

Fundraising Guide

WHALE AND
DOLPHIN
CONSERVATION

WDC



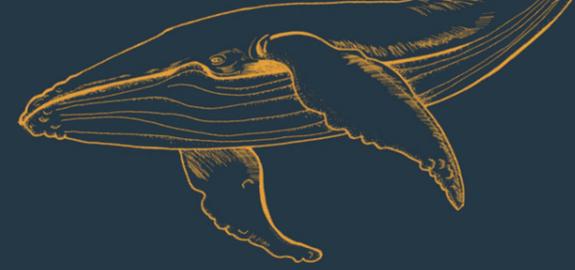
Image Credit – Christopher Swann

} Ideas and Inspiration

**} FUNDRAISING SHOULD ABOVE ALL BE FUN!
ANYTHING GOES REALLY, BUT IF YOU AREN'T
SURE WHAT YOU WANT TO DO, HERE ARE A
FEW IDEAS TO HELP YOU GET STARTED:**

You can fundraise whenever you like! Whether it's a seasonal event like spooky Halloween parties, summer BBQs or selling mince pies, Christmas cake and decorations. Whatever you do, have a whale of a time!

Check out our challenge events at whales.org/support/challenge-events as we've got an event for every season!



DONATE YOUR BIRTHDAY

Asking for donations for WDC instead of birthday gifts for yourself will help give the gift of freedom to orcas and dolphins in captivity.

Donations in lieu of wedding gifts, or instead of Easter eggs or Christmas presents are perfect too. To pledge your birthday, email us at events@whales.org

FUNDRAISING AT WORK

Staff fundraising is great for team building as well as helping to fulfil your CSR responsibilities or community engagement programme.

We can help you plan a bespoke event for your community or provide you with all the materials and support you need to take part in one of our events.

IN MEMORIAM

Losing a loved one is never easy, but if they loved whales or dolphins, asking for donations to WDC in memory of someone is a very meaningful way to support our work.

You can find out more at whales.org/support/giving-in-memory

LOCAL EVENTS

From fun runs to marathons, cycle rides to open-water swims, colour runs to skydives – we'll help you find something in your local area.

Whether it's an activity you love or one that takes you right out of your comfort zone, there are hundreds of ways to be sponsored and raise funds for WDC.

SPONSORED EVENTS

Sponsored events are simple – a Walk for Whales for example, or a sponsored swim. Or try a Sponsored Silence – it's really not as easy as it sounds! Go totally silent by having no phone either.

Be creative and think whale and dolphin. Sperm whales can stay underwater for two hours and dive to depths of two kilometers. We don't recommend you hold your breath for that long, but how about swimming 2km in an hour?

WDC Challenge



Every year you can be part of something amazing for whales and dolphins by joining a WDC challenge that you can do in your own time! Find details of our current challenges at whales.org/support/challenge-events

} 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. Check out our [fundraising resources](#)!

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](#).

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, you can [download one from our website](#). If you need any help setting up your page, get in touch at events@whales.org and don't forget to let us know that you are fundraising!

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 and on our website!

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.

giftaid it



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 donation.

} Get in touch



} **Need more information?**
We would love to hear from you! Please get in touch:

☎ +44 (0)1249 449500

f @whalesorg

✉ events@whales.org

📷 @whalesorg

🌐 whales.org

🐦 @whalesorg

} Stay
safe

We want everyone HELPING US to be safe! When organising your fundraising event there are a few important things to remember:

PLAN AND PLAN AGAIN

Ensure everyone knows what you are doing and also think about what to do if things don't go to plan.

INSURANCE

Check if you need insurance. If you're fundraising in your school, workplace, sports club or similar, they may have their own insurance and guidelines. Don't forget to ask for their permission too.

PHOTOS

If you want to take photographs of children, you must have permission from their parent or guardian. Check with adults too before photographing - not everyone likes their photo being used.

PERMISSIONS

If you are collecting money in public, you'll need a licence from your local authority. Depending on the nature of your event, you can also check with them whether you need any other special licences, e.g., public entertainment. Please make sure you keep a record of money collected in cash at an event or through sponsorship and keep the cash safe. Adults must accompany any children who are collecting money.

RAFFLES AND LOTTERIES

These are a great way to increase your fundraising at an event and the easiest one to do is a raffle using cloakroom tickets that are sold and the winner(s) drawn on the same day. For the latest regulations go to www.gamblingcommission.gov.uk.

THINK GREEN

Please consider the planet and plastics. Don't release balloons or lanterns into the sky as, when they return to the ground or sea, they can severely harm wildlife. Remember to collect and dispose of all rubbish so it doesn't end up in the ocean.





} Check
it out





Whatever you are doing to raise money for whales and dolphins, use our handy checklist to help:

- 1. Do something you are confident doing.** If you think your idea is fun, others will too!
- 2. Keep it simple.** Think about how you will fundraise from your event or activity – selling things, asking for sponsorship, doing a collection, asking for suggested donations or something else?
- 3. Time it right.** Check what else is happening in your local area and choose a date that doesn't clash with any major, national or local events. Plan your day and let others know timings and details. Make a checklist with all the equipment you need to bring on the day.
- 4. Budget.** Even a small event like a bake sale will have some expenses.
- 5. Have help.** Ask friends or family to help you - they're usually happy to do this if asked.

6. Choose your venue. Venues may offer you reduced rates if they know you are raising money for charity - just ask. Make sure your venue is fully accessible for everyone too.

7. Keep safe. It's always good to be optimistic but important to think about safety and what to do if things go wrong. For example, do you need first aiders?

8. Weather. Remember to have a plan B if you're doing an outdoor event that depends on the weather.

9. Tell everyone. Use our fundraising resources, email, or even written invitations and remember to send reminders nearer the time. Don't forget to advertise on your social media channels and tell people why you are fundraising to protect whales and dolphins. The more you can tell them, the more likely they are to support you and connect with the work we do.

10. Take it online. By setting up a JustGiving page for your fundraising, you won't need to handle as much cash, if any. If you need any help setting up your page, please get in touch at events@whales.org

11. Data Protection. WDC takes data protection seriously and does not share your data with anyone. We ask that you also don't keep information any longer than necessary or share personal details without permission.

12. Get in touch. We'd love to hear about what you are doing to help us protect whales and dolphins, so contact us at events@whales.org We are here to help in any way we can, so just ask!



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