



# Your guide to fundraising success

Raising money to help support Ruby Robin and her wildlife friends on National Robin Day 2021, is easier than you'd think. This guide gives lots of ideas and practical advice to help you do some awesome fundraising.

With your help, Songbird Survival will be able to do more in our mission to protect UK songbirds. Surviving the harsh winter can be a massive challenge – that's what our campaign is all about.

Thank you for being a hero for  
Ruby Robin and all her wildlife  
friends

By getting this pack you have taken the first step towards doing something amazing to help the small birds we all love. Whatever you decide to do, every pound you raise will make a massive difference, but where should you start?

We've put together some ideas and have provided resources to make sure that whatever you do, it's the success you deserve.



## Fundraising Success

*"one of my biggest passions is bird photography, and I need to improve my level of fitness ready for surgery any time soon. so I can't think of a better challenge. this will give me a motivation to get off my backside and move. Want to join me in supporting a good cause? I'm walking 50 miles in September for SongBird Survival and I need you to sponsor me to help me reach the finish line! Whether you donate £5 or £500; every little bit helps. Thank you for your support."*

**Jo, Facebook Fundraiser,  
August 2021**

*"Over the years I have noticed less and less songbirds, especially the sounds of our cherished 'dawn chorus' and so for my birthday this year, I'm asking for donations to SongBird Survival. I've chosen this non-profit because their mission means a lot to me, and I hope you'll consider contributing as a way to celebrate with me. Every little bit will help me reach my goal."*

**Sally, Facebook fundraiser,  
November 2021**

Remember - we are here to support you and are on hand to help with any questions or queries you may have.

**Contact us: [dawn-chorus@songbird-survival.org.uk](mailto:dawn-chorus@songbird-survival.org.uk)**

**Tel: 01379 641715**

# Steps to success

Getting started can sometimes be the hardest part, so our simple steps to success can give you a clear plan with the basics of what you need to do and how to make sure it all goes smoothly.

## 1. Decide on your idea

Look at some of the ideas we have suggested or come up with one yourself – it most likely to be successful if it's something you enjoy doing

## 2. Create a plan

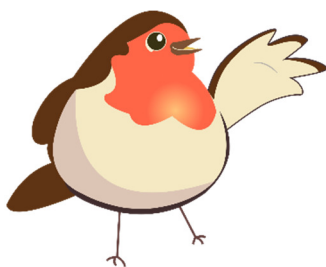
Think about locations and venues, booking a date, plotting a route, setting a target, who else needs to be involved and how will people donate- e.g. buy tickets, sponsorship etc.?

## 3. Promoting your fundraising

Spread the word to everyone you know – get online using Facebook and Twitter, contact local press, email your colleagues, friends and family, put up notices and posters. Tell people why you are fundraising and inspire them to support you. Please let us know your plans too!

## 4. Collecting and sending your money

There are lots of ways to get the money to us – donations via Facebook or Just Giving will come straight to us and you can send or bank any sponsorship which you've collected. Don't forget to ask people to Gift Aid their donations- this brings in even more money for us to use to help songbirds.



## 5. Thank you!

We are so grateful that you have decided to raise money for us. Make sure that you send a big **thank you** to everyone who got involved with your fundraising and let them know how it all went.

# Ideas to get you started....

## Individual events

- Give something up – and use the money saved towards sponsorship
- A-thons organise a marathon of a fun or challenging activity of your choice and get sponsored for your efforts

## With your friends and family

- Coffee morning
- Raffle – buy a book of cloakroom tickets and source some prizes (why not theme these around birds) and then sell them to your friends and family
- Movie night – pick a favourite Christmas film and invite your friends round on National Robin Day- 21<sup>st</sup> December for a small donation

## At work

- Dress up or down day – have a comfy clothes day in the office or a smart dress for those at home & on zoom type of days, with people paying to take part
- Sweepstake – create a list of 30 birds, including Ruby Robin and put their names in a hat and people pay £1 or £2 per bird. You secretly pick a bird and reveal the winner after all are sold.
- Matched giving – ask if your workplace will match what you raise then watch your total double!



### Ruby's Favourites:

As they are so popular, detailed plans for these type of events can be downloaded separately from the website at:

[www.songbird-survival.org.uk/national-robin-day-pledge-your-support](http://www.songbird-survival.org.uk/national-robin-day-pledge-your-support)

- Treasure Hunt – create a hunt with a small prize and ask people to enter.
- Cake Sales are hugely popular – make the cakes yourself or get friend or local shops to donate them.
- Fundraising run or walk

# National Robin Day sponsorship form - please sponsor me to be a Hero for Ruby!



Your full name	
Your full address	

Tick to Gift Aid ✓

*giftaid it*

**Make your gift worth 25% more at no extra cost to you.**

If I have ticked the box headed 'Gift Aid', I confirm that I am a UK Income or Capital Gains tax payer. I instruct SongBird Survival to reclaim tax on the donation detailed below, given on the date shown, and any donations I make in the future or have made in the last four years. I understand that if I pay less Income Tax 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.

Title	First name	Surname	Home address (To enable us to claim Gift Aid we need you to include your full address and each person must fill in their own details)	Postcode	Gift Aid	Donation amount	Date given (we can't claim Gift Aid without this)
Mrs	Sandra	Sample	123 Road, Leeds	AB12 3CD	✓	£20	01/09/21

Subtotal of donations on this page

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SongBird Survival. PO Box 311, Diss. IP22 1WW

Tel: 01379 641715 email: dawn-chorus@songbird-survival.org.uk

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PTO





Thank you for being a Hero for Ruby Robin and all her wildlife friends

The money raised will help us in our mission to protect UK songbirds.

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Mrs	Sandra	Sample	123 Road, Leeds	AB12 3CD	✓	£20	01/09/21

Page 2

Subtotal of donations on this page

Total carried over from Page 1

TOTAL RECEIVED

Make cheques payable to SongBird Survival.

Please do not send cash in the post.

Please send your completed form to: PO Box 311, Diss. IP22 1WW



Registered with  
FUNDRAISING  
REGULATOR



# Planning & Organising an event

## Top Tips to help you organise an amazing fundraising event

### **Purpose:**

What is the purpose of your event? Perhaps you'd like to do more than raise funds and help let people know more about the cause and work we do. Let us know how we can help you with leaflets, posters and maybe even attend in person!

### **Fundraising Goal:**

How much money do you plan to raise? Having a goal will make organising things much easier.

### **Budget:**

Taking into account the fundraising goal; how much money should you spend on running your event? Perhaps make a budget listing of everything you can think of and leave a little extra for any unforeseen costs.

### **Leadership:**

Whether working alone or with a group or committee; leadership is essential to reach your goals. For larger events definitely get a committee together. Include local celebrities, business leaders and philanthropists and don't forget on the ground volunteers and staff.

### **Target Audience:**

Who will come to your event? Who will support you? Is the event geared towards a specific group like business people, parents, or young professionals?

### **Set-up:**

Where will it be? Will food be served? Will there be entertainment? What kind of dress will be required? What is the itinerary for the event? You can always ask SBS for advice.

## **Marketing:**

Get the word out: make posters, invites, postcards, adverts, local press, word of mouth and, of course, social media. Don't forget to share your event with SBS so we can help promote it to our supporters for you.

## **Sales:**

Will people buy tickets or sponsor you or will they be making donations to SBS directly? Why not set up an online fundraising page here to make collecting funds even easier? If you expect cash donations on the day make sure you ask SBS for donation boxes.

## **Practice:**

It is worth running through how your event should run with all key personnel. If you are having a large or unusual event, the event staff may want to have a practice run to make sure that everything runs smoothly.

## **Thank you:**

Make sure to keep a note of all the people who helped to make your event a success; from volunteers or staff to donors or vendors then let us know these details so we can thank them (and you) all for their help!

## **Have fun!**

Most of all - make sure you have fun!





# Other ways to get sponsorship or ask for donations:

## Set up a fundraiser on JustGiving



This is a well-known and trusted way to raise funds for charities. It is really easy to set up and you can share your fundraiser as well as progress updates and more on any social media platform.

Start here:

<https://www.justgiving.com/campaign/NationalRobinDay>  
and click the big orange “Start fundraising” button

## Set up a fundraiser on Facebook



This is a secure way for your friends and family to pay donations and the funds will be sent directly to SongBird Survival! You can share progress and updates with followers and you and they can share your fundraiser on their personal walls to reach even more people! If you are running something like a cake sale, you could use the fundraiser to take orders and receive funds for them!

Start here: <https://bit.ly/3lflmsn>

## Donate through PayPal



Ask your sponsors to visit: <https://bit.ly/3l5lYul>

They can choose how much they want to donate or even set up a regular donation!



# Whatever you raise, Gift Aid it!

Gift Aid makes donations to registered charities worth more by allowing them to claim 25p from the government for every £1 donated, substantially boosting your fundraising total.

*giftaid it*

Gift Aid can be applied to any donation from a UK tax payer, as long as the amount claimed is no more than the tax paid that financial year.

When collecting donations or sponsorship, make sure to ask whether the supporter would like Gift Aid applied.

All we require for Gift Aid to be applied is a full name and address of the donor. You can print out and use this handy form:



## SongBird Survival Gift Aid Declaration

*giftaid it*

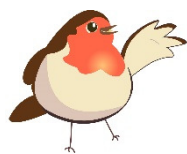
If you are a UK income tax payer, please complete the declaration below. This will allow SongBird Survival to reclaim an extra 25p for every £1 you send us!

Please treat all previous and future donations (including Membership subscriptions) that I make, until I notify you otherwise, to be Gift Aid donations.

Name	
Address	
Signature	
Dated	

I confirm that I am a UK Income or Capital Gains tax payer. I instruct SongBird Survival to reclaim tax on the donation detailed below, given on the date shown, and any donations I make in the future or have made in the last four years. I understand that if I pay less Income Tax 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.

SongBird Survival  
PO Box 311 Diss IP22 1WW  
01379 641715  
dawn-chorus@songbird-survival.org.uk  
www.songbird-survival.org.uk  
Charity no: 1085281



# What to do with all the wonderful funds you have raised!

Your fundraiser is completed and now it is time to get those all-important funds to us.

If you haven't used an online fundraising platform such as Just Giving to collect donations for you, then please send the funds to us directly. You should aim to get your fundraising money to us within a month of your event.

## **Call us:**

Payments can be made over the phone using any credit or debit card. Contact us on 01379 641715 (Monday to Friday 9.30 am to 4pm). Or you can use the donation form included in this pack.

## **Post it:**

Cheques should be made payable to 'SongBird Survival' and sent the address shown with an accompanying donation form (included in this pack)

## **Take it to the bank:**

Any money collected can be paid directly into our bank account. Please send us an email or use the enclosed form to tell us about the funds and if there is any gift aid to claim and we will send you our bank details.

## **Online:**

You can pay your fundraising total to us securely and directly on our website at: [www.songbird-survival.org.uk/national-robin-day-single-donation](http://www.songbird-survival.org.uk/national-robin-day-single-donation) and please email to let us know you paid it in that way.

## **Send us your sponsorship forms:**

If you've collected offline sponsorship, or have a Gift Aid form completed for any of your donations, please return them to:

**SongBird Survival**  
PO Box 311  
Diss  
IP22 1WW

# Tell us about Your Fundraiser

Thank you for raising funds for SongBird Survival's National Robin Day



Please use this form to let us know about your event and to send us the funds you have collected or to let us know you have sent funds to our bank account.

Please do not send cash, please use one of the methods we have listed.

## 1. Your details

Full Name: .....

Address & Postcode: .....

.....

.....

Telephone number(s): .....

Email address: .....

Yes please, I would like to hear more  
about the work of SongBird Survival by:

☐

Post

☐

Email

☐

Telephone

## 2. About your event

Please use this space to tell us about your event – what did you call it, what did you do, how many people were involved or sponsored you, did you get your photo in the local paper? [Continue on a separate sheet if necessary]

## 3. How much did you raise?

£ .....

#### 4. Methods of fundraising

- ☐ I used Facebook
- ☐ I used JustGiving
- ☐ I used PayPal
- ☐ I used sponsorship forms and I enclose these now
- ☐ I collected Gift Aid declarations and I enclose these now
- ☐ I used a different method [please describe] .....



#### 5. Payment methods:

- ☐ I enclose a cheque made payable to "SongBird Survival" for £ .....
- ☐ I have sent the money to your bank account. The total amount was £ .....
- ☐ I sent the payment on the: [date]  
and the reference I used was:  
[we suggest using the name of your event]
- ☐ I paid the money in via the online donation page. The total amount was £ .....
- ☐ I would like you to take payment from my debit or credit card: Amount: £ .....

Card No:  /  /  /

Valid From:  /  Valid To:  /  Issue No:

Security No (last 3 digits on back of card):  We regret we are unable to process any payment where the security code has been omitted

Signed: ..... Dated: .....

Please post your completed form and any enclosures to:

**SongBird survival**  
**PO Box 311**  
**Diss**  
**IP22 1WW**

If you are not enclosing any sponsorship forms or cheques, you can scan in and email this form to: [dawn-chorus@songbird-survival.org.uk](mailto:dawn-chorus@songbird-survival.org.uk)

# Share your success!

Thank you so much for your support. Shout about your achievements on your social media or even send a press release to your local paper!

We love to hear about the ways people choose to fundraise for us. We could feature quotes or photographs from your event in our publications, online or in materials like this, so get in touch and let us know how it went.

"I'm Ella I'm 5 and all birds especially songbirds are important to me because they make beautiful songs to listen to and have different colours and I would love everybody to help save them. I am going to try this September to join the Songbird survival and raise some extra pennies and help them carry on with their research to see why songbirds are on the decline and what we can do to stop this."

*Ella, Facebook Fundraiser, September 2021*

If you have any questions or need more detailed advice about legally fundraising for SongBird Survival:

Tel: 01379 641715

Email: [dawn-chorus@songbird-survival.org.uk](mailto:dawn-chorus@songbird-survival.org.uk)

Visit: [www.songbird-survival.org.uk](http://www.songbird-survival.org.uk)



For more fundraising ideas:

[www.songbird-survival.org.uk/fundraise-for-us](http://www.songbird-survival.org.uk/fundraise-for-us)

Learn more about National Robin day and what you can do to help all birds and wildlife at:

[www.songbird-survival.org.uk/national-robin-day](http://www.songbird-survival.org.uk/national-robin-day)



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web: [www.songbird-survival.org.uk](http://www.songbird-survival.org.uk)

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