

# How will you go wild?

A sponsored swim, a quiz night with your friends, or a garden bake sale? Go wild with your fundraising ideas to help save nature your way.

Get fundraising



# Saving wildlife starts here

We're delighted to welcome you as an RSPB supporter and this guide is bursting with ideas to help. What you do is entirely up to you, simply use your passion for nature or the great outdoors to inspire your fundraising. Every penny you raise will help save threatened wildlife,\* restore wild habitats and give hope for the future of our natural world.

## We're here to help

This guide gives you everything you need to get started. From inspiration to help you decide what to do, or advice on setting up your own fundraising page, to tips on publicising your fundraiser, staying safe and being nature friendly. Need any more help or extra fundraising materials? Get in touch by emailing [communityfundraising@rspb.org.uk](mailto:communityfundraising@rspb.org.uk). We're here to help you save wildlife by fundraising for the RSPB.

**1 in 7**   
species face the threat of  
extinction across the UK

\*We spend 90% of net income on conservation, public education and advocacy.

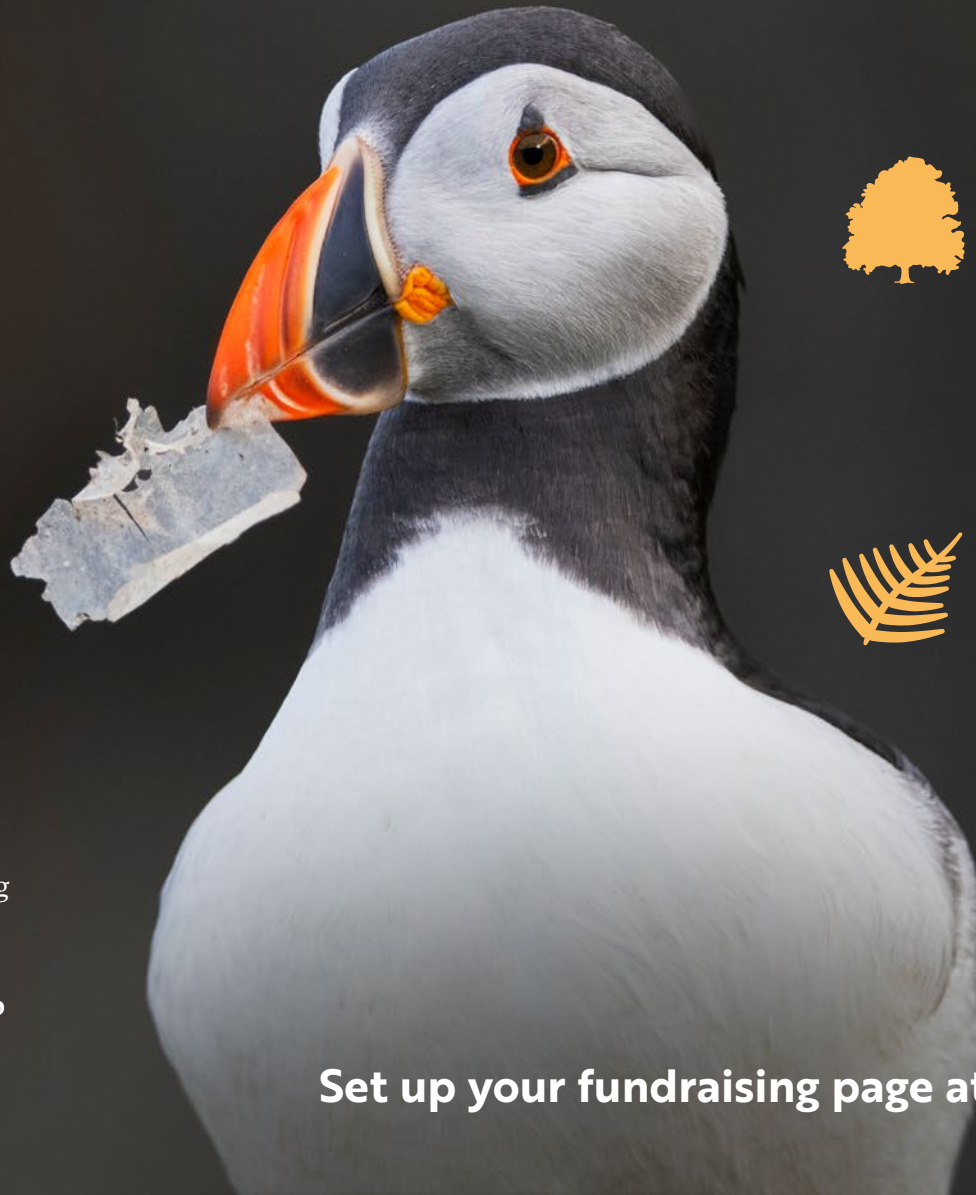
Set up your fundraising page at [rspb.enthuse.com](https://rspb.enthuse.com)

# Nature needs you

**Nature is in crisis.  
Together we can save it.**

Many of us love spending time in nature, but UK wildlife is disappearing. It's hard to take in, but over 38 million birds have been lost from our skies in the last 50 years. That's just one of the reasons why the UK is currently one of the most nature depleted countries in the world.

Yet, thanks to the passion of amazing people like you, there is hope. It's your support that means that on RSPB reserves and beyond we are bringing wildlife back. By saving species, restoring habitats and finding natural solutions to climate change we're helping nature recover. None of us have a future without it. **So, let's fundraise to help save nature.**



## £250

**could help save precious wildlife**

Your donations could help support more work to save threatened birds like Puffins, Curlews, Swifts and Starlings.



## £500

**could help bring habitats back to life**

Getting sponsored to help restore and protect wild places could give nature the space it needs to bounce back.



## £1,500

**could help deliver natural solutions to climate change**

Places like forests, peatlands and coastal saltmarshes can lock away carbon to help cool our climate.

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# Ready, set, go!

## Start fundraising for nature in five easy steps

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### Spread the word, far and wide

Start by asking your nearest and dearest to support you. Raising money to mark a life event like a wedding or in memory of someone also inspires friends, family, neighbours and work colleagues to get involved. With millions of followers on our social channels, don't forget to tag #RSPB in your post.

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### Ask sponsors to tick the Gift Aid box

If your sponsor pays tax, the government will add 25% to their donation at no extra cost. It's a wonderful way to raise more money for wildlife.

1

### Choose what, where and when

You can fundraise for nature any way you like. Whether you like to get active outside, create and craft, or play games with your friends taking action is what counts. How you do it is up to you.



20%

20% of gifts tend to come in after fundraising events, so don't forget to tell people what you've done.

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### Set up a fundraising page and target on [rspb.enthuse.com](https://rspb.enthuse.com)

It's a quick, easy way to get your fundraising flying. Share your story and tell people why nature means so much to you. Adding photos, setting a target and making your own donation to kick things off can also give a big boost to how much you raise.



Why not ask your employer if they will match any money you raise, or make a donation?

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### Say thank you and have fun

Celebrate every gift you receive and see how your totaliser keeps rising. Thanking people for their support will not only make them feel all warm inside but encourages others to give too. Together, we're fighting the nature crisis so be proud, enjoy yourself and thank you from the RSPB.

Set up your fundraising page at [rspb.enthuse.com](https://rspb.enthuse.com)

# Get active

## Get wet, wild, and sweaty for wildlife

Lots of us love setting ourselves a challenge in the great outdoors, so get active for the wild world around you. You can fundraise in nature knowing you're helping to save it. Be an athlete and an activist too.

Right now, the RSPB is caring for 18,500 species on over 200 nature reserves across the UK. Why not start your challenge on one of our wonderful reserves near you? Or maybe you want to join an established event such as the London Marathon, Great North Run or your local 10k or 5k challenge? There are plenty of challenges you can set yourself in your local park, gym or sports hall too.

And if sport's not your thing, how about dancing, singing or performing to raise money? Do what comes naturally to you. Together, we can save nature.

### Get out there

- Get sponsored to walk, run, swim or cycle
- Paddle on a river, lake or sea
- Putt for an eagle on the golf course



### Do your thing

- Dance your way, disco, tap or tango
- Ice skate, roller skate, go-kart
- Sing or perform in a choir or solo



### Take it easier

- Do a sponsored birdwatch
- Start a yogathon
- Go forest bathing

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# Eat, drink

## and make merry for wildlife

There's no better way to show your love for nature than by celebrating its harvest.

If you're a gardener you could sell your produce, pickles or preserves to help wildlife. If you're more of a baker, eating cake can save nature too. From putting on a picnic, to a coffee morning or drinks party, there's all sorts of ways to indulge yourselves and give wildlife a treat too. Raise a glass, serve up a feast, and ask your guests to make a gift to nature.



### Get producing

- Sell produce from your allotment
- Hold an open garden day
- Sell homemade jam or pickles



### Say cheers

- Sell lemonade from your front door
- Put on a cocktail night



### Start cooking

- Bake for nature
- Hold a picnic in the park
- Or a coffee morning in your front room

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# Get creative

## Knit, paint, or put on a show for nature

Claude Monet, Andy Goldsworthy, Van Gogh, Ted Hughes, Laura Ashley, Alexander McQueen. So many artists have been inspired by nature. Why not let your creativity run wild to help raise money for the RSPB?

Whether you like to create, write, or perform, there's so much inspiration you can take from the wild. Why not create your artwork and auction it on eBay or sell it on Etsy to raise money for nature? You could even share your skills in a workshop people pay to join.



### Create

- Paint your favourite landscape
- Draw the wildlife you love
- Write a poem or prose inspired by nature



### Craft

- Sculpt using natural materials
- Knit, crochet, sew or cross stitch our flora
- Build nest boxes to sell



### Perform

- Music and song inspired by the wild
- Put on a comedy show or play
- Let the wild inspire your fancy dress, pet, fashion or circus skills show

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# Have fun and games

## Raise money by playing with friends in the real world, or in wild online ones

There's so much fun you can have by playing your favourite games to fundraise for nature. Live-stream with your mates, have a chess dual, or enjoy a quiz night in the local pub – you can charge an entry fee to play, or get sponsored to keep on playing for hours on end.



### Wild stream online

- Play a sponsored stream on Twitch and Discord – charge players for mentions
- Build your own wild world on Minecraft or in the metaverse
- Try playing Wingspan, one of the very best bird-based online games, to raise money from your community



### Come top of the table

- Set 'em up for a chess, draughts, backgammon or even a domino-athon
- Find a nature jigsaw full of tricky trees and skies. Get sponsored to solve it
- Deal the cards and play to put money in the pot for nature



### Make it social

- Put on a nature-themed quiz night
- Set yourselves an escape room challenge
- Solve a murder mystery out in the woods

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# You did it!

RSPB supporters like you are amazing

Image © Sue O



## Peter

Starting at RSPB Dearne Valley Old Moor in South Yorkshire and finishing at RSPB Leighton Moss in Lancashire, Peter Vickers ran an incredible 87 miles in 22 hours, non-stop, raising over £2,200 for nature. WOW!



## Bill

Bill challenged himself to cycle 4,000 miles of Britain's coast. He used three bikes (a mechanical failure on the first!), suffered four punctures, cycled for 89 full days over three-and-a-half months and completed 4,100 miles in total. Thank you.

Image © Sara M



## Maisie and Isobel

During lockdown, Maisie and Isobel raised money by doing a daily litter pick to raise money for the RSPB. They raised over £400 and spotted lots of birds in the process.

Image © Sarah B



## Elijah

Twelve-year-old bird fanatic, Elijah, went wild for the RSPB by cycling from his home near Bristol, all the way to London – that's 170 miles! Wanting to help save the birds he loves, Elijah set a fundraising target of £200, but raised a whopping £941. Amazing stuff.

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# Be loud and proud

## The louder you sing, the more sponsors you'll win

Once you've decided how you're going to fundraise, make sure you let everyone know. Social media is a great way of getting friends and family involved with your fundraising.

### top tip

Use our free downloadable RSPB posters to promote your event



### top tip

Tag us in your posts so we can share the amazing work you do to help save nature

### top tip

Tag local radio and TV stations, press, online groups, community leaders and businesses into your fundraiser

## Facebook

Share your [rspb.enthuse.com](https://www.rspb.enthuse.com) page on your Facebook page and keep people updated regularly. Show, rather than tell by posting a video too. If you're a member of a group, share your fundraiser with people who share the same interests, and don't forget to say thank you and keep chatting.

## Instagram

Share your journey through Instagram Stories and highlight milestones on your feed. You can tag [@rspb](https://www.instagram.com/rspb) and using [#reviveourwild](https://www.instagram.com/reviveourwild) so we can help share your story.

## formerly known as Twitter

Twitter is a great way to keep people up to date with how your event plans are going and share your latest fundraising news. Social spaces are great places to connect and chat with others working on your event too. Update your bio with your [rspb.enthuse.com](https://www.rspb.enthuse.com) page and tweet regularly to keep your followers up to date.

## LinkedIn

Give your clients and contacts some light relief from their working day, with your fundraiser for nature. Surprise them with your hidden talents and impress them with your commitment to a healthier planet.

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# Steady Eddie!

Fundraising is only fun when you keep it safe and legal

## Stay safe with a friend or phone

Fundraising away from home? Only do your activity somewhere you feel secure, comfortable and supported by people you trust. If you're going somewhere new, think about visiting ahead of time to get to know your surroundings. Charge up your phone and tell someone where to reach you if you're stepping out alone.

## Assess the risks

Stay safe by using your common sense, anticipating problems and taking sensible precautions. It might be worth having a first aid plan in place. Putting on a public event? You may need to submit a risk assessment beforehand to manage issues like keeping possessions or cash safe, carrying heavy items, food preparation, cold or hot weather risks or your gazebo blowing away! Here's a template to use: [hse.gov.uk](https://www.hse.gov.uk)

## Serving food

Everyone loves to eat, but hygiene matters. Check with your local authority in case you need to be registered to sell. Check with the Food Standards Agency for best advice. Ask your guests about any food intolerances or allergies so everyone can enjoy their food safely.

continued >>>

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# Steady Eddie!

Fundraising is only fun when you keep it safe and legal

## Photos and video consent

It's great to take lots of photos, but make sure you ask permission to share them. It's especially important when photographing children to have consent from parents.

## Permissions, insurance and licences

You might need permission for any big event in a public or private space – check with the property owner or local council just to be sure. You might also need a licence for any collection you make, alcohol you sell or music you put on. Even at your home, check your home insurance covers you for any accidents or legal liabilities.

## Cash handling

If you're collecting cash, get help to store it safely, count, transport and bank it as soon as possible. Consider the storage of cash in your event plan or risk assessment, if applicable, and if confronted by someone demanding the cash, hand it over and report to police as soon as possible.

RSPB accepts no liability for third-party events. Our advice here is not exhaustive but is simply a guide to help you plan safely, so please consider all potential risks, and seek further advice.

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# Do it sustainably

Limit your fundraising's impact on the planet



## Make it local

Please remember your own carbon footprint. Try to reduce the travel from your home especially by car and choose a location and time to allow access by public transport. If you're holding a paid event, perhaps consider offering a discount to people who travel by public transport.



## Do it yourself

Recycle your old clothes and sheets to make bunting or bring your own old mugs, plates and cutlery rather than buying disposable ones. Avoid single use plastics. Remember, the most sustainable option is using what you already own.



## Take it home

If your event makes litter, take some (recycled) bin bags and take it home with you. Try to ensure any waste you produce is recyclable and separate your waste for easy disposal. We know you'll be on the case but don't forget to leave your event space as clean and tidy as you found it.



## Eat sustainably

Remember that industrial food production is a major driver of climate change and biodiversity loss, so try to provide sustainable food and drink options, look for local and possibly organic produce. Provide a meat-free alternative option.



## Tread carefully

If you're putting on an outdoor event, think about the local wildlife and keep noise and disturbance to a minimum. Stick to designated paths, roads and open areas and keep to the Countryside Code for your part of the UK.

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# Keep in touch

If you need any help with your fundraiser, just get in touch



Please email us on [communityfundraising@rspb.org.uk](mailto:communityfundraising@rspb.org.uk)



Call 01767 693 680 (Monday to Friday, 9am to 5pm)



Or visit us [rspb.org.uk/fundraise](https://rspb.org.uk/fundraise)

Set up your fundraising page at [rspb.enthuse.com](https://rspb.enthuse.com)



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