



WILDTEAM®



# Fundraising Guide

Challenge yourself to help  
change the game for nature



# Fundraising Guide: Welcome

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The Bangladesh Sundarbans is home to one of the largest populations of tigers on this planet, an essential stronghold in the face of immense human pressure. Only 3,200 wild tigers remain in the world. **TigerTeam** wants you to step up to the challenge and raise vital funds for their future.

This pack will help you raise funds for tigers. Inside you'll find out a bit more about who we are and what we're doing; get some fun, simple and highly effective fundraising ideas; and learn where to find more resources.

Welcome to the Team, and good luck with your fundraising.



## TIGERTEAM: WHO WE ARE

**TigerTeam** is focused on creating a sustainable future for the Royal Bengal Tiger. We're part of WildTeam and we're two years into a five year strategy to change the game for tigers in Bangladesh.

The heart of our strategy lies in communications and social change. In practice, this means everything from 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.

**We believe the best way to protect nature is to celebrate it.** We nurture people's innate love for nature and we channel that love into successful conservation. We make sure to celebrate progress because we're optimistic about the future.

**We believe people are the solution** because we see evidence of it everyday. We have over 250 people volunteering to protect tigers and villagers on the fringes of the Sundarbans. When a tiger

strays into a village, these teams use techniques we've perfected together to either shepherd it back into the forest or call for back-up.

As recently as three years ago, death was the most likely fate for any stray tiger. Now, in some of the most tiger-prone villages on earth, it is the local people who are embracing and championing new ways to tackle the tiger-human conflict.

**We are grounded in reality.** Finding a sustainable way to save tigers is a huge challenge. We rely on thorough research to guide our strategy and take care to really listen to what people have to say.

That way, our actions work today and into the future. Change happens when we work with people. So that's where our solutions always start.

**We're not afraid to do things differently.** From the locals who volunteer in village tiger response teams to shepherd stray tigers back into the forest, to our emergency rescue team, which retrieves bodies from the forest for grieving families. From conducting the first tiger relocation in Bangladesh to working with decision makers to change policy.

**When it comes to a secure future for tigers and people, we're doing whatever it takes.**



## THE KEY TO FUNDRAISING

**No such thing as 'easy money'?  
Wrong.**

**There is when you're fundraising  
for a spectacularly good and  
urgent cause such as this. You have  
a license to print money, don't lose  
sight of that.**

**Fundraising can seem daunting at  
first, particularly if you haven't tried to  
fundraise before. Getting and asking for  
money is something most people shy away  
from, but actually, you'll find it's incredibly  
easy and lots of fun when you are doing it  
for a great cause.**





## MAKING A PLAN

**Having a fundraising plan is a big step towards reaching your target. Here is TigerTeam's suggestion for raising £3,000 for tigers.**

Remember that this is an arbitrary fundraising target. To make your own fundraising plan you can pick and choose any of the ideas you like and increase or decrease the fundraising targets. Don't forget to take a look at the 'A – Z of fundraising for tigers', to spark off some more creative ideas.

### **Fundraising £3,000 for tigers**

#### **Hold a tiger themed bake sale**

**Target: £250**

Bake tiger themed goodies. Get creative with striped cupcakes or tiger shaped cookies. Get in touch with your local community – church, mosque, school, scout group, business community, local environment group, etc. – and charge them for your goods. Simple, effective and profitable.

#### **Market your online sponsorship page**

**Target: £500**

This is easy and effective. You can use **CharityGiving** to set up your own personalized fundraising page. Visit [www.charitygiving.co.uk/fundraising](http://www.charitygiving.co.uk/fundraising) to get started. Take advantage of a tiger picture and let people know what you are fundraising for. Share it with your friends, family, and everyone you know. You can even send out a monthly email update of your progress and watch as you inch closer to success.

#### **Donating gifts**

**Target: £350**

Christmas, birthdays, Eid, Valentine's Day, Halloween, wedding anniversary, any other date that means something to you. These are all perfect fundraisers. Show people your dedication to the cause by refusing gifts, and instead point them to your online page or sponsorship form.

#### **Get sponsored for embarrassing yourself**

**Target: £350**

Humiliation is king. If you are brave enough to humiliate yourself in a large crowd, triple your £350 fundraising target for this. Shave your head hair, your back hair, all your hair. Wear a tiger leotard into work for a day. Show a bit of skin. Pour liquids over yourself. Get creative. Easy money.

#### **Hold a tiger party**

**Target: £750**

If you're a social butterfly, this is right up your street. If not, you're bound to know one and you should get him or her involved in this initiative. Hire out a venue – a pub, a town hall, a friends house, a conference room, etc. – and charge your friends, family and colleagues a healthy entrance fee to donate the entire lot to tigers (they will be happy to pay when they know it's for charity). Double or triple your income by persuading the venue to donate the space for free, sell tiger beer with a 30% mark up as a donation, hold a paid for quiz and/or auction things you've donated. Celebrate nature like TigerTeam.



## MAKING A PLAN

### Blanket mail out to your local businesses

**Target: £200**

It is a number's game. Aim for about 100 companies that are local to you and send a two paragraph letter to them (include a picture of a tiger). Short and sweet is much, much better than pages of information. If they're nearby, follow it up with a quick personal visit so they can put a face to a name. You'll be surprised what you get back. Sometimes a cheque, sometimes a free product for you to sell or auction to raise money.

### Engage your place of work

**Target: £400**

Speak to your CEO, board of directors and all other senior management to get donations (they'll love your initiative). Get reception to put a tiger donation tin on the reception desk. Persuade the work Christmas party committee to do something for tigers at the party (donation boxes, auction, ticket sales, etc.).

And, of course, check to see if your business corporate social responsibility (CSR) department will double match fund anything you raise. They often do and this can make a huge difference to your fundraising target. If you raise £3,000, they'll match it with another £3,000.

### Rattle a donation bucket

**Target: £200**

Basic, unglamorous, and highly effective. Go into your local town one evening and ask for donations for tigers. People will give, and the bigger the smile, the more you get. Especially if you lay on the charm to any pub or restaurant owners, who will then let you into the venue to approach their customers. Wear a tiger outfit if you want to be noticed. This is easy money.

**Congratulations, you've raised a whopping £3,000 to give tigers in Bangladesh a future. This will support an entire tiger response team for a year; or help us buy a radio collar to track stray tigers to save human lives.**



**Here are some more quick ideas to spark off your imagination. If you're time-starved, simply use the plan above. If you have a little more time, get creative and have some fun with these ideas:**

- A** Art attack: get artists to create tiger related pieces and sell them at auction.
- B** Battle of the bands: get together your local bands and create a fundraising event.
- C** Cat walk: set up a a fashion show or sponsored event and start selling tickets.
- D** Disco inferno: 70's style disco. Tiger print clothes a pre-requisite.
- E** E-bay: sell, sell, and sell! Anything you can (legally) get your hands on. The more stripy the better.
- F** Feline phenomenon: wear some lovely pink whiskers at work or school for donations.
- G** Gamble for tigers: (Bengal) Royale poker night - when the house wins, tigers win!
- H** Host a comedy night: gather donations and have a laugh with your mates!
- I** I do: donate your wedding gifts to tigers.
- J** Job swap: why not swap lives with your boss for the day in a sponsored challenge.
- K** Kill it for a week: give up your smoking, your overeating, or any other vice you have for a bit of cash.
- L** Lantern release: sell fire lanterns and set them free together at a big festival.

- M** Murder mystery night: host a night at your house (or jungle) for some Agatha Christie style adventures.
- N** Nacho night: Mexican cooking for Asian animals.
- O** Olives and cheese night: have a very posh evening to celebrate tigers.
- P** Pub quiz: get in touch with your local pub and see if they'll charge for their quiz and donate the proceeds.
- Q** Quickly does it: sponsored 10k run; half marathon; marathon; iron man etc.
- R** ROARing 20s swing night: organize a ticketed prohibition-style dance extravaganza.
- S** Sundarban skipathon: get your school fit and save forests at the same time.
- T** Tee off for tigers golf tournament: set the 'Tiger Woods' challenge with your competitors.
- U** Up then down: challenge your wits with a sponsored abseil.
- V** Velo challenge: cycle from London to Paris, across Britain or anywhere.
- W** Wilderness challenge: get sponsored to live off the land for a week.
- X** X marks the spot: run a sponsored treasure hunt or scavenger hunt to save our tiger treasure.
- Y** Yachting the oceans: travel the world and donate your sponsorship.
- Z** Zoos love tigers: get in touch with your local zoo and collaborate with them. Hold an event in one of their venues, shake a tin for tigers one afternoon, get the tiger zoo keeper to give a presentation on tigers.



**To get going you'll need a fundraising toolkit. Things you can access, quickly and easily, to support your fundraising needs. Here is a list of resources TigerTeam can give you to support your endeavors.**

### ELEVATOR PITCH

This is how you quickly explain what you're doing to a potential funder. Use this document, particularly 'TigerTeam: who we are', to create your own bespoke elevator pitch. Also, have a look at our website [www.wild-team.org](http://www.wild-team.org) to get some more nuggets of information. But here is one we prepared earlier to help out those time-starved people:

'I'm challenging myself <**insert your challenge or event as appropriate**> to raise urgent money for the Bengal tiger. The tiger will go extinct in 10 years unless we do something now. Please would you donate to the tiger charity I'm raising money for'. Simple.

### VISUALS OF TIGERS, FOREST AND WILDLIFE

Pictures sell. Particularly pictures of the iconic and globally loved tiger. Get in touch with TigerTeam and we'll send over a small library to use in your communications. Include these on your online fundraising page, Facebook, your letters to businesses, your emails, and any other communication.

### CHARITY GIVING (ONLINE PAGE)

Get registered and use this as your central portal for donations. Use this link [www.charitygiving.co.uk/fundraising](http://www.charitygiving.co.uk/fundraising) to create your page. After entering your personal details remember to select WildTeam as the charity your are fundraising for.

### FACEBOOK AND OTHER SOCIAL MEDIA

Fundraising in the 21st Century is great fun. Never have you had an opportunity to communicate so easily to so many people. Get in touch with TigerTeam and we'll give you a Facebook banner for you to upload on your timeline. The TigerTeam brand is vibrant and colorful, and we can help your communications be the same.



**Stay healthy, safe and legal. We're delighted you've decided to save tigers and support TigerTeam. However, we cannot be held liable for your activities. When you hold events or do any kind of fundraising, it's your responsibility to keep safe and legal. Here are some basic guidelines to help:**

Health and safety: contact your local council/ authority to make sure your event is run safely. If you're in the UK and holding your event at work, see [www.hse.gov.uk](http://www.hse.gov.uk) for guidance. For advice on first aid in the UK, contact your local branch of St. John's Ambulance. The Red Crescent/Cross can give excellent advice on this around the world.

Insurance: think about liability insurance if you're holding an event that involves the general public. Include this in your budget. Some venues already have liability insurance, so it's worth checking with them to see if you're already covered.







# Thank you

for stepping up to the challenge. Your energy and passion can make a huge difference for the future of tigers.

We are here to support your efforts.  
Contact the team anytime:  
[info@wild-team.org](mailto:info@wild-team.org)

Registered Charity Number: 1149465



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