Fundraising Toolkit

Winter Walk for Wildlife
The Winter Walk for Wildlife is a fundraising event in which all the proceeds will support Thames Talbot Land Trust and our conservation goals. Fundraising is a great chance to support the organizations you believe in. Not everyone finds fundraising easy, so we have put together this Toolkit to help you along the way.

This Toolkit will provide you with some ideas on how to raise money, as well as information about Thames Talbot Land Trust to explain our goals and previous accomplishments. This should make it a little easier to ask for a donation.
What we do
Thames Talbot Land Trust (TTLT) is a registered charity with a mission to protect environmentally significant land throughout our region.

- **We protect our region's vulnerable species by protecting natural land and restoring ecosystems**
  ⇒ We currently protect more than 1700 acres of land (and still growing!), home to at least 38 species at risk

- **Our work today is building a greener future for tomorrow**
  ⇒ We work towards building and improving all types of animal habitats, including the creation of approximately 35 acres of rare meadow habitat

- **Public participation is important to our mission - we aim to engage community members through hands-on workshops and fun nature events**
  ⇒ We hosted 29 community events in 2019, 26 of which were free
  ⇒ We taught environmental education to 345 students in 2019

- **We work in the City of London as well as Middlesex, Elgin, Oxford, and Perth Counties**
How to make the ask for a donation

Tell people why

Let people know why you’re fundraising. If you have a personal reason, tell your story. Remember to let people know how their support will make a difference in their local community and in the natural world around them.

Always Ask

- **The number one reason why people donate is a simple one: because someone asked them to!** Fundraising’s golden rule is equally as simple: you raise money when you ask for it.

- **Ask personally** - share your own story, not just statistics. Connect with your donors through your personal relationship with them.

- **Ask everyone** - think beyond family and friends – how about your neighbours, coworkers, doctor, barista, grocery store clerk – anyone you regularly contact.

- **Ask big** - if you ask someone for $100, you might get $100, or perhaps you’ll get $75 or $50. Whatever the case, it never hurts to set the ask higher.

- **Ask confidently** - you are not asking for money for yourself; you are asking for funds to help with the pressing issue of climate change, the welfare of local wildlife and building a stronger community. If you believe in the cause, there is no reason to be embarrassed in asking for support.

Before

After

*Restoration project by TTLT at Hawk Cliff Woods*
Fundraising Tips

⇒ Make a self donation—Donate to your own fundraiser to get the momentum started and set the tone. Fundraisers who make a self-donation are proven to raise more than those who don’t.

⇒ Use social media—Direct donors to your fundraising page on social media. Donation goals on social media is a commonplace practice and is proven to get results. Use social media to keep everyone posted on your progress so they feel involved.

⇒ Make it personal—Sharing your personal connection or belief in a cause gives a deeper meaning to why you are asking for donations. If friends and family learn about your connection or beliefs in a cause they are more likely to donate.

How to raise $250 in just 5 days:

Day 1
Sponsor yourself for $25

Day 2
Ask 5 family members for $20

Day 3
Ask 5 coworkers for $10

Day 4
Ask 5 neighbours for $5

Day 5
Ask 5 friends for $10