

YOUR FUNDRAISING PACK



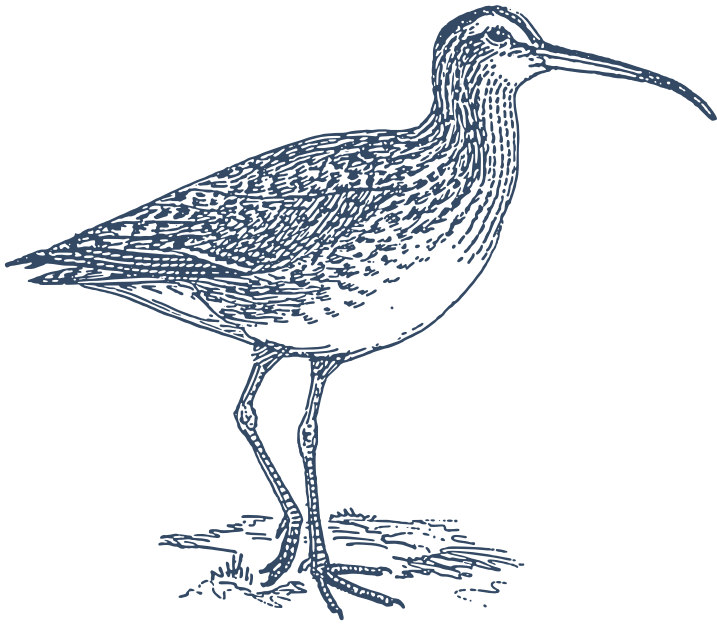
IDEAS AND ADVICE FOR HOLDING A
FUNDRAISING EVENT FOR CURLEW
ACTION

What your money could do

- **£25** could allow fieldworkers to install temperature logging equipment in a curlew nest, so we can better protect its inhabitants and contribute data to crucial research projects
- **£50** could get two pairs of binoculars for school children in our Junior Curlew Network, allowing them to monitor their local curlews, and helping to develop their passion for conservation
- **£150** could pay for a nest camera for fieldworkers doing essential research
- **£200** could fund the production of a podcast, bringing you the wisdom of experts and artists in the curlew world
- **£250** could help us set up equipment to protect a curlew nest from ground predators
- **£750** could allow us to produce a high-quality short film making conservation stories and science come alive, connecting new audiences to curlews on social media
- **£1000** could enable us to put on a training workshop for a large group of volunteers and fieldworkers, so that curlews have the best care possible to protect them from predators and other dangers
- And **£75,000+** could allow us to fund a PhD study into the causes of curlew predation, ultimately helping to turn the tide against their continuing decline towards extinction in the UK!



Thank you for your support. We couldn't do our work without people like you!



- Your funds will help fuel the fight against curlew decline, as well as allowing us to engage people of all ages and backgrounds in conservation.
- And as a bonus, fundraising at home is a great way of spreading the word about the plight of the curlew.

If you need any further support, please don't hesitate to get in touch with us at alex@curlewaction.org or on social media at 'Curlew Action'.

Don't forget to let us know what you're up to by sending us any photos or tagging us on social media.

- And remember, the ideas in this booklet are just to get you started: if you've thought of another creative way to raise money, we would love to hear about it!

Good luck with your fundraising, and a massive thank you from Curlew Action.

What makes community fundraising great?

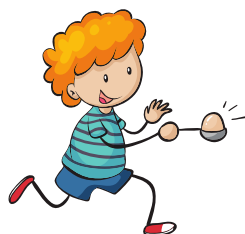
Everyone wins, your guests have a great time, you have a great time and you raise money for charity!

YOUR ESSENTIAL GUIDE TO HOW AND WHERE TO FUNDRAISE

At home, or out and about

Tips - You could either do an activity with your family and ask them for donations, do something virtual and get distant friends involved via video call, or even head out into the world to fundraise - the sky's the limit!

- **Sponsored walk/run/cycle/swim** - a classic: we love the curlew-shaped walk, but if you're super fit, you could even try running a marathon
- **Sports day** (egg-and-spoon, sack race, three-legged race, tug-of-war... get lots of families involved for extra fun and fundraising)
- **Celebration** (hold a charity appeal at your birthday, anniversary or wedding, or raise money in memory of a family member or friend)
- **Outdoor film night** (pick a warm summer night and borrow a projector, then get everyone outdoors to watch a film on cushions and blankets - charge entry and make extra money with snacks)
- **Coffee morning/brunch** (a great way to catch up with friends and raise some money)
- **Sponsored skydive or abseil** (for the adventurous!)



At school or at a club

Tips - Make it fun and curlew themed, and keep it simple! If you're choosing a place to set up your event, make it somewhere visible that people will pass through and stop, such as outside the canteen or school entrance.



- **Guess the ...** number of sweets in the jar, weight of the fruitcake... the possibilities are endless! You can charge some money per guess, and the winner gets the sweets
- **Throw sponges** - find a willing teacher, then charge people £1 to throw a sponge at them, and have some fun making money for charity!
- **Bake sale** - make some curlew biscuits or cakes to sell to friends at lunch
- **Stream yourself gaming** - and ask your friends for a small donation to watch or get involved
- **Non-uniform day** - a fun and easy way to raise some money
- **Car wash** - set yourself up in the car park washing parents' cars and charging a small fee - but only wash their car if they want you to!
- **Craft making** - this could be seasonal, for instance making halloween masks, easter curlew eggs, or Christmas wreaths with foraged materials





At university



Tips - Use social media to spread the word about your fundraising, and get lots of people involved. Students are not famed for their big bank accounts, so rather than asking for massive donations, ask for lots of them!

- **Karaoke** - an easy one - get a karaoke machine, or just a computer, and charge entry
- **Speed dating** - get people to donate an entry fee, and get them moving around the room chatting to potential partners - much more fun than tinder
- **Jailbreak** - teams compete with 36 hours to get as far away from the start point as possible using none of their own money; they have to hitchhike, go on foot, or even try to blag free trains and flights; you raise money by being sponsored beforehand/afterwards, and money raised en route is used for travel
- **Try to beat a record** - get sponsored, then find some easy records you can beat with friends
- **Second hand clothes sale** - it's a win-win situation: get rid of your old clothes, and make some money for charity
- **Shave your hair** - or dye it
- **Board game tournament** - get your mates involved; everyone donates, then play for a prize
- **Host a cocktail evening**





At work

Tips - Your colleagues will be busy so be clear about why you are fundraising and what you want from them; ultimately if you make your fundraising appeal fun and interesting, they will want to take part! Some employers offer support, time off or even funding for charity work, and it's worth making the most of this when possible.

- **Give something up** - the more difficult, the more sponsorship you will get - if you are always eating chocolate, people will be impressed to see you give it up
- **Matched giving** - if your company matches donations given or raised by employees, make sure you make the most of this when giving to Curlew Action
- **Charity dinner/dance** - a real money-spinner: invite colleagues, friends and families - everyone dresses up and pays entry, and make sure to tell your guests about Curlew Action and why it is important to you
- **Raffle and/or bingo** - combine with the above for a proper charity gala
- **Quiz night** - as above, but even if you're not holding a gala, you can still run a quiz night - this works really well on zoom so can be done from home

Steps to getting started



1. **Pick an event** - use our handy guide above to find something appropriate for you
2. **Choose a date** - give yourself time to plan it - the more time, the more donations you can get
3. **Pick your venue** - if you want an audience, choose somewhere easy to get to where lots of people will see you)
4. **Set up a donation page** - the most popular websites are JustGiving and Virgin Money Giving - provide some info about curlew action so people know why you're raising money, and make sure you set a target - it's better to choose one you are confident you can beat!
5. **Spread the word** - use social media and tell your friends and colleagues - you could even ask local businesses to get involved by donating a prize
6. **Have fun raising some money** - hold your event and enjoy it - your enthusiasm will get people donating, so make sure you are doing something fun
7. **Donate** your funds on the curlew action website (don't forget to leave a note with your donation, letting us know who you are and what you got up to!)



Other ways to get involved



CURLEW ACTION

- **Donate** - this can be done from our website - every donation is massively appreciated and makes a big difference to us
- **Leave a gift in your will** - take a look at the 'Donate' page of our website for more information on legacy giving
- **Volunteer** - if you're looking to volunteer, please get in touch via the 'Contact' page on our website
- Local supermarkets or shops with a **donation scheme** (it is a massive boost getting nominated for these schemes)
- **Corporate partnerships** - if your company is looking to partner with a nature charity, or has a company charitable trust, we would love to hear from you - get in touch at alex@curlewaction.org

Always feel free to get in touch if you have any questions or want any fundraising tips - and good luck!

