



Dear Fundraiser,

Thank you for choosing to fundraise for BirdLife International!

Whether you're birdwatching, hosting a bake sale, hiking a mountain, or setting up donations for your wedding, we are so grateful that you've decided to support BirdLife in your fundraising venture! Your help to protect birds and nature is enormously valuable and enables us to use our science and skills to make a real difference.

In this pack we want to share with you the best way to fundraise, including inspiration for your fundraising and tricks to help you make it a success!

We suggest setting up your fundraiser on JustGiving. A platform that allows you to tell your story, easily manage your donations and be shared to your socials. Visit: [www.justgiving.com/birdlifeint](http://www.justgiving.com/birdlifeint) to register, and it will link your fundraiser to BirdLife. We have included a helpful guide with how to steps on the next page. If you are fundraising offline, we have included details at the end of how you can transfer your collected funds.

In your fundraising pack you will find a registration form, this is so we can set you up on our database and log your donations.

If you would like our support in your fundraising, please don't hesitate to get in touch we will be happy to help. Visit BirdLife's store if you want to purchase a hoodie or matching t-shirts! <https://birdlifestore.com>

From all here at BirdLife International, we wish you the greatest of success!

Yours in conservation,

*The Fundraising Team*

BirdLife International | [fundraising@birdlife.org](mailto:fundraising@birdlife.org)

## Setting up your JustGiving Page

**Why use JustGiving:** JustGiving is a trusted platform to empower people to make good things happen. It also provides tools and tips to support your mission.

**How it works:** It is free to sign up and all donations given to your fundraiser will be automatically transferred to BirdLife.

1. Visit: [www.justgiving.com/birdlifeint](http://www.justgiving.com/birdlifeint) and click 'Fundraise for us' in the top right corner



2. If you haven't already registered with JustGiving, create an account, and log in
3. Select the type of event you wish to participate in. If you are taking part in an organised event, select the event from the list, then find your event using the search bar

			
<b>Taking part in an event</b> From a marathon, triathlon or charity bike ride to a sponsored walk or trek. Raise money for any official event.	<b>Celebrating an occasion</b> Ask friends for donations rather than birthday or wedding gifts.	<b>Remembering someone</b> Pay tribute to a loved one by collecting donations for a cause they cared about.	<b>Doing your own thing</b> Shave your head, give up chocolate, do something unique...
<a href="#">Start</a>	<a href="#">Start</a>	<a href="#">Start</a>	<a href="#">Start</a>

4. Complete the form
5. You've now created a fundraiser! It's time to customise it. Add features such as your fundraising story on what and how, fundraising target and cover photo
6. Should you receive donations offline you can add these to your page, so they grow your total

View [Edit](#) Media [Donations](#) Settings

Edit page

7. You can 'post an update' with text, photos, or videos to tell your supporters how you're getting on
8. We will receive a notification of your new fundraising page and we can't wait to see it!

## Fundraising Ideas and Tips



### 1. Get inspired!

Browse fundraising ideas and find the right activity for you. It could be joining an organised event or running a raffle – we've got a few ideas to get you brainstorming below.

### 2. Fundraise and have fun!

Be brave with your fundraising. Tell your family, friends, colleagues and classmates that you want to help birds and nature, and get them to sponsor you. And most of all, have fun! You have chosen to do something amazing, and we are very thankful for your support.

### 3. Help protect birds and nature!

BirdLife is the world's largest nature conservation charity, having over 100 partners across the globe. Driven by our belief that local people, working for nature in their own places but connected nationally and internationally, are the key to sustaining all life on this planet. This approach delivers high impact and long-term conservation for the benefit of birds, nature, and people. Donations help save birds from extinction, protect our planet from climate change and support disadvantaged communities in key wildlife spots.

### Fundraising ideas for everyone:

**Bake sale** - at work or school this is a great group activity

**Walk, hike, run, or cycle** – give yourself a challenge and take part in a charity event or hit your own personal goals

**Celebrate an occasion** – be environmentally conscious and ask your wedding party or birthday gifts to go to charity

**Bird-a-Thon** – go birdwatching or celebrate World Migratory Bird Day

**Virtual pub quiz** – make the most of your regular Tuesday night at the pub or setup a special Zoom

**Gaming marathon** – decide on the length and host a livestream

**Want to simply raise money?** Sell your clothes, your old Xbox or do a car boot! Sometimes, you don't need a reason, you just passionate for the cause!

### Tips and tricks:

- Explain how your fundraiser will help BirdLife, and protect species from extinction
- Make regular updates on your JustGiving page - 'post an update' with text, photos, or videos to tell your supporters how you're getting on
- Share your page on social media - your donations are likely to increase by 5 times! The morning commute or in the evening are popular periods that can lead to views and donations
- Generate a QR code to add to offline promotions such as your event t-shirt or posters

## Fundraising Registration Form

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postcode: \_\_\_\_\_ Country: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

About your Fundraiser:

Link of your fundraising JustGiving page: \_\_\_\_\_

- I would love BirdLife to share my JustGiving page on social media and/or their website\*  
(\*we are unable to guarantee it will be shared)*
- I happy for BirdLife to share my fundraiser and any photos to celebrate success and inspire others*
- I am happy for BirdLife to keep me up to date about projects, appeals and the work my fundraiser is being used for*

*By submitted this form you agree to the terms of our [Privacy Policy](#). This sets out what we will do with your personal information and what your rights are. If you have any queries about the way in which BirdLife International uses your information, or you would like more information on your privacy rights, please do contact us at [privacy@birdlife.org](mailto:privacy@birdlife.org)*



## Fundraising Offline

Have you been fundraising offline? Please send your donations by the following means:

**Bank Transfer:** Account name: BirdLife International

Bank address: Barclays Bank, 9-11 St Andrews Street, Cambridge, CB2 3AA, UK

**UK £ account:** Account no: 00064564 | Sort Code: 20-17-68

SWIFT code: BARCGB22 | IBAN: GB15 BARC 2017 6800 0645 64

**Europe € account:** Account no: 54243766 | Sort Code: 20-17-68

SWIFT code: BARCGB22 | IBAN: GB34 BARC 2017 6854 2437 66

**US \$ account:**

Account no: 82812655 | Sort Code: 20-17-68

SWIFT code: BARCGB22 | IBAN: GB36 BARC 2017 6882 8126 55

### **Cheque:**

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