!

GET ENTERTAINING

Organise a seasonal party or karaoke night and charge friends, family, colleagues and acquaintances a modest amount in exchange for a fun night out.

GET ACTIVE

Organise a yoga-thon, penalty shoot out, silly sports day or charity race. People love to take part in sports events.

GET SILLY!

The more imaginative the event, the more likely you are to get interest from local press and businesses – why not hold a knobbly knees competition or pram pushing race.

GET CREATIVE

What skills do you already have or which hobby could help you to fundraise? Can you sing or play an instrument? Make jewellery or cards?

RAISING MONEY

There are lots of ways to raise money at your event. You can charge a small entry fee, have a donation box for refreshments or have a raffle.

GET LOCAL

Be an entrepreneur and set up a fundraising activity in your street or town. Why not hold a BBQ, sponsored tree planting day or run a quiz night. You could even ask local businesses to donate prizes for your event.

After your event, remember to thank the people who came along

TOP TIPS

- 1 Combine ideas to maximise fundraising potential.
- 2 To make your event a success, you need to let people know it's happening! Put up posters, post on social media, tell people in person, send emails, and even contact your local paper or radio station in order to spread the word.
- 3 Ask for donations for raffle prizes. Mention any press coverage to encourage their support.
- 4 Let people know you are collecting for charity – people often don't carry much cash and will need a reminder to bring their change.

FUNDRAISE FOR CELEBRATIONS

SETTING UP A FUNDRAISER FOR YOUR CELEBRATION IS AN AMAZING AND EASY WAY TO SUPPORT OUR NATURAL WORLD

Whether it's your birthday, wedding, anniversary, bat / bar mitzvah or other big event, simply set up a fundraising page on JustGiving or create a Facebook fundraiser and start asking people to donate instead of (or as well as!) buying you a present. You can also use our sponsorship form if people prefer to give you money by hand.

AN UNEXPECTED BENEFIT

Not only will your celebration raise valuable funds for our Earth-changing work, you will cut down on waste by reducing the number of unwanted gifts you receive (do you really need another pair of socks?).

SPREAD THE WORD

Share your fundraiser on social media and tell your family and friends in person. If you are having a party, make sure to include the link to your fundraiser on any invitations, and put up reminders on the day itself.

Remember to thank the people who donated on your behalf

TOP TIPS

- 1** Use your fundraising page to tell your story and explain why you are supporting Earthwatch. Your friends and family care about you, so they'll want to know why you care about us.
- 2** Ask people who you expect to be generous to donate first - this will encourage other friends and family to support you.
- 3** Make your event the deadline. Having a deadline gives your fundraising a sense of urgency, which will encourage people to give money.

ADVENTURES IN THE SADDLE...

"When I decided to undertake a solo cycle trip from Lands End to John O'Groats, I thought it would be a shame not to use the adventure as a way to further a cause I cared about. I used the JustGiving website so all my friends could sponsor me and contribute to Earthwatch."

Doug Fraley, 41, London

ONE, TWO, THREE...

"My work mates and I got together to take part in a local triathlon to raise money for Earthwatch. It was a huge personal challenge for all of us lazy office folk, but we had a great time doing it and the sense of achievement was amazing. Earthwatch were really supportive of our fundraising efforts and even made an appearance on the day to cheer us on!"

Andrew Ford, 24, Oxford

ACHIEVING THE IMPOSSIBLE...

"My decision to run for Earthwatch Europe was a natural one, as I believe environmental issues are amongst the most pressing ones that need resolving today. I specifically like Earthwatch's science-led approach and commitment to hands-on research. Preparing for the marathon was a tough but brilliant experience. The energy from the crowd on the big day was absolutely incredible!"

Yvette Pinder, London Marathon 2024



MONEY MATTERS

THANK YOU FOR RAISING MONEY FOR EARTHWATCH!

If you are using an online fundraising page the money will reach us automatically.

Please write cheques to 'Conservation Education & Research Trust' and post to:

Fundraising team

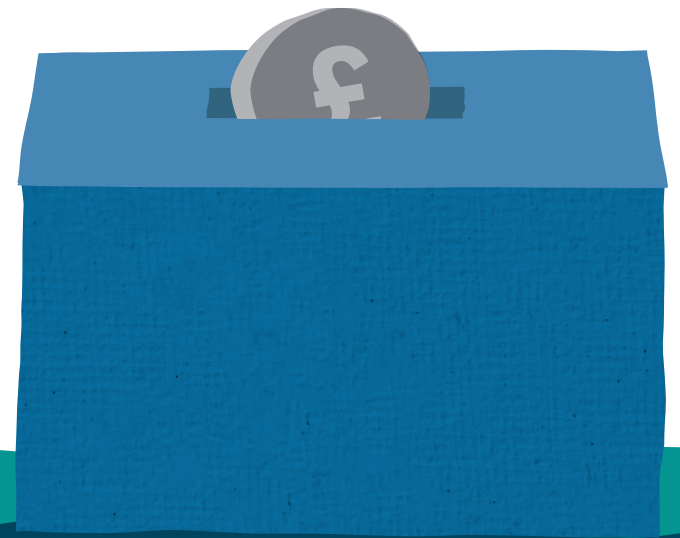
Earthwatch Europe

102-104 St Aldates

Oxford

OX1 1BT

Note - Please do not send cash in the post! If you have collected cash from sponsors or from individuals at fundraising events, pay all the cash you've raised into one bank account and then write one cheque for the total, made payable to Conservation Education & Research Trust.



MAKE SURE YOU'RE SAFE AND LEGAL

It is essential that you fundraise in a safe and legal way. There are many rules and regulations around fundraising and we want to help you raise money successfully.

The Institute of Fundraising offer legislation and best practice guidelines to fundraisers in the UK. We strongly urge you to visit their website before you start fundraising:

www.institute-of-fundraising.org.uk

There are many sources of advice so if you are ever in doubt, your local council, police, Trading Standards Office and the Council for Voluntary Action will be pleased to advise you on any necessary permissions including licensing, trading standards, and health and safety issues.

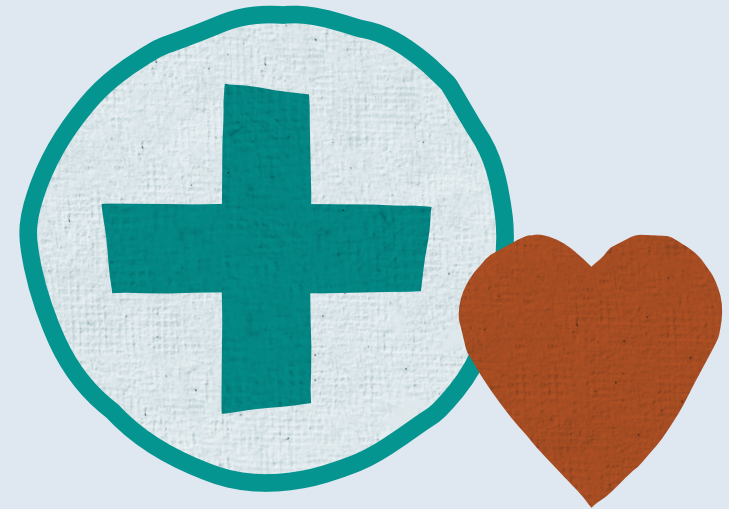
SOME GENERAL THINGS TO CONSIDER: STANDARDS, AND HEALTH AND SAFETY ISSUES

LEGAL:

- Some fundraising activities have a minimum legal age limit – please check the details on the IoF website www.institute-of-fundraising.org.uk.
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- If you intend to collect funds in a public place, you must get a licence from your local authority. If you intend to collect funds on private property, such as outside a supermarket or in a pub, you need to get permission from the owner.
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- Raffles and lotteries are subject to very strict and complex laws. You must consult the Institute of Fundraising before organising a raffle or lottery.
- You must make it clear that you are raising money in aid of Earthwatch, and that you do not work for the charity.
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- When you collect funds, ensure that all money is placed in a sealed container for safekeeping. Don't collect alone as you could put yourself at risk.
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- If you're doing an event on private land that is not yours, always get permission from any land owners first, for example your local council or a farmer.
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- If you're selling alcohol at your event, check with your local council about an event licence. This does not apply if the venue already has a drinks licence.

SAFETY:

- If you are serving food at an event then you will need to adhere to food standards health and safety guidelines: www.food.gov.uk/safereating.
- If your event involves members of the public, you should take out public liability insurance unless the venue already has this covered.
- It is recommended that event organisers carry out a risk assessment. For more information see www.hse.gov.uk/risk.
- Consider First Aid requirements and fire safety. Contact St John's Ambulance and your local fire brigade station for advice.
- If you're carrying money around, be vigilant, use safe routes, and always take company. Don't allow children under 16 to collect money without adult supervision.
- If facilities such as caterers are used, ensure they have adequate insurance cover.



Earthwatch cannot accept liability for any problems or accidents during activities run in its name. Please make sure that you keep it safe and legal, as well as having fun!

For comprehensive advice on all aspects of health and safety at events see:
www.hse.gov.uk/pubns/law.pdf

THANK YOU FOR SUPPORTING EARTHWATCH

Without the support of people like you, we wouldn't be able to protect our natural world.



If you would like more information about what we're doing or how you can get involved then check out the website <https://earthwatch.org.uk/> or email us at fundraising@earthwatch.org.uk