



Indian Elephants © Stacey Manley & Gareth West



Woolly Monkey, Ecuador © Fundación Ecológica



Orchid, Sierra Gorda, Mexico © WLT/Ruth Canning



© David Bebbler



Jaguar © Jo Dale

Fundraising for  
World Land Trust



WORLD  
LAND  
TRUST

[www.worldlandtrust.org](http://www.worldlandtrust.org)



## How can you help?

All funds raised and generously donated by you will go towards helping World Land Trust (WLT) and its conservation partners create nature reserves around the world. Your fundraising will help protect crucially important habitats, providing a safe haven for some of the planet's most threatened wildlife.

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

- *The reserves WLT helps to create are all owned by local conservation organisations, ensuring that the power to protect the environment remains in the hands of local people*
- *WLT doesn't just focus on an individual endangered species, instead they aim to protect an entire ecosystem, with all of the species it supports*
- *WLT's administration costs are kept to a minimum, so that donations go directly to save threatened habitats and wildlife. This means your fundraising efforts go as far as possible*

## What your money can do

- £25 will plant five trees through our Plant a Tree appeal
- £100 will save an acre of threatened habitat
- £1,000 will plant 200 trees
- £2,000 will save 20 acres of threatened habitat
- £5,000 will fund a Keeper of the Wild (reserve ranger) for one year





Forest in Mexico © Roberto Pedraza



Toucan, Paraguay © Emily Y Horton



Keeper of the Wild, Ednailson Chaco-Pantanal Reserve © Guyra Paraguay



Orang-utan, Kinabatangan, Sabah  
Orang-utan/Dzulirwan @ Jolirwan bin Takasi

## What can I support?

### Action Fund

The Action Fund gives WLT the flexibility to direct money where it is most urgently needed, allowing us to react quickly to the changing circumstances faced by our partners.

### Buy an Acre

Donations to Buy an Acre go to our in-country conservation partners, who purchase and secure rainforest and other wildlife habitats. Your donation will help create permanently protected nature reserves.

To find out where our current Buy an Acre projects are, please visit the WLT website or contact us.

### Keepers of the Wild

Help us support more rangers to protect WLT funded nature reserves across the world. Keepers of the Wild carry out vital tasks including protecting animals from illegal hunting and trees from logging. 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

The aim of the Plant a Tree appeal is to support planting of native trees to reconnect fragmented habitat, restore connectivity of forests and provide additional food sources for bird and animal populations.

Follow  
World Land Trust  
on social media





Giant Otter, Chaco-Pantanal Reserve, Paraguay © Emily Y Horton



Southern Two-toed Sloth, Ecuador  
© Fundación EcoVingra/Luis Reaño

## How can I collect funds online?

There are all kinds of websites that offer fundraising services. These charity sites help you promote your event, bring donations together and very easily pass funds to your chosen charity.

### These 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

### Some websites also allow:

- Gift Aid to be reclaimed on our behalf
- Fundraising for several charities at once
- Donations by text

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

Our favourites are: [www.justgiving.com](http://www.justgiving.com) and [www.ukvirginmoneygiving.com](http://www.ukvirginmoneygiving.com)



Black-and-red Broadbills, Kinabatangan, Sabah



Orchid, Ecuador © Nigel Simpson

# Be a Fundraising Star: do something amazing to help World Land Trust

## Test your endurance

Take on a challenge that will test your endurance. There are organised events listed on our website to help inspire you. If these don't appeal to you, use your imagination... We would love you to find your own ideas and the wilder the better; you will know what is the right challenge for you. Go on, think of one, you know you can do it!

## Special occasions

If you are celebrating a wedding, birthday, christening or civil partnership, ask people to donate to WLT instead of giving you a material gift. What better gift than saving threatened habitats that you might even visit one day?

## Great Garden Give

Why not hold your very own Great Garden Give? There couldn't be a more enjoyable way to raise funds for charity than to hold a garden party for your family and friends. You could even have a themed event, with food and drink inspired by the project area that you have chosen to support. For more information about Great Garden Give please visit our website.

## Remember a special person

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](http://www.justgiving.com/worldland/remember)





## What will I receive?

### What we can provide

All fundraisers who raise £25 or more will receive a personalised certificate and a letter of thanks. 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.

We really want to support you in your fundraising efforts. In your pack we have given you some information about WLT and can send you more about our projects and partners if you wish. You also have a copy of the latest issue of *WLT News*. The poster is included to help you promote your fundraising or events. You can also request a paper sponsorship form from us for those occasions when digital fundraising isn't possible.

We have flags and banners that we could make available for you. If you think of anything else that you feel would help you in your fundraising please do let us know and we will support you wherever we can.

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David Gower, Chris Packham

Registered Charity 1001291



Fringe Tree Frog, Nangaritza Reserve,  
Ecuador © Trotsky Riera Vite/ NCE

[www.worldlandtrust.org](http://www.worldlandtrust.org)



Keeper of the Wild Adrián, Patagonia © FPN



REGUA Reserve, Brazil © Jessica Stewart

## 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; they should not be held in a third party's bank or Paypal account.
- We cannot normally authorise the personal use of the WLT logo (though this will appear automatically on your fundraising site). If you feel the use of our logo would help your fundraising, please contact us.

## 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.

## Be Social: Let everyone know

By using social media to support your fundraising efforts you can make a real difference. It means that we can help you along the way by telling our supporters about your fundraising too. With social media it's not always about asking, it can be about giving updates, so people feel part of what you are doing.

## Facebook

Don't be shy, update your Facebook status with your fundraising site link – so all your friends see it in their news feeds and spread the word. 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.

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.

Follow

World Land Trust  
on social media



## 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. Help people find your tweets by putting a hashtag (#) in front of hot topics. This will collate your tweets and make them easy to find for people who are interested – for example #marathon.

## Instagram

Instagram is all about being visual and connecting with the viewer through your pictures. So make sure you take plenty of photos whilst training, promoting your fundraising and from the event, whatever that may be.

## YouTube

Make a video – maybe a funny parody of your training, or just tell the camera what you are doing and why people should support WLT. Make sure you share this video with your friends on all the social media that you are using. WLT has its own YouTube channel at [www.youtube.com/user/WorldLandTrust](http://www.youtube.com/user/WorldLandTrust).

Under the Supporters' section you will see some quite famous people doing just that, so you can link to them instead.

## Blogging

For those of you who like to tell a story, why not create a blog to let everyone know how you are doing leading up to your event? Blogs make really good diaries, so keep people involved in how you are getting on. You might want to think about writing a weekly post; 150-300 words is the perfect length for a blog post.

Remember, blogging isn't just about the words. Posts that include pictures, videos and links to social media and other relevant sites make them more interesting and your blog easier to find.



Come and be social.  
Here is all of the places  
WLT can be found

