



FUNDRAISING GUIDE 2020



YOU'RE TREE-MENDOUS



Thank you so much for choosing to fundraise for Trees for Cities - your support means so much and will have such an amazing impact on urban communities in the UK and around the world!

Right now, 80% of people in the UK live in urban environments, and with the effects of increased urbanisation, toxic air, and climate change being felt more than ever, we urgently need more and more trees around us.

And thanks to people like you, more and more urban communities are seeing the benefits that trees can bring to their neighbourhoods - you are helping people lead happier, healthier lives.

Thank you once again, and all the best for your fundraising!

David Elliott
CEO, Trees for Cities

OUR IMPACT

SINCE 1993, WE HAVE PLANTED OVER 1.1 MILLION TREES, AND THAT'S JUST THE START...

IN 2019-20 ALONE:



ALMOST 100,000 TREES TOOK ROOT...



... AND OVER 6,400 VOLUNTEERS GOT STUCK IN TO HELP



OVER 16,400 SCHOOL KIDS LEARNED ABOUT TREES AND HEALTHY EATING THROUGH OUR EDIBLE PLAYGROUNDS PROJECTS



WE DELIVERED PROJECTS IN 27 CITIES ACROSS THE GLOBE

By planting thousands of urban trees worldwide each year, we are building resilience against threats facing the natural environment.

And through our Edible Playgrounds projects, we are helping thousands of children in urban environments to learn about where their food comes from, and how to live healthier lives

Psst... don't forget to tell people about our impact!

WHERE TO START

DON'T BE PUT OFF BY THE IDEA OF FUNDRAISING - WE'RE HERE TO HELP YOU EVERY STEP OF THE WAY! SO, FOR STARTERS...

WHAT IS IT?

What fundraising are you planning to do? Do something that you enjoy doing and that is realistic to pull off. If you're stuck for ideas, check out our A-Z on the next page for some inspiration

WHEN AND WHERE WILL IT BE?

When are you planning to hold it? How long will it last? Does it clash with anything else happening or any public holidays? Is the location suitable? Could you use your contacts to get free space? How accessible is it? Does the space have liability insurance? These are all questions you need to ask yourself before you can start putting the fun into your fundraising, so be sure to get the finer details sorted

WHO IS IT FOR?

Decide who you want to be at your event, and try and think of ways to get people excited about it. If it's all inclusive, then invite everyone! Your friends, your family, your colleagues, and everyone on your social networks could potentially come along - it's up to you to spread the word

AND MOST IMPORTANTLY, WHY ARE YOU DOING IT?

We love trees, and we know you do too. So spread that passion when you talk to people about your fundraising activity, and they'll naturally want to know more!

A-Z OF IDEAS

A bseiling

J ewellery-making

S hopping packer

B abysitting

K araoke

T reasure hunt

C ake and coffee sale

L ottery

U nwanted present sale

D isco

M ovie night

V ariety night

E co pledge

N o make-up day

W axing

F anc dress at work

O ffice olympics

X ylophone concert

G arden party

P ancake race

Y OLO challenge

H ead shave

Q uiz night

Z iplining

I ndoor games night

R estaurant night

TOP TIPS

ONLINE FUNDRAISING

Before you start your fundraising, make sure you set up a page on JustGiving.com - it's the easiest way to keep track of your raised funds, and what's more, they handle all the admin!

JustGiving™

Setting your page up is easy - simply follow the instructions on their website, and you're good to go!



Once you've set your page up, shout about it everywhere! Put posts up on Facebook, Instagram, Twitter - even LinkedIn if you feel like it! A simple post with a JustGiving page link will normally result in more people donating, which is never a bad thing!

If you put in the effort to contact as many people as you can directly, that will also pay off. Message and mention everyone you know on social media, and send around emails to people at work - you can never tell enough people about fundraising!



If you can as well, add a link to your fundraising page onto your work email signature (though check with your boss if this is cool before you do it) - your page will reach so many more people this way.

If you're close to your colleagues, ask them to add your link to their signatures too - it really will help you!

TOP TIPS

AT WORK

As well as getting your colleagues to donate, you can also ask your manager if your company will match any donations you raise at work. Some companies do this, and it's a great way to double your workplace fundraising, and will incentivise more people to give to you too.

The worst they can do is say no, so it's worth asking!

PUSH THE BOUNDARIES

The more unique your event and/or fundraising methods are, the more people will notice and join in. Don't be afraid to get creative with your ideas!

If you're stuck for ideas, email us at info@treesforcities.org, or call us on **020 7587 1320** and we'll be more than happy to help!

USE LOCAL MEDIA

Get in touch with your local paper and radio station to see if they will run a piece on your event - this is normally free of charge and could reach potentially thousands of people! Wouldn't that be magical?

When promoting your event to the paper, make sure you use a lot of good statistics and emotive pictures - taking the time to find the right picture will really pay off

LET US KNOW!

Finally, let us know what you're planning to do and how much you'd like to raise. We can help you achieve your goal too by sharing your story with everyone we know, or if you'd prefer, by sending you informational leaflets and sharing your success on our social media.

Whatever you need, we're here to help!

SENDING IN DONATIONS

ONLINE DONATIONS

Most online donation platforms, such as JustGiving, automatically transfer all donations made on them to us once your fundraising is over. If someone donates via JustGiving, you do not need to do anything else except count the pennies rolling in!

If you choose to log offline donations onto JustGiving, however, this money will not come to us - we will only receive online donations from them. To send in offline donations, please follow the instructions below.

OFFLINE DONATIONS

To pay any offline donations you receive to us, you can do one of two things - donate online via our website, or send us a cheque.

TO DONATE ONLINE

- 1** Deposit the cash into your bank account
- 2** Visit treesforcities.org/get-involved/donate
- 3** Fill out our donate form, and tell us about your event in the Comments box

TO SEND US A CHEQUE...

- 1** Deposit the cash into your bank account
- 2** Write a cheque made payable to Trees for Cities
- 3** Send it to:
Trees for Cities,
Prince Consort Lodge
Kennington Park Place
London SE11 4AS

IMPORTANT: NEVER SEND PHYSICAL CASH IN THE POST

MAKE IT GREEN

YOU CAN MAKE YOUR FUNDRAISING AND EVENTS AS GREEN AS POSSIBLE, SO HERE ARE OUR TOP TIPS...

Choose a location that is accessible by public transport, and encourage people to use it - the less people have to drive, the smaller the carbon footprint.

Using as little paper as possible is the best way to offset your fundraising's environmental impact. If you need to use paper, try to print on recycled stock.

Try to keep waste to a minimum - avoid paper and plastic plates, cutlery, and cups, and encourage guests to take uneaten food home with them.

If you can, use locally-sourced and/or sustainably-produced food. You can also ask local shops for donations of produce that they're not going to sell.

Make sure you actively encourage recycling at your events. Ask venues in advance about their recycling facilities, and bring your own recycling bags if necessary.

If your event is outdoors, try not to damage the land you're using - make sure that everyone clears their rubbish and that the area is how it was when you arrived.

THE (AR)BORING STUFF

THIS MAY NOT BE THE MOST INTERESTING PAGE OF THE GUIDE, BUT IT IS IMPORTANT, SO MAKE SURE YOU'RE AWAKE ENOUGH TO READ IT.

- If you create materials for your fundraising, please make sure you write that you're fundraising "in aid of" (not "on behalf of") Trees for Cities, and include our registered charity number, 1032154. We're happy to look over any materials you produce yourselves if you'd like us to!
- If you sell alcohol at an event, you will need to have a license - it is always better to find a licensed venue than try to obtain one yourself
- There are a few rules around running raffles and lotteries - you should make sure that:
 - tickets are only sold at the event, and the winners are drawn there
 - that you do not spend more than £500 on prizes
 - there are no cash prizes
- If you plan on running a raffle or a lottery over an extended period of time, you will need to obtain a gambling license from your local authority
- Trees for Cities cannot accept liability for anything that happens at your events - it is always best to make sure that a venue has appropriate insurance

If you are in any doubt about your fundraising or an even that you're putting on, or have any questions, please do not hesitate to contact us by email at info@treesforcities.org, or by calling **020 7587 1320**

ET VOILA!

AND THERE YOU HAVE IT! YOU'RE READY TO 'BRANCH OUT' INTO THE WORLD OF FUNDRAISING!

Remember, you're not on your own - we are on-hand to help you with your fundraising and to help you reach your targets.

If you do ever need us, you can email info@treesforcities.org, or call **020 7587 1320**

You can also find us on social media too if you'd prefer to chat with us that way - check out our pages below (and give us a follow too!)



@treesforcities



@TreesforCities



@treesforcities

**P.S. - WHY NOT SIGN UP FOR OUR E-NEWSLETTER TOO?
VISIT OUR WEBSITE TO FIND OUT MORE...**



THANK YOU FOR YOUR SUPPORT - YOU'RE ASH-TOUNDING!

By supporting Trees for Cities, you are supporting the only UK charity that works at a national and international scale to improve lives by creating greener cities.

We get stuck in with our dedicated volunteers to cultivate lasting change in neighbourhoods – whether it's revitalising forgotten spaces, creating healthier environments or growing food with kids.

To find out more about our work, visit www.treesforcities.org

Registered in England and Wales as a company limited by
guarantee
Registered number: 02874642 / Charity number: 1032154

