



★ Fundraising for World Land Trust ★★

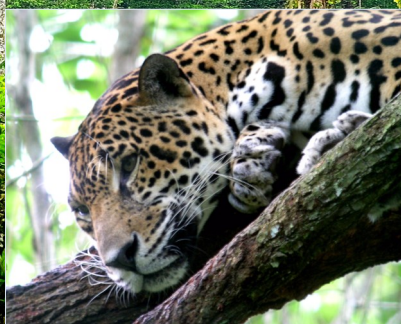


WORLD
LAND
TRUST



www.worldlandtrust.org

Registered charity: 1001291



Fundraise for WLT

Map of where we work:

- Buy an Acre project areas
- Plant a Tree
- Conservation projects that WLT supports through the Action Fund

World Land Trust (WLT) helps create nature reserves across the world to save rainforests and other important habitats, providing a safe haven for some of the planet's most threatened wildlife. Learn more about us and how we work at:

<http://www.worldlandtrust.org/about/index>

Why support WLT?

Sir David Attenborough, one of WLT's patrons, says that there are three main reasons why he supports us:



We never own the nature reserves that we help create; they are all owned by local conservation organisations, ensuring that power to protect the environment remains in the hands of local people.



We don't just focus on an individual endangered animal, like Giant Pandas, but instead we aim to protect an entire ecosystem, with all of the species it supports.



We are very careful to keep our administration costs down, so that donations go directly to save threatened habitats and wildlife. This means your fundraising efforts go even further.

What will I receive?



We will send you a personalised letter of thanks.



For donations over £25 or more we will also send you a personalised certificate.



Letters and certificates can be posted or emailed.



Original and successful fundraising ideas can be featured on our website in our Fundraising Stars section. Let us have a picture of your event, and please confirm everyone in it is happy for it to be used by WLT.



Where to support?

Help us plant trees, buy acres, support rangers, and much more....



Keepers of the Wild

Help us support more rangers to protect WLT-funded nature reserves across the world. Rangers protect trees from logging and animals from illegal hunting. They post regular updates on our website about their adventures working in some of the most remote places on the planet.

Plant a Tree with WLT

In the heart of the Brazil's Atlantic Rainforest, we have helped create the Guapi Assu Reserve. Many years ago this nature reserve was farmland, so a lot of its pristine forest was destroyed. Now we are planting trees and the wildlife is moving back in to its rainforest home. You can plant five trees for only £25.

Action Fund

Donations to the Action Fund are available for our urgent projects across the world so that we can act quickly when our help is needed. We are helping to save elephants and tigers in India by creating wildlife corridors, protecting traditional routes and reducing the growing conflict between wildlife and humans. We are also working to protect Orang-utans in Borneo, where they are critically threatened by the ever expanding plantations of Oil Palm.

Buy an Acre

Support the purchase of intact rainforest and protect the homes of threatened animals and plants. We are helping our overseas partners create nature reserves in Mexico, Ecuador, Guatemala and Colombia for as little as £100 an acre. Last year, land bought through the Buy an Acre appeal helped to protect the Jaguars and Pumas that roam these forests.



Take fundraising online



money giving



How can I collect funds online?

A whole range of websites offer fundraising services to help you advertise your event, bring donations together and pass funds to charity.

All the websites offer:

- A unique fundraising page address, with the **ability to add photos, links and tags**.
- Quick online donations for your supporters**, and the chance for them to leave a message.
- A **fundraising target** facility with a progress bar or thermometer.
- Transparency** that donated funds are being passed on to charity.
- Gift Aid** reclaimed on our behalf.

Some websites also allow:

- Fundraising for several charities** at once.
- Donations by **text**.

All these sites are free for fundraisers to use, though WLT has to pay processing fees and these vary from site to site. All the sites have different features and design, so we suggest having a good look round several of them before you sign up to start your fundraising.

Try:

www.justgiving.com
www.ukvirginmoneygiving.com
www.btplc.com/mydonate
www.charitygiving.co.uk

Be a Fundraising Star

Do something amazing to help World Land Trust



Special Occasions

If you are celebrating a wedding, birthday, christening or civil partnership, what better gift than saving threatened wilderness?



Remember

If you would like to fundraise in memory of a loved one please get in touch, or you can set up a special donations page at www.justgiving.com/worldland/remember



Use your imagination...

We would love you to find your own ideas, and the wilder the better—go on, think of one....



Put the kettle on

There is no more enjoyable way to raise funds for charity than a good old-fashioned coffee morning, with lots of sticky cake.



Test your endurance

Anything from a mile walk to the full marathon - you will know what is the right challenge for you.

WLT's **Fundraising Stars** share eye-catching and original ideas that really work! www.worldlandtrust.org/supporting/fundraising-individuals/stars
Let us have your ideas to share.



Keep it green...

When planning your fundraising activities please **try to make your event as green as possible**. WLT may not be able to publicise fundraising events which we believe may have a negative impact on the environment or would otherwise conflict with the Trust's aims and objectives.

Can I use my own website?

You can use your own website to promote your fundraising for WLT but please note:

- We ask our fundraisers to ensure that online donations come directly to us **through one of the fundraising sites shown left** rather than being held in a third party's bank or Paypal account.
- We cannot usually authorise the use of the **WLT logo** (though this will appear automatically on your fundraising site webpage).

Using Social Media



Adding social media to your fundraising effort can make a real difference to how much you raise. Make sure you balance asking for donations by giving lots of updates, so people feel part of what you are doing. Keep it light and use humour where you can.

Facebook



- ★ Update your Facebook status with your fundraising site link – so all of your friends see your link in their News Feeds. For an extra push, post your link on their walls.
- ★ Create your own Facebook group or event; this is a great way to encourage support, not just financially but also in terms of attendance and goodwill too.
- ★ Ask friends to 'donate' their status update to you. Through their statuses, you can reach people you might not know.
- ★ Facebook is all about dialogue, so don't be surprised if people leave messages of **support on your wall**. It **is important to reply** to acknowledge this and express thanks.

Twitter



- ★ Use Twitter to share your fundraising – start with something offbeat or tantalising to get people onto your fundraising page.
- ★ Ask your followers to 'retweet' your link, so it reaches their followers too. This is a great way of spreading fundraising beyond your own contacts.
- ★ WLT will follow you and help you with tweets and retweets, so let us know that you are using Twitter.
- ★ Help people find your tweets by putting # in front of hot topics. This will collate your tweets and make them easy to find for people who are interested in these topics – for example: #marathon.

YouTube



- ★ Make a video – maybe a funny parody of your training, or you can just tell the camera what you are doing and why people should support WLT.
- ★ We also have our own YouTube channel at <http://www.youtube.com/user/WorldLandTrust> and under the Supporters' section you will see some quite famous people doing just that. So you can link to them instead.



Blog it

This is not just about the words. Post pictures, videos and links to other relevant sites. These help your Google search ranking and make your blog easier to find.

Vital links to include are your other social media profiles like Twitter or a YouTube channel. And refer back to new blog postings from Twitter and Facebook.

Blogs make really good diaries, so let people can see how you are getting on. You might want to think about writing a weekly post.

150-300 words is the perfect length of post for a blog.

Hard copy stuff

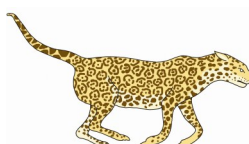
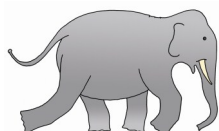
We can send you **information leaflets**, copies of **WLT News**, **templates for posters and T-shirt transfers** to help you promote your fundraising. We can also send paper sponsorship forms if online fundraising is likely to give you difficulty.

And last...

Keep talking about your fundraising challenge even after it is over. Use your social media channels to share your achievements (photos are great for this), thank your supporters and let them know how you got on. Put up a picture of your certificate and let everyone know how many acres they helped to save.

If you can provide some pictures and agree a few lines of copy with us we'll also be delighted to add you in on our website as one of our Fundraising Stars.

Thank you!



Thank you for your support.

For more information, please contact Karen Lowe, Donations Manager:
01986 874422 / klowe@worldlandtrust.org / World Land Trust, Blyth House, Bridge Street, Halesworth, Suffolk, IP19 8AB, UK

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