



**Lincolnshire**  
Wildlife Trust



**Fundraising  
pack**



# Thank you!

*for choosing to fundraise for Lincolnshire Wildlife Trust*

We're on a mission to restore at least 30% of land and sea for nature by 2030 - and we're glad you've decided to help us make that happen. By raising funds, you'll be helping to support wildlife and wild places across Lincolnshire, putting us right on track to reaching our goal. We simply couldn't do it without your wonderful support!

We hope you find this guide helpful, but remember that our support is not limited to this guide. We are always at the end of the phone if you would like extra tips or guidance.

**Contact the team on 01507 526667 or email [info@lincstrust.co.uk](mailto:info@lincstrust.co.uk)**



## How your donations could help

From setting up a sponsored run to organising a special event like an afternoon tea party or bring and buy sale, you can help raise funds in all sorts of ways. This pack is filled with hints, tips and ideas to inspire you. We know with people like you on board we can reach our ambition of a wilder future. So, let's get fundraising!



*We've brought these back from the brink in Lincolnshire. You can help us safeguard them for the future.*

## Getting started

To kick-start your fundraiser, you'll need to think about:

- **What** you want to do to raise funds. Do you love baking or art, or would you like to set yourself a running or fitness challenge? It's up to you! Check out some of the fundraising ideas in this guide for inspiration.
- **When** do you plan to do it? Will it take place on one day or over a whole week?
- **Who** will you invite to watch, take part, or sponsor you?
- **Where** will it take place? Will your event be at home or at work, indoors or outside? If your activity is outdoors, you'll need to check the weather and decide whether it'll affect your plans.

### Set yourself a goal

Set yourself a goal of how much you hope to raise for your Wildlife Trust. You'll be amazed at how this will encourage people to support you.



# Collecting donations

The easiest way is to collect donations using an online platform such as JustGiving. They will send us the donations so you don't have to worry about anything else. You can create your own fundraising page via the Lincolnshire Wildlife Trust [JustGiving page](#).

If you'd prefer to collect cash donations, you'll need a sponsorship form. Download our template [here](#).

The money you collect can be donated via our [website](#) or by sending a cheque to: Lincolnshire Wildlife Trust, Banovallum House, Manor House Street, Horncastle, Lincolnshire LN9 5HF. If you collected individual donations, remember to enclose a copy of your sponsorship form so we can claim the Gift Aid.

## How do I claim Gift Aid on the money I raise?

As a registered charity, Lincolnshire Wildlife Trust is allowed to claim back an extra 25p on every £1 donation to us in Gift Aid. For us to be able to claim Gift Aid you need to check that the donator or sponsor is a UK tax payer, record their home address, postcode and donation amount and make sure that they tick the correct box on your sponsorship form. You can download a copy of our sponsorship form [here](#).

# Promoting your fundraising

Spread the word! Let your friends, family and work colleagues know about your fundraising. Perhaps your employer would even be willing to match your total raised.

Social media is an excellent way to share what you're doing on Facebook, Twitter and Instagram – don't forget to tag us. You could even write a blog about your efforts which we can help to share too.

We're usually more than happy for you to use our logo on promotional materials, but please check with us first so that we can give our approval and send you a high-resolution logo.

Please include these words in any promotional material you use:  
**"Proceeds from this event will be donated to Lincolnshire Wildlife Trust, Registered Charity No. 218895".**

### Don't forget to tag us!

Twitter: @LincsWildlife

Facebook: @Lincolnshire WildlifeTrust

Insta: @LincsWldlifeTrust  
#LincsWildlife

# Stay safe and legal

Lincolnshire Wildlife Trust cannot accept liability for accidents or damage to people or property as a result of your event or activity, even when it's run to raise money for us. It is your responsibility to ensure the safety of everyone involved with your event. Our insurance policy does not cover externally run events so you may wish to take out public liability cover for your event, depending on what it is!

Most events on private land (like a workplace, school or at a community group) do not need a licence. You simply need permission from the land owner or relevant person. Events on public land (like a park or high street) require a licence which you can acquire through your local council.

**If you need any more tips or guidance, don't forget you can contact the team on  
01507 526667 or email [info@lincstrust.co.uk](mailto:info@lincstrust.co.uk)**

# FUNdraising ideas!

Here's a selection of ideas for community events and sponsored activities to get you started — take your pick!



Cake sale  
Car wash  
Knitting challenge  
Open gardens day  
Assault course  
Skydive  
Run a marathon  
Community Picnic  
Book sale  
Walk for wildlife  
Talent show  
Game tournament  
Garden party  
Treasure hunt  
Mini-Olympics  
Shave your hair  
Quiz night  
Raffle  
Night-time walk  
Abseiling

Tea & cake party  
Arts & crafts sale  
Bingo  
Welly wanging  
Sports day  
Wild dress up  
Bring & buy sale  
Sponsored silence  
Fun run  
Coffee morning  
Dawn chorus walk  
Wild sleepover  
Wine tasting  
Give something up  
Movie night  
Football match  
Auction  
Barn dance  
Casino night  
Bike ride



## Good luck and THANK YOU

*we wish you every success in your fundraising!*

Thank you again for choosing to support our work for local wildlife with your fundraiser! Every penny you raise can make a real difference to Lincolnshire Wildlife Trusts' work to put nature into recovery across 30% of land and sea by 2030.



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Wildlife Trust**  
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