



Fundraising Tips

Don't be daunted by reaching the minimum sponsorship level of £650 - once you set your mind to it, it's amazing what you can achieve!

By understanding and explaining clearly why you are doing the challenge, and the important cause it is supporting, you will find that most people will be happy to help you achieve your fundraising goal.

With a little imagination, a positive attitude and plenty of determination the money will start mounting up in no time!

Online Fundraising with Just Giving

This is the easiest and quickest way to raise funds and allows you to collect donations from people anywhere in the world. Simply set up a WDCS Just Giving page and select the POD Plod as your chosen event when creating your page. Go to www.justgiving.com/wdcs to get started. (Use the Just Giving tips document to help you get the most out of your page).

Offline Fundraising

Here are a few ideas to get you started;

- *Bring £1 to work week* – ask your colleagues to bring in £1 every day for a week to donate to your fundraising target.
- *Night In* – donate the money you & your friends would have spent on a night out by having a night in.
- *Quiz Night* – hold a trivia pub challenge at a local pub or club. Charge an entry fee and ask local businesses to donate prizes. Check out www.funtrivia.com for sample questions, or contact us for dolphin related questions.
- *Dress Down Day* – ask colleagues to wear their craziest outfits to work and either charge them, or charge others to vote on which one is the worst.
- *Coffee Morning* – get baking & sell slices of cake to friends, family or work colleagues.
- *Dinner Party* – invite friends over and host a 4 course meal with wines, why not charge high-end restaurant prices?
- *Car Boot Sale* – de-clutter your house and garage and hold a jumble, garage or car boot sale, ask friends and neighbors to donate old items too.
- *Car Wash* – offer to wash cars for a fee. Businesses with car parks might be open to the idea of you washing their customer's cars for a day in return for a minimum donation.
- *Auction of promises* – persuade people to donate a promise of their time, use of their belongings, or to donate a gift. You can even ask people to donate themselves and auction them as slaves for a set period of time.
- *Karaoke Evening* – ask a local pub to host one for you and donate all, or some of the proceeds.

- *Lunch Money* – ask all your colleagues to bring in sandwiches or leftovers instead of buying lunch and donate the money saved to your fundraising target.
- *Walkathon* - combine your fundraising with training for the event, set a challenging walk and raise sponsorship to complete it.

Some other tips:

- In the Workplace – this is always a great place to circulate your sponsorship form. You could perhaps send a mass e-mail explaining what you are doing. Try to give people as much information as possible. You could put some information on notice boards or in your company newsletter about what you are planning to do, how much you need to raise and where the money is going. If it is appropriate you could ask customers and suppliers to donate. Find out if your company has a Match Giving scheme whereby the company matches any money raised by you.
- At Home - delegate some of the fundraising to friends and family as they will have a different set of contacts to you! Don't be afraid to ask anyone who comes to mind, just explain what you are doing and ask them to sponsor you. Ask friends and relatives, people at your local pub or sports club, and local businesses - never leave home without your sponsorship form!
- In your local area - try contacting local newspapers, radio and television stations to tell them what you are doing. Local media will always be interested in hearing about what its readers are up to, and this challenge is for a very worthwhile cause. (Use the Press Advice Document to help you & contact us for information to use about the POD campaign).

The Events Team is here to help in any way that we can so get in touch if you need any help with your fundraising, or any materials about WDCS and the Protect Our Dolphins campaign to help you when approaching prospective sponsors.

Finally, make sure you give yourself enough time - it is much less stressful to pace yourself and your fundraising.

....but most of all make sure you have fun collecting your sponsorship - it doesn't have to be a struggle!

www.protectourdolphins.org

