



# WildTeam

## Virgin Money Giving Guidelines

Virgin Money Giving (VMG) is an online fundraising website (similar to JustGiving / Crowdrise) <http://uk.virginmoneygiving.com>. VMG is 100% non-profit and they pass on any Gift Aid to WildTeam in full. Online fundraising is one of the easiest and quickest ways for people to sponsor you and to help you raise funds for your chosen charity. All you do is create your own internet sponsorship page, email it to all your friends and get them to donate online with a credit or debit card and the money goes direct to the charity. You can add your unique link to the bottom of all your emails / post a link to Facebook etc. and it is an easy way to monitor the amount you have raised. Fundraising pages can be set up by people outside of the UK and the site can receive donations from anywhere in the world and secure servers mean all card information is totally safe.

## Setting up an online fundraising page

To set up a fundraising page just follow this link:

<http://uk.virginmoneygiving.com/fundraiser-web/fundraiser/chooseFundraiser> and then follow the prompts.

It only takes five minutes, just fill in your details and choose WildTeam as your charity. You can then personalise with a photo and text description (see sample text below) explaining what you are doing and why. You can then share your page with friends and family and encourage them to sponsor you. VMG also has smartphone apps available to help you keep track of fundraising progress.

### Sample text to use

On the next page is an example of the sort of thing to write. Please feel free to add to this or change, but please make sure any specific facts on the work of WildTeam is based on this text or information provided by WildTeam and/or the information in the fundraising pack.

Don't forget to personalise the text, sponsorship is more likely to come in if you explain why you are doing this fundraising and what has motivated you. Also make

sure you upload photos and update your page with any nice stories of fundraising efforts so far. Information on the general work of WildTeam should automatically appear on the right of the page.

If you would like your fundraising to go to a particular cause, there is currently a choice between two initiatives. TigerTeam or WildImpact.

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#### Sample text raising funds for TigerTeam

Thank you for visiting my fundraising page! I will be attempting / organising a .....[Add more information as required; explain what you are doing and why]. All this effort will be to raise money for WildTeam, a charity dedicated to the protection and conservation of the endangered Bengal tiger in Bangladesh.

Tigers are an endangered species, a species which has lost 97% of its population over the last century. There are 3,200 magnificent tigers left in the world and these face huge poaching pressure as the demand for tiger parts continue to rise.

The Sundarbans, the largest mangrove forest on earth, can hold approximately 400 tigers. This remote corner of India and Bangladesh is a unique stronghold for tigers. Here WildTeam is working alongside the local people to overcome tiger threats and build a future for tigers in Bangladesh. Funds raised will go towards continuing this vital work, especially in tackling wildlife crime.

Making a donation is simple, and you can use most debit or credit cards, or PayPal. Virgin Money Giving will reclaim gift aid tax on your donation for WildTeam (if you are a UK taxpayer), meaning any donation is worth around 25% more! Please note that your sponsorship is only eligible for gift aid if you are a UK taxpayer.

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#### Sample text raising funds for WildImpact

Thank you for visiting my fundraising page! I will be attempting / organising a .....[Add more information as required; explain what you are doing and why]. All this effort will be to raise money for WildTeam, a charity who's vision is a future with more wildlife to enrich people's lives and more wild places for the magnificent diversity of life on earth.

WildTeam has worked for over a decade in field conservation and policy in South Asia, and has brought together expertise from the business and conservation sectors to strengthen and innovate approaches to improving effectiveness. Using conservation action planning and project management tools in their work has really helped to increase the effectiveness of their conservation actions.

WildTeam believe that happy, well managed conservation organisations and projects with sufficient skills, staff, and funds have the best chance of achieving measurable conservation impact. WildTeam has set up a new initiative to provide non-profit consultancy and training services to help conservation teams strengthen their effectiveness, to free up more time for core conservation activities

Through the WildImpact initiative, WildTeam gather and develop game changing best practice, and bring this to conservationists around the world in a fun and engaging way to increase their chances of achieving measurable impact.

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## WildTeam charity info

The charity section of the page (on the right hand side) should automatically populate. If it doesn't please use the text below:

We believe that people and nature grow stronger when they grow together. This means we include as many people as possible in our work and we celebrate nature in everything we do. By acting fearlessly and by grounding everything we do in reality, we're succeeding in our mission to change the game for nature.

Our flagship initiative, TigerTeam, is focused on creating a sustainable future for the Royal Bengal tiger.

Bangladesh is home to one of the world's largest populations of tiger. Poachers and loggers are threatening this population, so we're doing what it takes to protect this amazing animal and build it a secure future in the Bangladesh Sundarbans.

The heart of our strategy lies in communication and social change. In practice, this means everything from collaboratively creating local solutions, such as volunteer

tiger response teams, to building partnerships with international organisations and influencing conservation decision-makers in Bangladesh and around the world.

Our other main initiative, WildImpact, focuses on gathering and developing game changing best practice, and bringing this to conservationists around the world in a fun and engaging way to increase their chances of achieving measurable impact. Our initial focus for best practice is project management, to help teams design, implement, and evaluate great conservation projects.

WildTeam is a UK charity arm of a local organisation in Bangladesh also known as WildTeam (formerly Wildlife Trust of Bangladesh).

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## Hints and Tips

- **Don't forget to personalise the text:** Sponsorship is more likely to come in if you explain what and why you are fundraising and what has motivated you. Also make sure you upload photos and update your page with any nice stories of fundraising efforts so far.
- **Add photos to your page:** WildTeam has provided some standard photos but feel free to add a photo of yourself to personalise the page.
- **Email your family and close friends first:** Before emailing your whole contacts list, others will be more encouraged to donate if you already have a few donations (try and get some larger amounts in first, i.e. a first donation of £20 can set a precedent, sometimes sponsors will see how much others have donated).
- **Share your page:** Then send a link of your fundraising page to everyone in your address book, and ask them to forward it on to everyone they know too. Share your page in any other way, for example Facebook, Twitter, your email signature, blogs etc.
- **Keep your page updated and keep reminding friends and family:** People may be keen to sponsor you but normal life gets in the way so reminders are useful. Tie them in with progress of fundraising efforts and training stories. It's also a good idea to ask for donations around payday.

Good luck! And please email [donations@wild-team.org](mailto:donations@wild-team.org) if you have any questions.