We need to work together to help birds and other wildlife

Giving nature a home is a tall order, and we can’t do it alone.

All across the UK, people are giving up their time to help us raise funds and generate much-needed support. Like you, they believe in what the RSPB stands for, and they want to make a difference.

Here are just a few ways your fundraising can help:

...wildlife on your doorstep
You’re helping us find out about how our wildlife is faring. Once we know that, we can work out ways to help. Some of our most well-known garden species, such as hedgehogs, house sparrows and starlings, are suffering huge declines. You can help us ensure they are still around for years to come.

...further afield
Your support allows us to buy and manage nature reserves to benefit nature. You also help us work with farmers and landowners so they can do their bit for wildlife while still making a profit.
Through the support of people like you, we’ve been out on boats in rough seas, talking to fishermen and explaining the simple measures they can take to stop albatrosses being caught on fishing lines. Your support also helps us save wildlife in a Sumatran rainforest, in Polish wetlands and on African plains.

Find out more about our work at [rspb.org.uk](http://rspb.org.uk)
So what could YOU do?

Here are some ideas to get you started:

A  Apple bobbing, auction, autograph sale or art exhibition
B  Back to school night, barn dance, barbecue, beard growing and shaving, sitting in a bath of beans, bridge tournament, bring and buy sale, or anything to do with birds
C  Cake sale, car washing, children’s sponsored events, Christmas robin raffle, coach trips, coffee break, concert, cricket match, croquet competition, craft fair or cycle ride
D  Darts tournament, dance competition, dawn chorus walk, dog walking, drawing competition or a dress-down day
E  Egg decorating competition, expert talk or exercise classes
F  Fancy dress day, fantasy football, fashion show, fête, film show, flower festivals, football match or fun-run
G  Garden party, golf competition, guess the weight of a bird or guided walk – and don’t forget to Gift Aid it!
H  Half marathon, Halloween party, or hockey match
I  Ice skating, indoor bowls, or inter-office challenge
J  Jumble sale, juggling or joke telling
Be imaginative, have fun, give it your all!

Please remember that the RSPB is an environmental organisation. We take the issue of climate change and damage to the environment seriously and would prefer it if you didn’t jump out of a plane, organise a car treasure hunt or do anything likely to affect birds during the nesting season.

Once you have chosen your event, please read and complete the registration form, available to download from rspb.org.uk/supporting/fundraise and send it back to us for approval. When we’ve approved it, you’re good to go!
Do your thing
You’ve chosen your event, sent in your registration form and it’s been approved. It’s time to get started!

Here are some top tips and advice to help everything go to plan.

Choose the date
Who you are expecting to support your event could influence your choice of date. Clashing with a big sporting occasion or a local carnival is probably not a good idea. Your local library may have a list of future local events.

Choose the venue
The bigger the event, the more likely it is that you will need to hire a venue. Choosing a date when the venue is not usually booked could be cheaper, for example a restaurant on a Monday or Tuesday night.

Budget
It is unlikely that your event 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 £100 you spend you should raise £300. Keep a list of everything you spend.

Make a list
Checklists are a great way of making sure you don’t forget anything. Prepare a list of everything you need to do, and then show it to someone else to check – they may think of other things that need to be done. Give yourself a timetable as well, so you know when things need to be done – especially if you need to pay deposits for venues or goods.

Bring in the reinforcements
Don’t do it alone – get friends and neighbours to help. Why not get a team from work on board and use it as a team-building exercise? You may even be able to persuade your employer to make a donation to boost your efforts!

Tell everyone
Don’t assume that just because you have chatted to your friends about your fundraising they will come along or donate. Be specific about asking them to support you, even if it’s just to bake a cake. Use e-mail, posters and articles in local papers and ask your friends to tell their friends. If you are designing your own materials, please make it clear that your activity is in aid of the RSPB.
**Sponsorship**

If you are taking part in a sponsored event, we will provide you with official sponsor forms to use, as these will help us claim Gift Aid on the money you raise. You can also set up a donation page by visiting [justgiving.com](http://justgiving.com). Your donation will be transferred to our bank account, and Gift Aid gets sorted out automatically. You could ask local companies and businesses to sponsor you. Or perhaps they will give you a discount on anything you purchase from them for the event. If you intend to contact a national company based locally to you, please contact us first, just in case we are already talking to them.

**Gift Aid**

We have a Gift Aid form that you can complete when you send in your donation. We will send you this when we have approved your event. **It means we get up to an extra 25 pence from every pound you raise** (if whoever donates pay taxes at least equivalent to the amount claimed). Another boost for wildlife!

**Matched giving**

Many employers have a Social and Environmental Policy and are prepared to match-fund any donations their employees raise for charity. They might even lend you a meeting room, the canteen or grounds in which to hold your event. It never hurts to ask!

**Saying thank you**

Once the event is over and you have finished fundraising, don’t forget to thank all those who helped you along the way.

**Tell us what you did**

Please keep in touch and let us know how you get on. We’d love to hear your story and see the pictures. You never know, you may find yourself in the next RSPB fundraising guide!

**Send us the money**

All your hard work is now over and you can take pride in the amount you have raised. If you have not used justgiving, send a cheque made payable to “The RSPB” along with your signed Gift Aid form, where appropriate.
Have fun, feel great and stay safe

We want your event or activity to be as successful as possible, so there are some rules and regulations that will help you. If there is anything you are not sure about, please contact us for advice before you start to fundraise. Please also carefully read the letter we will send you after we have approved your event and the "Guidelines for organisers", which you can find on your registration form.

Alcohol at events
If you plan to sell alcohol at a venue, you will need to apply for a Personal Licence from your local authority. It is worth checking with them before you set up your event to be sure of the arrangements and timescale for applications. If you are giving alcohol as a prize, you must not give it to anyone under the age of 18.

Children and photography
If you want to use photographs of children from your event to send to the local paper or to us, you will need written permission from their parent or guardian. It is a good idea to check with adults too, just in case they don’t want any publicity. If you are taking photographs at your event, please ask us for a form for people to sign, allowing the RSPB to use the photos as well.

Health and safety
It will be your responsibility to make sure that your event is run safely. You should do a risk assessment to make sure that you have considered the safety of all your participants and spectators: hse.gov.uk is a good place to get up-to-date advice. If your event includes a lot of children, you need to make sure that there is plenty of adult supervision, especially if the parents are not likely to be present. If you need first aid cover, contact your local St John’s Ambulance or the British Red Cross, who can provide trained volunteers and staff for your event.

Insurance
Check what insurance you need to cover any equipment for the safety of people taking part. If you are doing an event at home, you should check whether your insurance policy covers you for Public Liability. If you are hiring a venue, ask to see their insurance cover and check if you need to add anything. The RSPB cannot take responsibility for anything that may happen at your event.
Public collections
All collections held on public property need to be registered with the appropriate local authority. If you want to do a street collection, we will check our events database to ensure that this does not clash with any other RSPB activity. Some local authorities only allow each charity to collect once in 12 months, so please don’t be disappointed if you are turned down. If you wish to collect on private grounds, such as a supermarket or garden centre, you need the permission of the Manager.

Raffles and lotteries
A small raffle can only be used if it’s not the main focus of your event. Standard “cloakroom” style tickets can be used but they must be sold on the same day the raffle is drawn. All tickets must be sold for the same price and should not be sold to anyone under the age of 18. You cannot spend more than £250 on prizes, but there is no limit on the number of tickets you can sell. If you plan to sell tickets over a longer period, you will need to apply to your local authority for a permit. The tickets need to have the address of the promoter, details of the charity and the draw date printed on them, with space for recording names and addresses of who buys them.

Use of RSPB logo and materials
If you create your own fundraising promotional materials, we will provide you with the RSPB logo, the In Aid Of disclaimer, and guidance on how to use them. It is important that you include our registered charity number on any materials or press releases for your event. Make it clear that you are fundraising “in aid of” the RSPB and that you do not represent it. We can also provide official sponsor forms and other pre-printed materials.

Please visit rspb.org.uk/supporting/fundraise for more information.
Getting started

You can use the following pages to help plan your fundraising and keep note of your ideas and contacts.

Notes and fundraising ideas

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Checklist of things I need to do

Useful names and numbers
Thanks for helping the RSPB and our work to give nature a home. We hope that this booklet was helpful. Have a great time fundraising – every penny you raise is important to us.

Good luck!

For more information and to request a registration form, please contact:

Community Marketing,
The RSPB, The Lodge,
Sandy, Bedfordshire
SG19 2DL

Tel: 01767 680551
E-mail: CommunityMarketing@rspb.org.uk

rspb.org.uk/supporting/fundraise

The RSPB is the country’s largest conservation charity, inspiring everyone to give nature a home.

Cover image: water vole by Ben Hall (rspb-images.com)
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