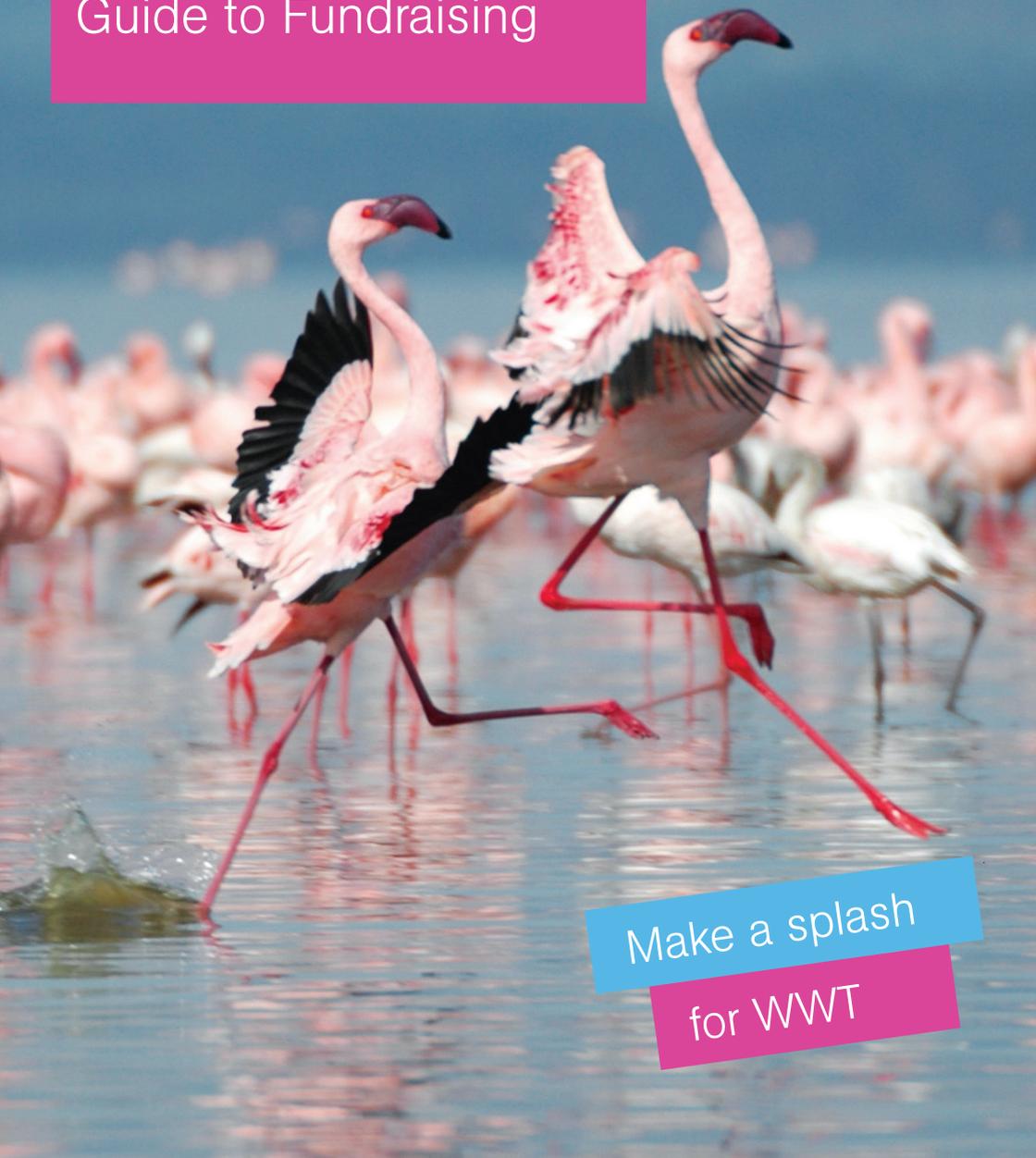




WWT Wetlands for life

The Wetland Champion's Guide to Fundraising



Make a splash

for WWT



Go wild for
WWT!



Congratulations!

You've just taken the first step as a Wetland Champion for the Wildfowl & Wetlands Trust (WWT)! You are now part of a fantastic group of welly-booted fundraisers willing to do their bit to help save wetlands for wildlife and people.

We invite you to turn your passion into fun ways of raising funds for WWT's work at home and abroad. From a sponsored bug hunt to a wildlife photography competition, or even a welly boot throwing contest, as a Wetland Champion you'll be making an amazing difference. Go wild for WWT. You'll love it and so will our planet!

Wetlands need you

Wetlands are not only beautiful places full of wonderful wildlife, people need them too. In fact, we can't survive without them. They store and clean our

water, and protect us against the impacts of climate change like floods.

But all around the world, wetlands are being lost or damaged more rapidly than any other habitat, pushing many species close to extinction. Climate change and development pose massive threats to wetlands in this country and around the world. We are working to protect them for wildlife and for people, both here at home and overseas. For all our sakes we need you to be part of the fight for wetlands.



A large flock of wild water birds, likely ducks, is captured in flight over a green field. The birds are densely packed, filling most of the frame. They have brown heads, white bodies, and dark wings. The background is a soft-focus green field under a clear blue sky.

Over 200,000 wild water birds

visit our Wetland Centres every year

About WWT

As a Wetland Champion you will be raising funds to support WWT's vital work at our nine Wetland Centres in the UK, as well as our important conservation work across the world.

It is no exaggeration to say we helped create the modern conservation movement. Our founder Sir Peter Scott's vision for WWT was that conservation should be as much about people as about wildlife. We've been making that a reality for nearly 70 years but there is still so much more we need to do.

We work with communities in the UK and around the world to create and protect wetland habitats to provide water, food and shelter for people and wildlife. We save species around the world from extinction; our UK Wetland Centres inspire

thousands of visitors to enjoy being close to nature.

WWT has nine Wetland Centres located in England, Wales, Scotland and Northern Ireland. We manage more than 3,000 hectares of wetlands across the UK that between them support over 200,000 water birds. They enable people to get close to amazing wildlife spectacles.





Get sponsored to run, stand on one leg,
dive, waddle or even kiss!



What could you do?

There are so many wonderful ways to raise vital funds for WWT.

Think about what you love the most and then how you can use that passion to play your part as a WWT Wetland Champion. Almost anything that you can think of can be turned into a fundraiser.

Take on a challenge:

Nigel raised £3,800 to support WWT's work by running the Virgin London Marathon, but when it comes to challenges, the sky's the limit.

Hold a sponsored birdwatch:

Rick and Elis Simpson travelled around the world for a year to see as many species of wader as

possible and got sponsored. You could do your own version in your garden or at one of our Wetland Centres.

Do your own thing:

Do you love baking? Then why not hold a cake sale and invite all your friends and family?

Be sure to get in touch with us so we can help you with the fine details of whatever event you plan to hold. Making it your own will be key to your success.



Fundraising

with a smile!



Supporters' stories:

WWT supporters never stop coming up with brilliant ways to raise money for their favourite charity.

From baking cakes to running a marathon, abseiling off buildings and holding a sponsored swimathon, our supporters have lots of fun raising lots of funds to keep our conservation work going. What will you think of?

BBC TV's Mike Dilger took on his own Big 9 Challenge to visit all nine WWT Wetland Centres in nine days. "It was tough," he says "but hugely rewarding to know that I was helping to save wetlands and the wildlife they support while getting to see some truly incredible wildlife spectacles."

Alan was so inspired by WWT's work that he took on a running challenge that most would shy away from. Dressed as a flamingo, he hit the streets near each of our nine WWT Wetland

Centres and raised over £500 in sponsorship money!

Chris and Adela, who got married at our London Wetland Centre, asked their guests to donate to WWT instead of giving them wedding presents. They raised over £3,000. "We chose to raise money for swans," says Adela "because they mate for life, which we felt would be a good omen!"

Megan, who is 10, was inspired to fundraise for WWT after visiting our Welney Wetland Centre. "Mum bought me an adorable spoon-billed sandpiper toy. I called her Sandy," says Megan. "I found out they are very rare so I decided to make and sell chocolate spoons and cake, to help save them from extinction!"



Put your best

foot forward!

Planning your event

There are lots of things to think about when planning your fundraising event.

Step 1 Decide on the event you want to hold and who you will invite to take part.

Step 2 Plan the details. Where will you hold it? When will it be? How much will it cost to organise?

Step 3 Think about how you will raise money. Will you be selling tickets, for example, and if so how many do you need to sell? Maybe you want to get lots of people together to ask them to sponsor you, if so how will you do that?

Step 4 Find some helpers: make a list of everyone you think will be able to help you in your quest to raise money. Fundraising is great, and with more people helping

you out, it will be quicker and more fun to do!

Step 5 Publicise your event. Put up posters, hand out flyers, talk to people, email them, invite your friends on Facebook, get your friends to invite their friends, and tell the press.

Step 6 Most important of all – enjoy yourself and don't forget to say thank you to everyone who has supported you!





It might get messy.

But fundraising is always fun!



Getting it right

Have fun, stay safe and raise as much money as possible to help wetlands and wildlife.

Budget. It is unlikely that your activities will cost nothing. Even for a coffee morning you will probably need to buy tea, coffee, milk and sugar, unless your local shop donates it. We suggest that for every £10 you spend you should raise at least £30, and don't forget, the more creative you are the less it will cost.

Get sponsored. Set up a JustGiving page, download a sponsorship form from our website or alternatively request one to be sent through the post. And don't forget Gift Aid – it adds 25% to every £1 raised for free! www.wwt.org.uk/support/gift-aid

Use the WWT logo. Please use the WWT supporter logo (available on the community fundraising web page for you to use). If you would like any more guidance on using the WWT logo please do not hesitate to contact us.

Keep it legal. It is important that you include our registered charity number on any materials or press releases for your event. Make it clear that you don't work for WWT but are raising funds to help us. We can provide official sponsor forms and other pre-printed materials. Please make sure your fundraising activities are legal and safe by undertaking your own risk assessment, ensure you have any relevant insurance and all necessary licences and permits have been obtained. But don't worry, we're here to help. Just let us know what you have planned and we'll give you all the advice you need.

Send us your photos & videos. We'd love to see what you've been up to for WWT, just make sure that you always ask permission from parents if your images include children.





Put the

call out!

Spreading the word

Holding a fundraising event in aid of WWT is a great way to spread the word about our work. So here are some useful tips to help you talk the talk, as well as walk the walk.

Let as many people as you possibly can know about the great work you are doing.

Friends and family – email everyone you know and use your Facebook or twitter account too.

Colleagues – put something in a work newsletter.

Your community – put up posters at work, in school, at your church or anywhere you can.

Your region – tell your local paper and radio station; they love a good story.

Why WWT? When you're telling everyone make it clear to them what it is about WWT that has inspired you – nothing beats hearing about a project from a passionate person!

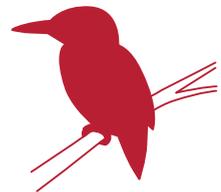
Don't forget to say thank you.

Let people know what you've achieved.

If you want any advice about communicating or writing press releases then just get in touch with us.

We've got lots of great stories

You've probably heard about our work to save the spoon-billed sandpiper and the Madagascar pochard, but did you know that in the 1940s there were only around 300 Svalbard barnacle geese left in the wild? Now, thanks to WWT Caerlaverock Wetland Centre, there are over 30,000. WWT is also helping to look after the geese by fitting them with satellite trackers so we can see where they fly and know what threats they still face.





People power

works!



It's all about the money

Make it easy - fundraise online. But if you can't, then it's time to get counting and see how much you raised.

Send in the funds

Once you've collected all of the funds from your event, you need to write a cheque for the total amount raised and make it payable to 'WWT'. When sending in your money, please be sure to provide any supporting documentation such as any paper sponsorship forms you've used and always include the paying-in form. You can also make the final donation to us online via the donation section on our community fundraising page www.wwt.org.uk/champions

Please send all monies raised to: Fundraising Department, Wildfowl & Wetlands Trust, (WWT), Slimbridge, Glos, GL2 7BT. Thank you.

If you don't like the idea of handling money or chasing up people to give it, then why not set up a JustGiving page? It's very easy to do and means you can gather all your donations from family, friends and colleagues online.

Here's how to do it:

Simply go here to create your own page:

www.justgiving.com/wwt

JustGiving allows you to update your profile so your supporters can follow your progress. Don't forget to upload photos too. The other great thing about JustGiving is that they ask everyone that donates if they would like to add 25% to the value of their gifts for FREE through Gift Aid.



Have a welly good time
and thanks a million!



Thank you

Have a great time as a Wetland Champion and remember we're here to support you all the way.

Thank you so much for choosing to support WWT. The money you raise will make a huge difference to our vital conservation work and will help to protect precious wetlands for wildlife and people.

Stay in touch

We'd love to hear how you got on, so don't hesitate to get in touch at any point. The person to ask for is David Salmon.

You can call David on 01453 891150

Email: david.salmon@wwt.org.uk

And you can always visit us online for more inspiration at wwt.org.uk



Follow us on Facebook



Tweet us on Twitter!





WWT Wetlands for life

Make a splash for wetlands and wildlife

Wetlands are one of the most biodiverse habitats on the planet and we all depend on them to survive, but they are critically endangered and we're losing more and more of them every day.

By becoming a Wetland Champion and raising funds for the Wildfowl & Wetlands Trust, you can make a vital difference to the future of wetlands and to the wildlife and people who depend on them for survival. Please play your part today. Look inside for some fantastic fundraising ideas to get you started or go online at www.wwt.org.uk/champions

“Whatever the challenge you're thinking of setting yourself, do it for WWT and become a Wetland Champion like me.” BBC TV's Mike Dilger