

All you need to know about fundraising for World Land Trust



WORLD
LAND
TRUST

Thank you for choosing to fundraise for World Land Trust. You are supporting urgent conservation around the world, and we are here to help you every step of the way.

Below are a range of ideas, tips, and resources to make your fundraising journey fun and successful. Whether you are running a marathon, hosting a quiz night, or organising a bake sale at work, the possibilities are endless.

GET INVOLVED



LONDON2BRIGHTON CYCLE RIDE

An iconic 55-mile cycle ride starting in South London and ending in the seaside city of Brighton. Find out more by visiting the [London2Brighton website](#).



ULTRA CHALLENGE EVENT SERIES

From 10km taster events to tough 100km challenges, there are 15 different events in beautiful UK locations. Find more information on the [Ultra Challenge website](#).



LONDON LANDMARKS HALF MARATHON

This half marathon is a closed road run in Central London that passes cultural landmarks and iconic heritage spots. Go to the [London Landmarks Half Marathon website](#) for more details.

RESOURCES TO SUPPORT YOUR FUNDRAISING

Below is a selection of downloadable materials to help you on your fundraising journey.

- A WLT email signature banner
- Collection Box agreement form
- The WLT Logo - to be used for fundraising activities only
- Images from WLT supported projects to help promote your fundraising – these must be used with image credit.

GET SHARING ON SOCIAL MEDIA

Spread the word of your fundraising by tagging us on our various channels, and encourage friends and family to do so as well. It really does make a difference!



BOOST YOUR FUNDRAISING

Become an Action Fund Hero by joining our [JustGiving Action Fund Heroes campaign page](#) here.

- Show commitment and raise up to 84% more by making the first donation yourself *
- Connect a fitness app to your page. This has helped people raise up to 111% more *
- Get personalised! Uploading images to your page can boost funds by 13% whilst adding a personalised story can raise 65% more *

For more information on using JustGiving, [please visit their website](#).

*Source: JustGiving.com

Lastly, some employers match donations to employees fundraising, so it's a good idea to check.

For information or support for the above events and resources, or to answer any questions you may have, please email info@worldlandtrust.org or telephone **01986 874422** to speak to the Fundraising and Engagement team.