

Your guide to fundraising for **THE DAVID SHELDRIK WILDLIFE TRUST**



SAVING WILD LIVES TODAY
SECURING HABITATS FOR
THE FUTURE

Welcome to our Team

Thank you for choosing to fundraise for the David Sheldrick Wildlife Trust (DSWT).

Our Teams work to protect Kenya's wildlife and habitats to ensure a sustainable future for all wildlife and communities. Our lifesaving projects include:

- > Rescuing, hand-rearing and reintegrating orphaned baby elephants and rhinos
- > Anti-Poaching operations
- > Community Outreach
- > Mobile Veterinary support
- > Aerial Surveillance
- > Saving Habitats

In this pack, we've included ideas to get your fundraising started, a guide on how to set up your fundraising page, a checklist on how to plan your event and how to gain publicity.

With your help, we can save more wild lives today and secure habitats for the future!

Roi's story

After her mother was targeted and killed by poachers, 10 month old Roi would not have survived without her mother's milk.

Confused and frightened, Roi was found mourning her dead mother. Taken to our Nairobi Nursery in a rescue plane, she will remain in our care supported with 24 hour Keeper attention until she is old enough to return back to the wild.

Thanks to your fundraising efforts, we will be able to provide the specialist care and milk Roi needs as she continues to grow.



Every penny counts

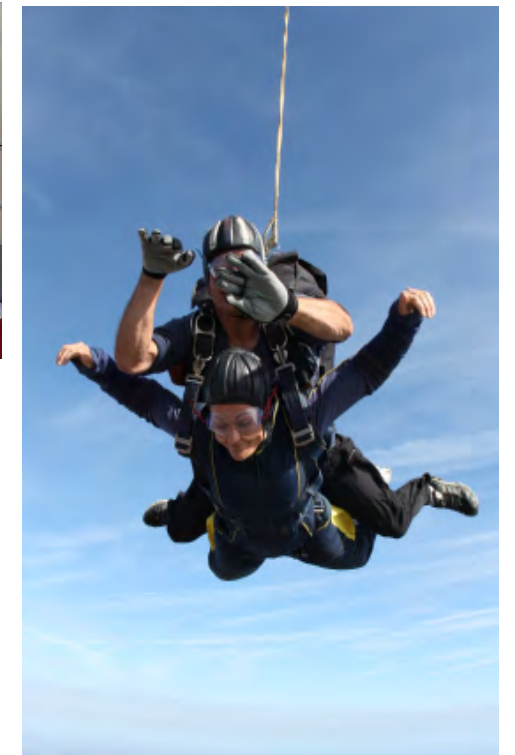
Here's what some of our fundraisers have done for Kenya's wildlife....

£15 can ensure the younger elephant orphans stay warm with a blanket.

£55 can fund an Anti-Poaching Team for one day to keep threatened wild animals safe.

£200 can fund a Mobile Veterinary Unit for two days.

£500 can fund the care of an orphan elephant for an entire month.



"I had a brilliant day and knowing I was raising money for the DSWT made it all the better!"

DSWT Royal Parks Marathon runner

Have any questions or queries about your fundraising activity?

Contact us at:
infouk@dswt.org

Getting started: How will you help us save wild lives

Need some inspiration? We've thought of a few ideas to get you started...

Fundraise with friends

Host a tea party or coffee morning
Games console contest
Clothes swapping party
Poker night
Board games evening
Quiz night
Comedy night
Stall at a community fair
Stage a theatrical performance
Auction of promises
Tombola
Film evening

Garden party
Supermarket bag packing
Shopping centre collections
Collections at local football matches
Karaoke
Barbeque
Book swap
Wine and cheese evening
Pub games night
Knit an elephant or a tea cosy
Bingo



Fundraise at school

Sponsored silence
Non uniform day
Talent show
Cake sale
Guess the weight of...
Elephant face painting
Drawing competition
Story telling marathon
Name the elephant
Home collection box/ele-box
Fill a jar with sweets and charge people to guess how many are in the jar
Hold a stall at your school fair
Hold a spelling competition



Fundraise at work

Bake-off competition
Fancy dress day
Crazy tie day
Mini-golf
Croquet
Organise your own sweepstake
Add your Virgin Money Giving or JustGiving link to your signature footer
Challenge management to a competition
Be sponsored to give something up for the day
Make your own lunch every day and donate the money you would have spent

Top Tip:
Ask your boss if the company can do matched giving - some employers will match your fundraising total pound for pound



Get active

Military fitness challenge
Fun Run
Yogathon
Golf day
Five-a-side football
Mini world cup
Dog walking
Run a marathon
Swim-a-thon

Parachute jump
Rock-climbing
Orienteer challenge
Line dancing
Dance-off
Sponsored bike ride
Darts match
Tug-of-war
Three legged race



What we can provide

We can provide the following fundraising and publicity materials:

- Collection tins
- Sponsorship forms
- Stickers
- Posters
- Leaflets

Contact our Fundraising Team on **01372 378 321** to request yours.



Take on a physical challenge

Running, cycling and 'mud' events are fantastic ways to raise vital funds for wildlife.

There are lots of physical challenge events to choose from, sponsored runs or obstacle races, cycling sportives to mud runs, but knowing that you are pushing yourself to save wild lives will spur you on to reach your fundraising target. Every mile you run, cycle or even crawl through, and every penny you raise will go towards protecting Kenya's precious wildlife and, crucially, will help us to be there for any elephant or rhino that tragically becomes orphaned or injured.

Online fundraising pages are the best and easiest way to start raising funds and awareness, as well as gathering support for your big challenge - find out how to set up your online page by turning to page 7 of this booklet. Through your fundraising, every single person who sponsors you will learn more about our life-saving conservation work and, on race day, you'll be seen by hundreds of people wearing our logo!

To help keep you motivated when the going gets tough, we can provide you with:

- Tips on making your online fundraising page stand out
- A training guide to help you prepare physically for your challenge
- A DSWT running vest (or even elephant suit!) so that you stand out from the crowd
- Cheering boards for friends and family to support you from the sidelines
- Regular encouragement and fundraising tips from the DSWT UK team



Fundraising challenges offer a massive sense of achievement so, if you want to 'do it for elephants' and feel like a wildlife hero, contact our Fundraising Team about taking on a physical challenge.

Here's who we've helped so far.
More than:

170 orphaned elephants successfully rescued

90 orphaned elephants have returned back to a life in the wild

500 wild elephants have been treated by our Mobile Vet Units

With your help, we can do more

TOP TIP: Challenge fundraisers who create an online fundraising page and have a fundraising target raise up to 6% more!

Make a plan

Planning is key to a successful and FUN fundraising activity. Here are our top tips.

Save the date

Make sure you've got enough time to plan and your event isn't going to coincide with any others in your local area.

Find a venue

If you need to book a venue, check availability, capacity, facilities and things like parking and access. You might be able to book a school, community hall, church or public park for free or at a discount, if you mention that your event is for charity.

Share the load

Events often take more time to organise than you think. Recruit friends, family and volunteers to help you plan and on the day.

TOP TIP: As soon as you've decided on what you are planning, let us know. It's a requirement that we know of all public events being held in the DSWT's name.

Create an online fundraising and sponsorship page

Online fundraising is a simple and easy way to ask for sponsorship money and we recommend using Virgin Money Giving or JustGiving to create yours. You can reach out to more people by sharing the web address of your sponsorship page via email, Facebook and Twitter.

Remember, you can still collect fundraising money by using our sponsorship form to hand out to friends and family. If possible, encourage people to Gift Aid their donation. This means we will receive an extra 25p on every £1 they donate - at no extra cost to anyone! Importantly, givers must be UK tax payers in order for us to claim Gift Aid.



Spread the word

Tell everyone! Use social media to share the link to your fundraising page, or publicise your event, to generate interest and remind people right up until the end of your fundraising event that they can support you.

TOP TIP: Are you connected with an online network you can invite or ask to support your event?



The big day

Make sure you have enough helpers for your event to run smoothly and:

- Check safety and security plans are working well
- Let people know who and what they are raising money for
- Take lots of pictures that you can share with friends (and us) afterwards
- Watch all your hard work come together and enjoy yourself!

Post event follow-up

Thank everyone who has donated, as well as your volunteers and sponsors. Write a letter or email and let them know what you were able to achieve with their help, what this will mean directly to Kenya's wildlife and how it will help support our other conservation projects.

Paying in your money

Once you have collected together the money you have raised, please send us a cheque to The David Sheldrick Wildlife Trust, 2nd Floor, 3 Bridge Street, Leatherhead, KT22 8BL. Or, you can send us the money via bank transfer; just contact us to find out the details. Importantly, both methods ensure that none of your hard earned money is subjected to any fees.

If you set up a Virgin Money Giving or JustGiving page, they'll send us the funds direct.

Your Event Checklist

Save the date

- Do you have enough time to organise everything?
- Does it clash with any other local events?

Venue

- Does it have the equipment or facilities you need? E.g accessibility to parking, transport, toilets on site, disabled access
- Do you need a licence for your venue?
- Is it within budget?

Share the load

- Who can help you?
- Do you need an extra pair of hands to help out on the day or a planning committee?

Create a Fundraising Page

- Have you decided how much you would like to raise?
- Is it personalised with pictures and video. and does it explain why you're fundraising?

Spread the word

- Do you know who you are trying to attract to support the event?
- Do you need leaflets or posters to promote your event? You can request them from infouk@dswt.org
- Can you create a social media group or event, or post a status or tweet about your event?

Post event follow-up

- Have you thanked everyone who helped or donated prizes?
- Have you shared photos from the day with friends and on social media?

How to publicise your event

If you are fundraising or taking part in a sponsored event, getting publicity will help attract the crowds and raise money.



Newspapers and Radio Stations

Contact the news desk of your local or national newspaper or radio station and explain what you are doing and ask for the name of a journalist who handles these stories so that you can send them a press release. Use our sample to help you write your press release and, if you have invited your local Member of Parliament or a local celebrity, make sure you mention this as it is one way to create interest in your event.

If a reporter or photographer decides to attend your event, you'll need to make sure that someone is prepared to talk to them to offer them a quote. If you send your press release after your event, include pictures of your event, the total that was raised and a quote.



Hand out posters and leaflets

Display posters and leaflets in local shops, pubs, libraries, at work and anywhere else you can think of 4-6 weeks before your event takes place.

Sample press release

Raising money for orphaned elephants and rhinos.

> On (date of event), (your name) from (town/city) will take part in a (what the event is) to raise money for The David Sheldrick Wildlife Trust.

> In the first paragraph, try not to make it longer than 2 sentences and summarise all the main points of the event.

> Go into more detail about your event, and include a quote from yourself or someone else involved in the event.

> To sponsor (your name) in (what the event is), please contact (your contact details). To donate directly to the David Sheldrick Wildlife Trust, visit www.thedswt.org.uk/donate and (link to your fundraising page).

Health and safety

Here is some important information to answer your questions and keep your fundraising safe and legal.

What if I want to create my own promotional materials?

Include the DSWT's logo and registration number (Charity Number 1103836) on all promotional materials, including letters, posters and press releases you create yourself. Send us the materials before you hand them out so that we can make sure they comply with fundraising rules. Always make it clear you are fundraising on behalf of the charity, rather than as a charity representative.

Does the DSWT have insurance that covers events?

The DSWT cannot accept responsibility for any loss, damage or injury that results from your event, and our insurance does not cover the property of the venue nor anyone attending. It also does not cover your personal liability for any injury suffered by yourself or anyone else at your event. We recommend that you make sure your event is adequately insured. Please contact us for further advice, or if you have any concerns.

Can I carry out a collection for the DSWT?

Make sure you use the DSWT collection boxes when doing collections. If you plan to carry out a street collection or sell goods in a public place you will need to get permission and a permit from your local authority.

What are the legal requirements for holding a raffle?

If you are holding a raffle you don't need a licence as long as you sell the tickets and draw the raffle during the event, and only within the venue in which your event takes place. If your situation is different you may need a licence -please contact us and we can help organise this.

Tickets must not be sold to, or by anyone, under the age of 16. If you are holding a raffle and have a single prize worth more than £200 or you are selling tickets prior to the date of your event, you may need a licence.





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