



DURRELL

GO WILD

FOR DURRELL

FUNDRAISING PACK

TIPS AND
INSPIRATION TO
HELP PLAN YOUR
FUNDRAISING





THANK YOU FOR JOINING OUR MISSION TO REWILD OUR WORLD

We are dedicated to creating a wilder, healthier, more colourful world. However, without passionate supporters like you this simply would not be possible.

Together we can save the world's most threatened wildlife, train and inspire more conservation leaders, support local communities and protect natural habitats and fragile ecosystems across the world.

Take a walk on the wild side and unleash your animal spirit to help save species from extinction. Whether you wear it, bake it, or workout WILD, just enjoy yourselves and raise funds WILDLY, your way.

Whatever you choose you are helping create more diverse, beautiful and resilient natural landscapes in which species can thrive, where people can enjoy a deeper connection with nature, generation after generation.

TEAM DURRELL





DO IT FOR DURRELL

DURRELL WILDLIFE CONSERVATION TRUST IS AN INTERNATIONAL CHARITY BASED AT JERSEY ZOO IN THE CHANNEL ISLANDS.

Since 1959 we have been on a mission to save species from extinction.

Our supporters have made great progress possible, but we need your help to continue our work as the world's animals and their habitats face constant threat. They need your help now, more than ever.

In the long-term we want to not only prevent extinctions, but also recover populations of threatened species. We will harness our species management expertise to drive the rewilding of ecosystems so that they are more functional, diverse and resilient; thereby improving the quality of local people's lives.

Through our work in the wild and at Jersey Zoo, we will reconnect people with nature and help drive the societal change needed to save and restore the natural world.

DID YOU KNOW?

It costs over £8 million per year to run Durrell globally



I DO ASSURE YOU, THE
WORLD NEEDS DURRELL

SIR DAVID ATTENBOROUGH

GO WILD AND HELP US ACHIEVE OUR VISION FOR A WILDER, HEALTHIER, MORE COLOURFUL WORLD!

Here are just a few things the money you raise could do to help protect threatened wildlife

£10

can pay to swab-test five mountain chicken frogs for deadly diseases.



£25

can feed Jantho, Anette and Jiwa the Sumatran orangutans at Jersey Zoo for a day.



£60

can buy a canoe for our patrollers to protect the waterways of Lac Alaotra, Madagascar, the habitat of the beautiful gentle lemur.



£500

can fund a community event in Madagascar to engage and encourage villagers to protect the Critically Endangered ploughshare tortoise from the illegal pet trade.



£10,000

can train a conservation professional to maximise their effectiveness at managing endangered species.





REWILD YOUR WORLD

WE ARE GENERATION REWILD

**WE WANT TO REWILD SPECIES
AND ECOSYSTEMS AS WELL
AS PEOPLE AND PLACES BY...**

RECOVERING THREATENED OR MISSING WILDLIFE

REVIVING AND REBUILDING ECOSYSTEMS
AND NATURAL PROCESSES

RECONNECTING PEOPLE TO THE NATURAL WORLD

TAKING **RESPONSIBILITY** FOR THE NATURAL WORLD

FUNDRAISING SURVIVAL PACK

3 SIMPLE STEPS TO START FUNDRAISING

1 USE YOUR PASSION AND FEEL INSPIRED

- There are lots of wild ways you can fundraise.
- Focus on what motivates you and the skills that you have.
- Set yourself an achievable goal or an extraordinary challenge that will inspire people to sponsor you.
- Unite your tribe and speak to your friends, colleagues or family to create a community.
- Make sure you share your goals with others and they can be part of you achieving them.

2 PLAN AHEAD AND BE PREPARED

- Set up a page on Durrell's **JustGiving Page** – www.justgiving.com/DWCT, click 'Fundraise for Us' button and follow on screen instructions.
- Personalise your Go Wild Poster and get everyone excited about your event or activity.
- Let us know if you would like any fundraising resources like collection boxes or if there is anything else we can help you with.

3 SHARE THE FUN AND EXPRESS GRATITUDE

- Share your fundraising page, photos and activities on social media. You will inspire others to give or Go Wild too!
- Remember to say thanks to those who have donated, send a personal message or tag them in your fundraising posts.
- Once you have finished fundraising you'll need to send the funds you have raised. Donations made online will be automatically sent to us and we follow up with a special thank you.



Why JustGiving™

- This is one of the simplest ways to collect donations, making it easy and efficient for our small team at Durrell.
- It takes just a few minutes for someone to donate to your page and it is totally secure.
- You can customise your page, add photos, personalise and easily share the link with your friends and family.
- Once you reach your goal you can keep motivated by increasing your goal.
- You can link Strava to your JustGiving Page and it will add up your training and distance automatically once you have linked your account to the Strava app.
- When your fundraising is finished your fundraising efforts will be automatically transferred to Durrell to help save wildlife.



SAFETY

- Ensure that you only collect donations and sponsorship from people that you know and trust.
- Make sure children are supervised and do not collect money on their own or from strangers.
- If you are aged under 18, please include a parent, guardian or teacher in all your plans and communications.
- Think about security if you are carrying money around.

LEGALITIES

- Do not do house to house collections – this is illegal without a licence.
- If you plan to fundraise on private property, make sure you have permission from the owner first and find out what insurance you may need. This includes fundraising at places such as your school, college or workplace.
- If holding a large event, check with your local authority on whether you need to obtain any special licences (e.g. public entertainment, collection or alcohol licences).
- If you intend on doing a raffle / lottery, check the rules with your local authority or the Gambling Commission.
- Durrell Wildlife Conservation Trust does not accept liability for any fundraising activity or event you undertake. Most venues will have insurance to cover events organised on their premises but please check that any liabilities to the public are covered to protect yourself as well as others.



GET YOUR DONATIONS IN!

The easiest method for us to receive donations is online or via electronic bank transfer. Be sure to let us know to expect them by emailing supportercare@durrell.org

ONLINE

Go to www.durrell.org and click 'Donate now' to get your donations in by credit or debit card.

If you have been fundraising online using a JustGiving page, the donations will have been sent directly to Durrell, this is the most efficient method to maximise your donation and minimise administration time.

BANK TRANSFER

Funds can be transferred online.

REFERENCE Go Wild <Company or Surname>

BANK NAME NatWest Bank

SORT CODE 60-12-03

ACCOUNT NO 06323448

BY CHEQUE

Total up all the money raised offline and send us a cheque, payable to Durrell Wildlife Conservation Trust. Please send the cheque and your sponsorship form (if applicable) to us at

DURRELL WILDLIFE CONSERVATION TRUST

Les Augrès Manor,
La Profonde Rue,
Trinity,
Jersey,
Channel Islands,
JE3 5BP

BY PHONE

 weekdays only

Call to donate by credit or debit card over the phone **We do not accept cash** and would greatly appreciate if you can bank and forward payment to us. This ensures funds are acknowledged correctly.

DON'T FORGET TO INCLUDE YOUR CONTACT DETAILS SO WE CAN SEND YOU A THANK YOU

ANYONE WHO HAS GOT ANY PLEASURE AT ALL FROM LIVING SHOULD TRY TO PUT SOMETHING BACK

GERALD DURRELL



DONATION FORM

STAFF USE ONLY

RECEIVED BY
DATE

PLEASE TELL US A BIT ABOUT YOU AND YOUR DONATION

This will help us to acknowledge your donation or claim gift aid, which may not be possible without your full name and home or email address.

TITLE **FIRST NAME**

SURNAME

HOME ADDRESS

.....

..... **POSTCODE**

TELEPHONE **EMAIL**

SUPPORTER NUMBER **DATE OF BIRTH** (if you are under 18)

DONATION Confirm amount £

I attach a cheque payable to "Durrell Wildlife Conservation Trust" or by card payment

Please let us know your reason for donating or how you raised this money (what was your fundraising event?)

.....

My signature Date

I have also raised funds online and my page name is:

I AM JERSEY TAXPAYER

By ticking this box, I hereby confirm that I would like Durrell Wildlife Conservation Trust to reclaim tax from the States of Jersey Income Tax. I confirm I am a Jersey taxpayer, and have satisfied all the conditions stated on the reverse and wish Durrell to claim back 25% tax on my donation of £50 or over.

TAX REFERENCE NUMBER (optional)

SIGNATURE

DATE

giftaid it **BOOST YOUR DONATION BY 25P OF GIFT AID FOR EVERY £1 YOU DONATE. IN ORDER TO GIFT AID YOUR DONATION YOU MUST TICK THIS BOX**

I want to Gift Aid my donation and any donations I make in the future or have made in the past four years. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

WE WILL CONTACT YOU TO SAY THANK YOU FOR YOUR SUPPORT

If you're not currently receiving emails from Durrell Wildlife Conservation Trust, but would like to be kept up to date on our work please tick this box



DURRELL

REWILD OUR WORLD

For a wilder, healthier, more colourful world

SAVING SPECIES FROM EXTINCTION

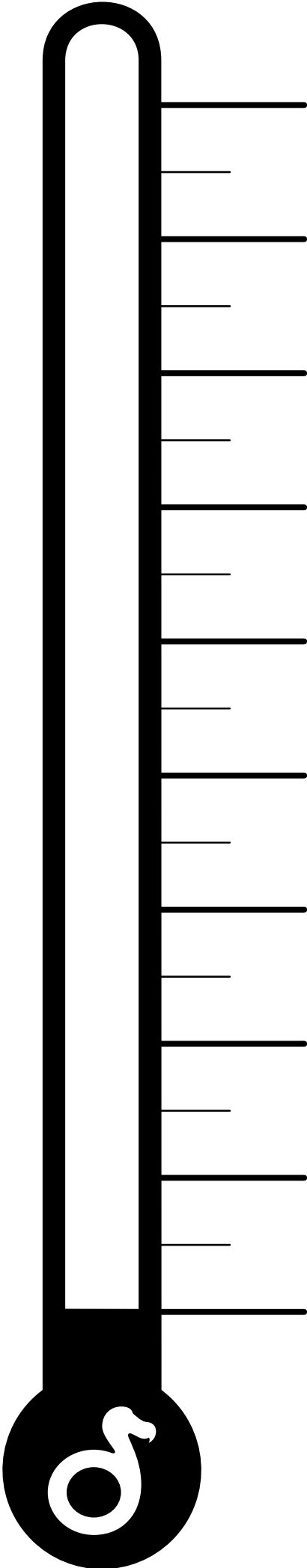
WWW.DURRELL.ORG

DURRELL WILDLIFE CONSERVATION TRUST IS A REGISTERED CHARITY WITH
THE JERSEY CHARITY COMMISSIONER, REGISTERED CHARITY NUMBER: 1

GO WILD TOTALISER

Keep track of your fundraising target with our Go Wild totaliser.

Just fill in your goal and mark off your progress.





DURRELL

THANK YOU

CONTACT US

We're here to support you.
If you need advice please get in touch with our small team based
at the Manor House at Jersey Zoo on **01534 860111**
or via email **supportercare@durrell.org**
Monday to Friday 9am – 5pm

We value and appreciate your views on the work we are doing, and
which issues matter the most, and will treat you and
your information with respect.

THANKS AGAIN FOR YOUR SUPPORT