



**Foundation for
National Parks
& Wildlife**

COMMUNITY FUNDRAISING KIT



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How you're making A DIFFERENCE



FNPW is an NGO on a mission to protect Australia's ecosystems and native species for generations to come.

Thank you

Thank you for choosing to support the Foundation for National Parks & Wildlife (FNPW). Fundraising is a rewarding way for you to get involved and help to protect Australia's precious habitats and unique threatened species. We greatly appreciate your help! This Fundraising Kit is designed to help you organise your own fundraising event/initiative. There are many ways you can choose to fundraise on behalf of FNPW in your community or in your workplace. We have provided you with some examples in this kit, but the sky is the limit and we would love you to tell us your fundraising ideas!

History

For 50 years, FNPW's conservation efforts, in partnerships with scientists, community, and indigenous groups, individuals and government agencies, along with our amazing supporters, has protected our land and species for future generations. Our involvement across all states and territories includes hundreds of conservation-based research projects, grants to protect habitats on private land, national park creation, and protected areas across Australia. Since 1970, over \$60m has been invested in conserving Australia's environment.

Why your support is needed?

In Australia today, millions of hectares of habitat have no permanent protection. Sadly, without a lasting form of protection, habitats can be degraded or destroyed and a high rate of species extinctions is the result. In fact, Australia has lost two of its unique mammals to extinction since the year 2000. Since European settlement, over 40% of our forests have disappeared. When the land is not managed to protect natural biodiversity, we endanger our native species – many of which are found nowhere else on earth.

And when we lose them, they are lost to the world forever.

We believe in conservation, not only because it protects native plants, birds and animals, but also because it protects us. After all, you simply can't be healthy in an unhealthy environment. By acting now to protect nature and prevent extinction, we can secure a better future for all. Thank you for loving Australia's unique environment and taking that extra step to help its ongoing conservation and protection. Together we can protect habitat and the animals that live there, ensuring a lasting legacy for future generations to be inspired by.

How to get STARTED

FNPW funded work to create the new 860-hectare Thidna Conservation Park in South Australia. Photo: Nick

Step 1

Read through this Kit and get an idea of what is involved.

Step 2

Decide what fundraising event/initiative you'd like to organise. There are some ideas on pages 6 and 7.

Step 3

Read through the FNPW Fundraising Guidelines document to see what your activity requires.

Step 4

Complete the FNPW Proposal to Fundraise document and return to FNPW. You can submit online per our Fundraising with FNPW page, or email fnpw@fnpw.org.au.

Step 5

Within 14 days you will receive notification from FNPW. If successful you will be issued with an Approval Letter and a Fundraising Authority Code. This code will identify you on our system, please note this code as you are required to list it as a financial reference.

Step 6

Start fundraising! Prepare your fundraising activity, create a page on GoFundraise, share with your family and friends on social media and have FUN! Refer back to this kit for useful tips as you go!

Step 7

Complete your activity. Well done fundraiser! Once your fundraising activity is complete, you are required to return within 14 days to FNPW:

- Summary report of the event
- Any event photos if you have some to share with us
- All funds received (see your authority to fundraise letter for how to donate funds)
- Donor information for receipts (if applicable).

Step 8

Please give your feedback to FNPW on how you found working with us and any information you believe will assist us with improving our Community Fundraising Kit. We appreciate your support and value your ideas to make the process better. Thank you!

IDEAS

Fundraise Any Way You Want!

Whether you are a master chef, homebody, socialite, dare devil, scout leader, rotary member, workaholic, team player, proud parent, fitness junkie, yogi or anything else – you can FUNdraise in your own way.

The next few pages have ideas to spark your imagination, but feel free to dream up a FUNdraising idea all of your own!

IDEAS



Sausage Sizzle



Garage Sale



Raffle/Auction



Fun Run/Walk



Sell Wrist Bands/Crafts



Challenge Event

A very easy thing to do is ask friends to donate instead of getting you a gift for Christmas, birthday, or wedding.

IDEAS



Bake Sale



Hold a Stall



Dress Up/Mufti



Bike Across Oz



Hike a National Park



Tell the Paper

DOLLAR MATCH - lots of employers will match some or all of the donations you raise. You never know until you ask!

TIPS

Smash Your Fundraising Goal

Setting up an online fundraising page is the easiest way to raise funds for FNPW.

Don't be scared to ask for donations, because if you don't ask, you won't raise anything. Contact friends, family, and workmates to ask them to donate. Spread the word via email, text and social media. Ask them to pass it on to others. You can even get local businesses involved or put-up posters.

Make a plan.

How much do you want to raise, how/when will you raise it, and who will you ask to support you?

TIPS



Set a Goal



Come up with Ideas



Get it Online



Get Support



Advertise

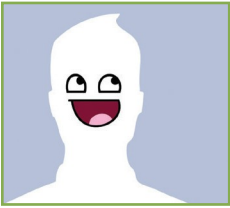


Keep it Legal

When making a plan, ask yourself: Is it profitable? Is it feasible? Keep it simple and keep it FUN for yourself!

5 FUN-DRAISING HOT TIPS

TIP 1 Personalise your page - make it yours!



Add photos of yourself, show people who you are and what you are doing. People give to people. Tell people your story of why you're taking part, and why you chose to fundraise for the environment. And remember to regularly update them on your training progress. *How are you going? What obstacles have you come across? What are you really enjoying?* By sharing your story, you are helping build connections with your supporters which can lead to more donations. Post photos or even video, have fun with it!

TIP 2 Get a big first donation - others will follow suit



Ask your close family and friends first as they're most likely to be generous. You can even make a donation to yourself. By donating to your own page, you're showing your commitment to your fundraising and setting the benchmark for family and friends who come to your page to make a donation.

TIP 3 Talk about it and ASK - get the message out there



Share your page and ask people to support you via email or social media. The number one reason people give is because they were asked; don't ask, don't get. Include an ask when you post photos of your training/ event and updates about your fundraising to social media. You can also connect your page to your favourite fitness tracker (if you have one). Not only will this help you stay motivated, but your supporters will be able to see how hard you're working and are more likely to make bigger donations. Include an ask and link to your fundraising page in your work and personal email signatures. And mention it at work in the lunchroom or at the water cooler. Template letters provided can help you with corporate donations.

TIP 4 Explain why you care - inspire your friends & family



Let people know why you love the environment and want to protect it. Tell them about the exciting conservation work their donation will support via FNPW. Also, when possible, let people know what their donation can achieve i.e., \$30 for 3 native trees to be planted and cared for. If you share why you care about the environment, it's likely your supporters will care too and help you reach your fundraising goal!

TIP 5 Remind people - and don't forget to thank them!



People often need reminding, if you asked them once and they haven't donated – ask again. Do more than one social media post, send a friendly reminder to your networks to share your fundraising page, and remember to also ask for support after the event by sharing your experience of the day and why you did it. It's never too late to ask for support and you might be surprised by the number of donations you can receive after your event when you tell people about your accomplishment! Finally, thank your donors! Let them know their donation has been noticed and appreciated. The simple act of saying thank you goes a long way.

HOW TO RAISE \$500 IN 5 DAYS

DAY 1



Donate \$30 yourself and then send an email with your online fundraising page asking two or more friends to match your donation.

Contribution - \$90

Tip: \$30 helps FNPW plant and care for 3 native trees - future homes for our native wildlife.

DAY 2



Share your online fundraising page via social media. If just 5 friends and family donate \$30 each, you'll be well on your way to your target.

Contribution - \$150

Total \$240

Tip: Share one of our great Facebook photos of your favourite native animal or national park.

DAY 3



Invite 3 friends over for dinner or a Sunday brunch to enjoy a home cooked meal. Ask each friend to donate \$30 or the equivalent of a night out.

Contribution - \$90

Total \$330

Tip: Enjoy a uniquely Australian recipe, wine or dessert to remind everyone that our beautiful land provides so much for us.

DAY 4



Ask 5 of your colleagues to skip buying bottled water and takeaway coffee for just two days, and instead contribute to your fundraising.

Contribution - \$50

Total \$380

Tip: Don't forget to stock the work kitchen with some special biscuits - you might even get the whole office on board with a supply of biscuits!

DAY 5



Ask 4 people at your local club, school or sports team to donate \$30 each. Remember... together as a team we can have a big impact supporting our unique wildlife, and of course thank everyone for their team spirit!

Contribution - \$120

You've done it! - \$500

Tip: Don't forget your family, friends and team mates need to know that you are passionate about this cause, so tell them about your favourite native critter and tell them what your fundraising will achieve!