

SPREAD THE WORD

ONCE YOU'VE DECIDED WHAT YOU WANT TO DO, TELL EVERYONE ABOUT IT!

Making the most of online fundraising pages and social media will help increase the money you raise.

MAKE THE MOST OF THE MONEY YOU RAISE - GO ONLINE

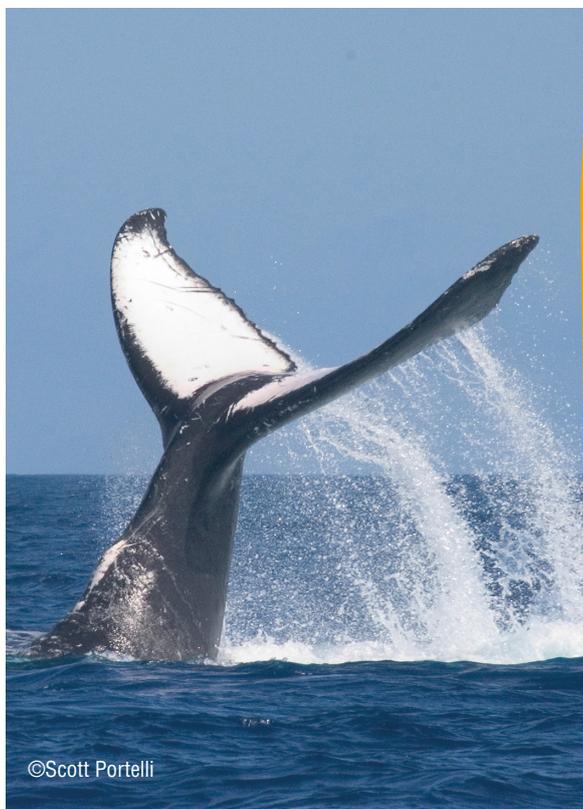
The simplest and safest way to collect money is to set up an online fundraising page on JustGiving or Virgin Money Giving.



The money you raise will automatically go to WDC, and you can keep track of your donations easily. Online fundraising pages also have a lot of great tools to help you. You can share updates on your progress, link to social media or receive text donations. If you prefer a sponsorship form, there's one in this pack or you can download one from our website. If you need any help setting up your page, get in touch at events@whales.org

Remember to add photos and a personal message to your page and explain why you are fundraising for WDC. If people see how passionate you are about whales and dolphins, and how much this means to you, they will want to support you.

We'd love to see photos of you as you fundraise so please email any high-res images (around 2MB would be perfect!) to us at events@whales.org. With your permission, we may like to use them in our supporter magazines, Whale & Dolphin or Splash!.



TELL PEOPLE THE PORPOISE OF YOUR EVENT

Show your motivation and explain why you are fundraising for WDC. People are more likely to donate if you inspire them to feel connected to WDC's vision and work.

ENSURE LOTS OF CLICKS

Dolphins communicate using clicks, whistles and squeaks. Adding photos or a video to your social media will make more people want to take a look and hear your story.

MAKE SOME NOISE

Blue whales are the loudest species on the planet and can be heard hundreds of miles away. Spread your message through email, texts, Facebook, Twitter, Instagram, blogs, or good old fashioned word of mouth.

BE SOCIAL

Whales and dolphins are very sociable creatures. If you are trying to get others involved in your event too, fill in your details on a WDC event poster to display at work or in your community. Or contact local media to tell them what you are doing, and how others can join.



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WDC can reclaim 25p for every £1 that is donated by your sponsors. Good news for the whales and dolphins! So please encourage friends and family to apply Gift Aid to their donation. Just remember that only UK taxpayers can apply Gift Aid to their a donation.