



UK WOLF CONSERVATION TRUST FUNDRAISING PACK

► Fundraising – Variety is the Spice of Life!

As you will see from this pack, there are many different ways to raise money, from simply asking for donations to organising your own events. The trick is to choose the method most suited to you and your lifestyle and your fundraising target. Whichever way you choose, plan your fundraising well and the more enjoyable it will be and the more money you will raise.

Remember – fundraising should be FUN.

But first – What is it all for

The UK Wolf Conservation Trust was started in May 1995 with the aim of using actual wolves to try and dispel the many myths and misconceptions that surround these beautiful animals.

The Trust has four main aims:

- To enhance the conservation, scientific knowledge and public awareness of wolves and their habitats
- To provide opportunities for both ethological research and for people to interact with wolves
- To improve the chances of survival of wolves in the wild
- To run education programs for schools, conservation and other organisations

More information on the UK Wolf Conservation Trust

If you would like more information on the UK Wolf Conservation Trust and the work we do, take a look at our website (www.ukwolf.org) or give us a call on 01189 713330 or email info@ukwolf.org



Getting Started

Research

- Take a look at the ideas in this pack and note down which ones you think will suit you and your lifestyle
- Ask your friends, family and colleagues if they have any ideas from past experience – most of us know someone who has raised money for charity before, so use their knowledge and experience and learn from their mistakes!
- Have a look on the internet – type in ‘fundraising ideas’ into Google or your favourite search engine and see what comes up.



General Sponsorship hints

- Get a friend or relative to start the ball rolling and sponsor you for a large-ish amount at the top of your sponsor form, as people tend to take notice of what others have donated
- Make sure you know your facts about the UK Wolf Conservation Trust and wolves in general so that you can promote the Trust and wolves to people when asking them to sponsor you
- Ensure that you keep people updated on how much hard work you are putting into this!!



► Fundraising in the Workplace

- Ask your company if they will give you a one-off donation to get the ball rolling
- Find out if your company operates a matched-giving scheme. This is a scheme where companies match pound for pound the amount raised from your colleagues
- Organise a dress down or fancy dress day! Everyone can leave the suit or company uniform at home for a day and pay £1 for the privilege. If everyone comes to work in casual clothes then suggest they wear a suit. *Those that don't take part pay a £2 penalty!*

The Community

- Look out for local pubs who may hold a regular quiz night or a darts match
- Avoid writing speculative letters to companies and organisations that you do not know. Try approaching local companies and shops which you do know or where your friends and relatives work

Friends and Family

- Ask all your nearest and dearest to not only sponsor you, but to pass round your sponsor form amongst their colleagues and friends
- Make sure the first sponsor on your list is a big one... hopefully everyone else will follow suit!
- Ask your family and friends to empty their pockets of loose change every evening for a week and donate the contents to your fundraising

5 MINUTE FUNDRAISERS

The following ideas are quick and easy and suitable for work or any social gathering.

- Guess the ... number of sweets in a jar, weight of a cake, name of a teddy, etc
- Sweepstake – organise a sweepstake on the next big sporting event
- Bad taste – get everyone to go out or come to work in their worst tie, bad hair do, worst clothes, etc
- Cake sale

Fundraising Events

Organising your own fundraising event is a fun way of raising money and is a good opportunity to get together with friends, family, colleagues and people from your local community.

Events may be a whole range of things - auctions, themed dances, pub games evening, quiz nights, etc. Thinking of ideas is only the first step, good planning is the most vital ingredient for a successful event.

Spread the Word

Local Media

Attracting the press to your fundraising activity is an excellent way of obtaining free publicity.

Email and the Internet

Email is a great way of approaching friends and colleagues for support, and then keeping them updated.

Thank you very much for your help and support

Please let us know what you are up to either via email, info@ukwolf.org, or post
UK Wolf Conservation Trust, www.ukwolf.org
 UK Wolf Centre, Butlers Farm, Beenham, Reading, Berkshire, RG7 5NT
 Tel/Fax: +44 (0)118 971 3330 Office hours: Mon - Fri 10 a.m. - 5 p.m.



An A – Z of fundraising ideas

Here are some ideas to help inspire you – from the very simple to the extremely ambitious. Whatever you decide to do have fun!



Abseiling, aerobics workout, afternoon tea stall, ale tasting competition, arm wrestling, athletic event, auction, antique market, art exhibition, archery contest

Badminton tournament, bake-a-cake stall, baked bean bath, balloon race, BBQ, barn dance, beard shave, bike-a-thon, bingo, bonfire, bring and buy sale, backgammon tournament, boat trip, bridge drive

Cabaret night, caption competition, car wash, car boot sale, carol singing, cheese and wine party, coffee morning, concert, cricket match, Cake stall, Casino, childrens painting competition, clay pigeon shoot, coin collection

Dance marathon, darts competition, disco, Dog show, donkey derby

Easter egg hunt, egg eating competition, exercise marathon, exhibition

Fair, fairy and gnome night, fancy dress, fashion show, five a side football, flower show, football match, Firework display

Garage sale, garden party, golfing competition, guess the weight/name/etc, grey hound race meeting, gymkhana

Head shave, Halloween party, hill walking, how many can get in a Mini, telephone box, etc, horse ride event, horse race night

Indoor games evening, Italian evening, It's a knockout

Jazz evening, jogging (sponsored), jumble sale

Karaoke evening, knitting, knobby knees contest

Ladies night, long distant walk/run/cycle event, luncheons, lottery

Market stall, musical evening, masked ball, marathon dance/dog walk/etc, miles of pennies

Name a toy, New years resolution



One price stall/sale, one day fast, onion peel competition

Painting competition, photo competition, pram race, pub games night, plant stall, pig racing

Quiz night

Race, rally, roaring twenties night, raffle

Snooker competition, scavenger hunt, skittles, slave auction, sports day, sponsored anything!, swear box, stamp auction, sweepstake, swimming gala, swap shop, Schools project, stamp collecting, sheep racing

Talent night, ten pin bowling, tennis tournament, themed party, three legged race, tombola, treasure hunt, tug of war, terrier racing, theatre performance, tombola

Uniform free day at work

Valentines Day party, volleyball competition/event

Wheelbarrow race, wine tasting, wine and cheese party, western evening

Xs and noughts competition, Xmas party, Xmas cards

Yard of ale competition, You've been framed event

Zany Anything!!



Thank you very much for your help and support

Please let us know what you are up to
either via email, info@ukwolf.org, or post

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