



The Wildlife Trust for  
**Lancashire  
Manchester &  
North Merseyside**

# Your Fundraising Pack



**Step up for  
Wildlife**

**All the advice and tips you'll need to raise  
money for our Step up for Wildlife appeal**



# Thank you for choosing to support Lancashire's wildlife and wild spaces

Thank you for choosing to fundraise in aid of The Lancashire Wildlife Trust.

Despite having some of the most beautiful wild spaces on our doorsteps, these habitats and the wildlife that call them home are in decline.

We work tirelessly to help protect these wildlife havens, but it's fundraisers like you that make our work possible!

The funds you raise will help us to create a future where people and wildlife can thrive.

We can't wait to see how you choose to fundraise!



## Let's get started...

Included in this pack is everything you'll need to get your fundraising started! We have everything from top fundraising tips, to ideas to help you get creative, inspirational stories, to details on how your donations are put to good use - all that's missing is you!

### This pack includes:

- What you need to do to get started
- How to set up your fundraising page
- Spreading the word
- After the event
- Eco friendly fundraising tips
- Inspirational ideas and stories
- The important bits

A close-up photograph of a brown butterfly with white spots on its wings, perched on a dandelion seed head. The background is a soft, out-of-focus green field.

Where your fundraising could go...  
**£50** could help us continue fighting for the protection of our seas

# Step 1: Getting started

Get the ball rolling... today! Here are some tips to help you kick start your fundraising.

- What kind of activity or event you want to do; check out some of the fundraising ideas on pages 6-8 in this guide for inspiration!
- How much do you want to raise - having a target to aim for can be a real motivator, both for yourself and for those supporting you.
- When you will do it - will it take place on one day, over a week, or longer? Don't forget - if you are doing a challenge event, you may need time to train (but this is a great storytelling opportunity to inspire more people to support you!)
- Make sure to pick a date well in advance so you can let everyone know about it!
- Where it will take place - outdoors? At work? At home? At a venue?
- Who will be taking part? Will you be fundraising by yourself, as part of a team, or in competition with others?
- Who you will invite to watch, take part, or sponsor you?
- If your activity is outdoors, make sure you're ready whatever the weather!
- Don't forget to let us know about your fundraising plans! We'd love to hear about what you're doing to raise funds. See page 5 to learn more about how to get in touch with us.

**Think: What, when, where, who & weather**



## What we do

In numbers

**42**

Nature reserves and local wild places cared for



**20,000**

Children and young people connecting with nature through our education and engagement programmes every year

**31,000**

Members supporting our work and adding their powerful voices to our fight for a wilder future

**200,000**

People engaging in nature each year through our visitor centres



**By 2030 we are working to ensure that...**

**30%**

of land and sea is in recovery, with wilder land and seascapes where people and wildlife thrive





# Step 2: Set up your fundraising page

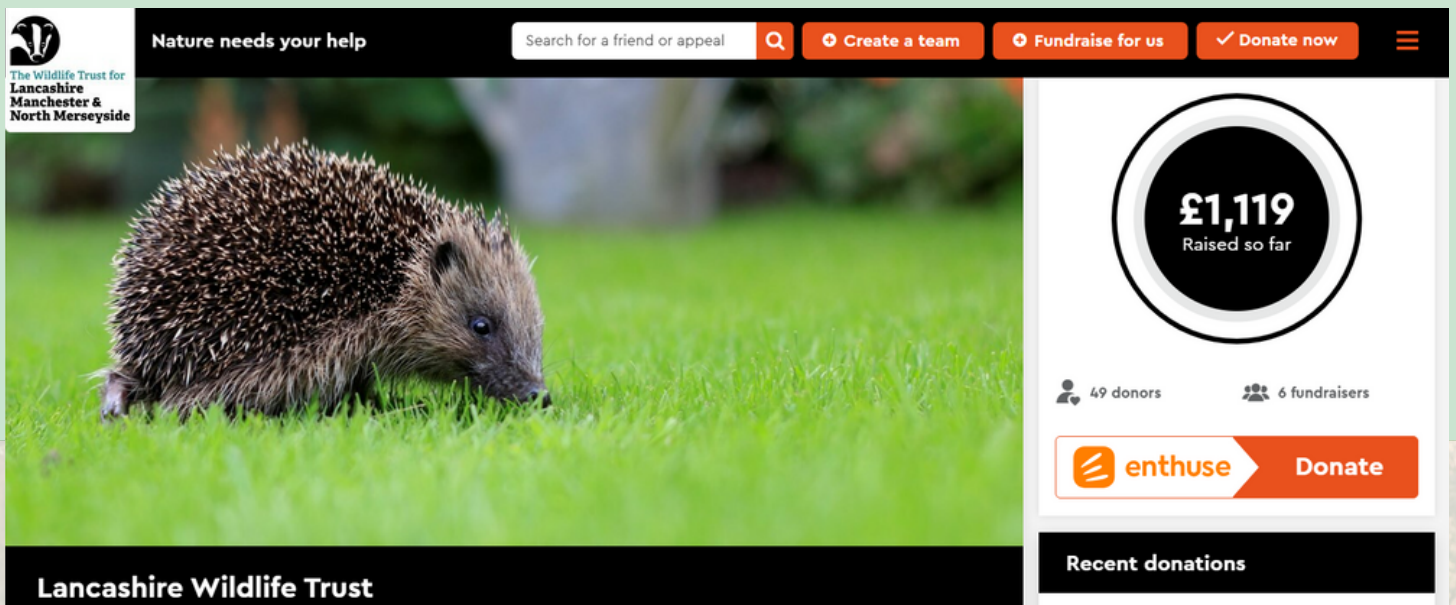
The best and easiest way to fundraise is online, and we have teamed up with Enthuse to make things even easier for you.

Enthuse is an online platform which allows you to set up your own dedicated fundraising page in aid of the Lancashire Wildlife Trust.

[Follow the link here to get started](#)

You can choose the type of page you want by clicking on the orange buttons at the top of the page (see the screenshot below). Choose from;

- **Individual Fundraising Page** (click 'fundraise for us')
- **Team Fundraising Page** (click 'create a team')
- **In Memory Page** [follow the link here](#) and click 'create a memorial fundraising page' at the top



If you are collecting cash donations, you can [pay these in online here](#) or send a cheque made payable to The Lancashire Wildlife Trust to:

FAO Membership Team  
The Wildlife Trust for Lancashire, Manchester and North Merseyside  
The Barn,  
Berkeley Drive,  
Bamber Bridge,  
Preston  
PR5 6BY

If you'd like to hand in your donations as cash, get in touch with us at [membership@lanctswt.org.uk](mailto:membership@lanctswt.org.uk).

Where your fundraising could go...  
**£250** could help us help us deliver more landscape-scale conservation



## Step 3: Spreading the word

Once you've set up your Enthuse fundraising page, make sure to share the link on social media to spread the word to your friends and family - and ask them to share your page too! The more people who hear about your cause, the more donations you'll receive.

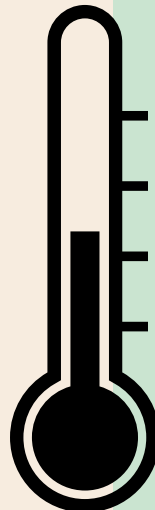
### Share your fundraiser on social media

We've created some handy downloadable templates on our site [here](#) for you to use on social media when shouting about your fundraiser. Don't forget to **tag us in your posts** and we'll do our best to share them across our own socials to help spread the word. You can find the details of our social media accounts on the final page of this pack.

**Your supporters are rooting for you, and regular social media updates can help bring in extra donations along the way!**

### Work towards your goal

If you've set a fundraising target, make sure to mention this in your updates to encourage more people to donate. For example, if you're 90% to your target, mentioning this can be a great motivator for people to help you get over the line to reach your goal!



## Step 4: After the event

### Tell us all about it!

We'd love to hear more about what you did to raise funds for wildlife, and how it went. By shining a spotlight on your amazing achievement on our website, in our membership magazine and on social media, you may inspire someone else to start fundraising for us! Get in touch with us:

**Email: [membership@lancswt.org.uk](mailto:membership@lancswt.org.uk)**

**Phone: 01772 324129**

### Getting the money to us

If you've used Enthuse to raise funds online, the money will come straight to us - so you don't need to do anything! If you'd like to make a cash donation, please see **page 4** to find out how to get the money to us.


Where your fundraising could go...  
**£1000** could help us restore globally important mossland habitat

A **huge** thank you for choosing to fundraise for us! Your efforts will go a long way towards helping protect wildlife and wild spaces across your local region.

# Put the FUN in fundraising


There are lots of ways you can fundraise for your local wildlife. Whether it's big or small, find your passion and use it to help us create a wilder future!

## Take on a wildlife themed challenge!



**Otters** are some of our strongest swimmers thanks to their webbed feet; perhaps you can take on a sponsored swim?

**Brown hares** are known for their speed and can reach up to 45mph! Perhaps you could take part in a 5k and run like a hare to raise funds for your local wildlife!



**Hedgehogs** can roam 2-3km a night - could you take on a challenge to walk the same distance each day for a month?

## Eco-friendly fundraising tips

**As someone who cares about wildlife, we know you'll want to raise money in an eco-conscious way. Here are some things to bear in mind to help you protect your local environment and wildlife whilst raising funds.**

- **Recycle** - check that your venue has recycling facilities, or if you'll be outdoors, collect any rubbish to recycle at home. Make sure no litter is left behind.
- **Go reusable** - avoid unnecessary waste by using reusable items wherever possible - think decorations, cups, plates, cutlery and more!
- **Plastic-free** - avoid single-use plastic; if reusable items aren't available, then consider biodegradable or recyclable alternatives to plastic.
- **Go digital** - eliminate physical waste by promoting your event digitally; create and send out your invites, tickets or flyers online.
- **Food & drink** - source food and drink locally where possible, and make a plan for what to do with any leftovers. Is there a local food bank or shelter that could benefit from the donation of food?
- **Public transport** - try to choose a venue or location that's well-connected by public transport to minimise the need for people to travel by car. Encourage carpooling where possible.

## Fundraise through the seasons

### Spring

- Great Manchester Run - May
- Get planting seeds ready to sell your home-grown produce
- Do some spring cleaning and host a car boot
- Create your own bird feeders to sell at work or in your community
- Mental Health Awareness Week 15th - 21st May

### Autumn

- Halloween fancy dress competition
- Manchester Half Marathon - October
- Take part in our Big Wild Walk week in October
- Host a coffee morning
- Help a Hog - help hedgehogs in your neighbourhood

### Summer

- Organise a sports day at work or in your local community
- Take part in '30 Days Wild' in June and fundraise alongside your acts of wildness!
- Take on an outdoor challenge - see the next page for ideas!
- National Marine Week 22nd July - 6th August

### Winter

- Plan an activity around Lancashire Day on 27th November
- Host a Christmas quiz at work
- Can you take on a new year's resolution, e.g. visiting all of our reserves over the year?
- Give something up for 'NO'vember
- 12 Days Wild - have fun in the run up to Christmas



Walk or run a set distance around your local woodland

Sponsored dog walk

## Woodland

Organise a wildlife spotting contest

Take your friends or colleagues on a dawn chorus walk

Organise a beach clean

Go on a wild swim

Paddleboard challenge

## Coast

Walk along the coast between two landmarks

Hike or cycle coast to coast

We're lucky to have such a diverse landscape within our region - why not explore all we have to offer and use these places as inspiration for your fundraising?

Bake sale at work, in your community, or with your friends!

Grow and sell your own plants, fruits or veggies

## Wild cities

Organise a litter pick

Wear wellies to work day

Cycle to work challenge

Run or walk in your local park

Night time wildlife walk

Walk one of the Lancashire Way loops

## Meadows and moorlands

Tour the Lancashire Panopticons

Take on the Lancashire 3 peaks challenge

## Fundraising in memory

Fundraising in memory of a loved one can be a wonderful tribute. Whether you're taking on a challenge or holding an event in their honour, or simply asking for donations in their memory, it's a beautiful way to help create a stronger natural world in their name.

You can make a direct donation in memory of your loved one, or set up your own memorial page for others to contribute to [here](#).

### Not ready to fundraise yet?

Fundraising in memory of a loved one can bring comfort, but it can also be an emotional time. If you want to do something in memory of your loved one, but you aren't ready to fundraise just yet, take a look [here](#).



# Every penny helps!

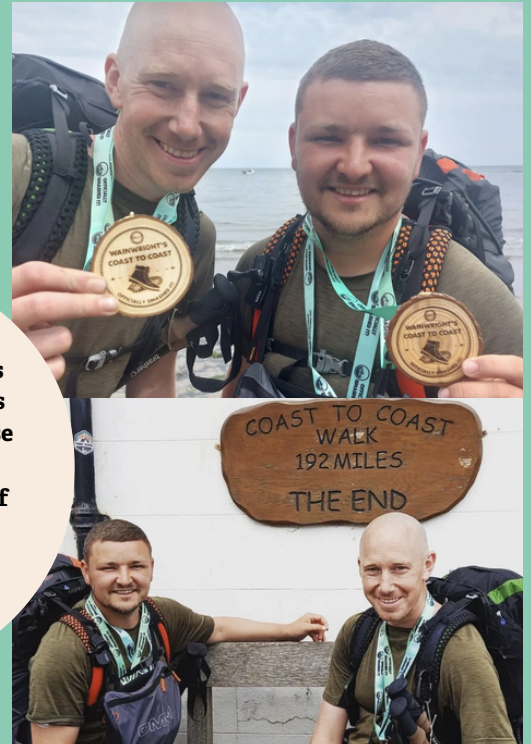
**Our work is only possible thanks to people like you. Every supporter fundraising for the Lancashire Wildlife Trust is playing a crucial part in protecting the future for wildlife.**

## Matthew Pennington - Hiking hero

Matty completed the 190-mile-long coast to coast walk, raising over £1000 for the Lancashire Wildlife Trust! Matty and his brother in law completed the trail in 12 days, averaging 17 miles per day.

Throughout the course of the trek, they embraced wild camping, enjoying all that the great outdoors has to offer. This feeling of being fully immersed in nature for almost 2 weeks got Matty thinking; what would we do if we lost our valuable wild spaces?! And it's for this reason that he took on this amazing challenge for us.

**"For as long as I can remember I have always loved the great outdoors and have had a keen sense of adventure. It is this combined love of nature and exploration that evoked the idea to walk from Coast to Coast"**



## Peggy Cubbin - Crafting superstar

With the help of her Dad, Peggy built new homes for bugs and raised £50! Peggy sold her bug boxes to family, friends and neighbours to help all their gardens get a little wilder. More than 40% of insects now face extinction due to habitat loss, modern developments and climate change. Peggy's fundraising not only helped raise vital funds but offered homes to insects locally.

## Josie Carter - Litterpicking extraordinaire

One of our fabulous fundraisers is our litter picker, Josie Carter. Josie, aged six, set herself a goal to raise £100 for the Lancashire Wildlife Trust. Josie took to the outdoors with litter picker and bucket in hand and made a tremendous effort for conservation - hitting well above her target of £100 by raising £239!





# The important stuff...

**So, you have a plan and you're ready to get fundraising - perfect! Before you do, it's really important to make sure your fundraising is both safe and legal, as the Lancashire Wildlife Trust cannot be held responsible for any accidents or incidents that may occur as a result of your fundraising event. Here are some things to think about:**

## Safety

It's important to think about the potential risks of the activity you're undertaking, and keep a first aid kit to hand. Stay safe and sensible!

## Will I need a licence?

You'll need a licence in order to carry out collections on any public land, e.g. a park or a street. To collect funds at a venue, you'll need the permission of the owner. Things like selling food or alcohol, and providing entertainment are some more examples of where a licence will be needed.

If you're unsure whether you'll need a licence for your event, speak to your venue and contact your local authority for advice on what you might need. You can also find more info about licences for events on the UK government website [here](#).

We have a dedicated team of trained fundraisers who collect for us in person with all the necessary permissions and licences in place. The easiest way for you to collect donations without a licence by setting up an online fundraising page. [You can do that here.](#)

## Raffles and lotteries

There are a number of rules you need to be aware of before setting up a raffle or lottery. **You will need a licence from your local authority and printed tickets if:**

- You spend more than £100 on the set up costs
- You are selling tickets before your event
- You plan to draw the winners after your event

**Remember, if you have an alcohol prize, you must not allow children to enter.**

## Food

If you'll be serving food, make sure to list all allergens very clearly. For more allergen guidance, visit the Food Standards Agency [here](#).

## Photos

If you plan to take photos of other people at your fundraiser, make sure your attendees are aware and you gain their consent.



# Thank you for joining us in our fight for a wilder future.

**The natural world is in crisis. We are facing a climate and ecological emergency and the time to act is now.**

As your local Wildlife Trust we have been fighting to protect wildlife for the future for over 60 years. We have done so standing side by side with our members, volunteers and army of dedicated staff; supported by our funders and fundraisers just like you. We have fought and won many battles for local wildlife, created many brilliant partnerships across the region and inspired people of all ages to engage with nature.

We are incredibly proud of our achievements and the number of people we have inspired along the way. We recognise, however, that if we are to face the next set of challenges for our natural world we need to think bigger, be bolder, and empower more people to stand with us as we fight for nature's recovery.

Slowing the decline of wildlife is no longer enough. We are dependent on our natural world to survive and to thrive as a human race.

**The time for waiting has passed. The time for action is now.**

We need people taking meaningful action for nature wherever they are, and I can't thank you enough for fundraising for us. With your help, we can work together to put nature in recovery and at the heart of economic decisions through effective nature-based solutions.

Tom Burditt, CEO  
The Wildlife Trust for Lancashire, Manchester and North Merseyside



**The Wildlife Trust for  
Lancashire  
Manchester &  
North Merseyside**

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**Registered Charity No. 229325**  
**[www.lancswt.org.uk](http://www.lancswt.org.uk)**



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**[@lancashirewildlifetrust](https://www.facebook.com/lancashirewildlifetrust)**



Registered with  
**FUNDRAISING  
REGULATOR**

## PHOTOS

Red squirrel - Bertie Gregory  
Girl on cliff - Evie and Tom Photography  
Mere Sands Wood - Charlotte Varela  
Little Woolden Moss - Jay Knight  
Lapwing and child playing - David Tipling 2020 Vision  
Wild City - Ellie Sherlock  
Mere Sands Wood Pines - Charlotte Varela  
Bluebell woods - Becka Colley-Foster

Hedgehog - Tom Marshall  
Otter - Luke Massey/2020VISION  
Hare - Chris Gomersall/2020VISION  
Fundraisers - Matthew Pennington, Cubbin family, Carter family  
Argus butterfly - Dr Luke Blazejewski  
Moorlands - Alan Wright