

# DET Community Service Program Fundraising for Conservation



## Fundraising Ideas

There are many opportunities for fundraising. The method that you choose will be dependent on the resources and time available to you. To ensure success, the chosen activity should be FUN and SAFE. You might like to consider some of the following options:

- **Free Dress Day**
  - Choose a theme eg rock stars, famous people, colour, animal or country
- **'Wild Style' Crazy Hair Day**
  - Stripes, spots or whatever...
- **Something-a-thon**
  - Walkathon, lapathon, swimathon, triathlon, mini-olympics, stair climb...
- **Talent Contest**
  - Battle of the Bands, dancing, singing, art, photography, comedy... idol?
- **Organise an event**
  - Fete, carnival, quiz night, rock concert...
- **Cater for Conservation**
  - BBQ, special lunch, cake stall...
- **Presentations**
  - Hold a lunch time talk about threatened species
- **Other Ideas**
  - Make and sell crafts
  - Slave for a day (teachers?)
  - Lamington or chocolate drive

## How will we promote the event?

The success of your fundraising efforts will be dependent on how well you promote the event. You may like to consider these options for promotion:

- PA Announcements
- Posters
- School Newsletter
- Flyers
- Badges
- T-shirts
- Word-of-mouth
- School website
- Letters to students and families
- Media (Community newspaper, local radio...)

Perth Zoo can provide you with a Wildlife Conservation Action promotional pack which includes posters, flyers, brochures, badges and donation tins.

You should also remember to celebrate and share your success after the event!



## How will we collect funds?

The way that you actually raise money will depend on the type of activity that you choose. The money you raise could be sourced from:

- Sponsorships
- Fees for participation
- Profits from sale of fundraising items
- Door fees/ticket sales
- Donations

## Other things to consider

You need to ensure that your event is safe and successful. You should think about the following when planning and running your event:

- There may be costs involved in running the event. Weigh up all your options. Remember that your main aim is to make a PROFIT!
- Consider how much time will be required to plan and organise your event.
- Consider how many people you will need to help plan and organise the event.
- Identify and deal with any potential health and safety issues
- Seek permission to use any spaces or locations well ahead of the event.
- Consider how the event will have an impact on the school day/staff/students
- Be sure to liaise with relevant school staff
- How will you communicate with event partners who are not a part of the school community?
- Organise any props/staging etc
- Consider impacts of unforeseen circumstances like poor weather
- Is there anything that you can do to make sure that you run an environmentally-friendly event?
- How you will keep the funds secure once they have been collected?
- Who will be responsible for event logistics on the day?
- Consider whether rehearsals will be required, and plan for them.
- Be sure not to annoy or offend anyone (eg most people don't like people door knocking for donations)

## After the Event

There's still a lot to do after your fundraising event, such as:

- Collecting all funds raised
- Contact Perth Zoo to arrange handing over of the funds raised
  - The Zoo will provide you with a receipt and acknowledgement that we have received the funds.
- Send your photos and event details to Perth Zoo so that we can include them on our [Wildlife Conservation Action](#) supporters page on our website.
- You might like to consider contacting your community newspaper to help promote your achievements, as well as the reasons why you raised funds for conservation
- Thanking those people/organisations who helped out
- Awarding any certificates/prizes etc. Contact Perth Zoo for electronic versions of [Wildlife Conservation Action](#) appreciation certificates.