



the
gorilla
organization

FUNDRAISING NOTES

An ape sized, step-by-step guide to fundraising for The Gorilla Organization



**With your support we can save gorillas
from extinction**

Welcome to our fundraising team!

So, you've decided to fundraise for the Gorilla Organization! Excellent! We can't thank you enough for your efforts, and, if gorillas could talk, they would thank you, too!

We appreciate that organizing an event and getting your friends, family and colleagues to support you is no easy task. That's why we've put together these Fundraising Notes to help you every step of the way, from choosing your fundraising idea, to raising sponsorship. You'll also find out more about how we can help you hit – and, hopefully, even exceed – your targets.

Fundraising should be fun and exciting. You can do it on your own or as part of a team with friends, family and colleagues. As you will see from this guide there are lots of things you can do to support us, from a bake sale at school to jumping out of a plane!

Whatever you decide to do and however much you decide to raise, you will be helping make a huge difference to ensuring the survival of gorillas in the wild. So, on behalf of our events and fundraising team and, of course, the gorillas themselves, thank you and good luck!

Chris Perrin

Chris Perrin

Events Manager

The Gorilla Organization



About The Gorilla Organization

The Gorilla Organization has been working on the forefront of gorilla conservation for more than 20 years, carrying on with our vital mission through war, genocide and natural disasters.

Our field staff in Africa oversee a range of innovative and award-winning grassroots conservation projects, all of them aimed at addressing the key threats facing gorillas today.

Right from the beginning, The Gorilla Organization recognised the importance of tackling the root causes of threats such as habitat loss and poaching. That's why, as well as supporting rangers in their vital work protecting gorillas from poachers' snares, our projects include organic farming and gorilla-friendly beekeeping, initiatives that give people the opportunity to earn a sustainable income without having to rely on the natural resources found in the forest.

At the same time, conservation education projects such as radio programmes, children's wildlife clubs and portable pedal-powered cinemas showing great ape films allow us to spread the message of conservation to communities across east Africa and create the gorilla guardians of tomorrow.

"In insecure areas, charities like the Gorilla Organization end up doing the hard work". Its projects have gone from strength to strength, transforming the lives of thousands of people in some of Africa's poorest communities and building a brighter future for the gorillas they live alongside."

The Economist

Why your fundraising is so important

The Gorilla Organization receives no government funding. We rely on supporters like you to achieve our goals as a charity and to help ensure the survival of the world's last remaining gorillas in the wild.

As one of our wonderful supporters, you can be sure that anything you raise will make a real difference. For example:

- £50 – Could help equip a forest ranger to trek through the forests and keep gorillas safe from poachers.
- £500 – Could be enough to keep a ranger team on the ground for a week, giving gorillas valuable protection from poachers
- £1,000 – Could provide educational materials for 350 Wildlife Clubs for one year, helping to educate the next generation of gorilla conservationists.
- £6,000 – Could fund a ranger patrol post in the gorilla forests of DR Congo for one year.
- £10,000 – Could construct a 'green wall', separating the gorilla habitat from local communities, protecting gorillas from human conflict for generations to come.
- £100,000 – Could be enough to finance an entire project for a year, making a real difference in the fight to save gorillas from extinction.

Tips for organising your fundraising

If you've never fundraised for a charity before, don't worry! It's simple and straightforward and, if done properly, lots of fun, too. Here are some simple steps to help you plan your fundraising for The Gorilla Organization.

Decide how and when

The first thing you will need to do, of course, is decide how you plan to fundraise and when you will do it. Here are a few things to consider when making your plans:

- What do you enjoy doing? Could you fundraise through one of your hobbies or interests?
- Do you want to challenge yourself to try something new?
- Do you want to fundraise on your own or with other people you know in a team?
- How much time do you want to devote to fundraising?
- Where do you want your fundraising to take place? At home? In your place of work? Or in public?
- What time of year do you want to fundraise? If it's an outdoor activity, is summer better?
- Are there any other events or Bank Holidays that could affect your fundraising for better or worse? Similarly, look out for other fundraising events that might be happening and try and avoid holding yours at the same time.
- How much do you want to raise? The target you set yourself could dictate how much people choose to donate.
- And, above all, choose something you will ENJOY!



TOP TIP: Approach your more generous supporters first. Their donations might inspire others to give more!

Setting your target

Always set yourself a fundraising target to work towards. This can just be in your head, of course, but by making it public, for example by posting it on an online fundraising page such as JustGiving, you will have a fixed target to keep you motivated. Make your fundraising target clear from the beginning. This will keep you focused and can motivate your potential donors to give more to help you hit or even exceed your target!

Whether you are planning on hitting a target of £100 or £1,000, breaking down your fundraising into manageable stages will make it much easier to beat your target. For example if your target is £500, you can break this down to £50 from a Quiz Night at your local pub, £200 online giving from friends and family and £250 matched giving from your employers.

Plan your fundraising

Give yourself enough time to fundraise to the best of your ability and to make your event the best it can be. Work backwards from your event date, and then plan out everything you need to do. Make full use of your calendar or diary and don't forget to draw up a 'to do' list to help keep you on track!

Let us know about your event

We are always delighted to hear when our supporters have chosen to host an event for us. If you share your plans with us, we can support you along the way and help promote your event to our other supporters. Our events team are here to help you in any way at events@gorillas.org or on 0207 916 4974.

Let people know about your event and about us!

Tell everyone you know, all your friends and family, colleagues at work and any social groups you are involved in. The more people you tell the more money you can potentially raise and the more people will know about the work we do at The Gorilla Organization. Celebrate the fact that you are fundraising for us. After all, everybody loves gorillas and you'll be surprised just how eager people are to help you in your mission!

Setting up an online fundraising page at either Everyday Hero or JustGiving is the easiest way to collect donations. Once you have created your page you can email it to everyone you know as well as sharing it through Facebook and Twitter. It's a good idea to contact your most generous supporters first. When their donations show up on your page, this will help encourage your other sponsors to follow their example and give big.

Be sure to personalise emails to your sponsors. If you add a personal greeting to emails, you will be make your supporters feel valued and they will be more likely to donate to your cause. Once you've emailed friends, family, colleagues and all your other networks, and always send reminders! If you need any help setting up or using your fundraising page please contact us.

Contact the Press

Contact your local press to promote your event and be sure to explain the reasons behind why you are choosing to fundraise for The Gorilla Organization. Again, everybody loves gorillas (well, nearly everybody) and most editors will be happy to give you a column inch or two! You can download a special guide to getting coverage in your local press from the Gorilla Organization website.

Never forget about Gift Aid!

When you are being sponsored, make sure that you get your sponsors to sign the Gift Aid declaration on any sponsorship forms or to tick the box when donating online to confirm they are Gift Aid eligible. By doing this they can increase their donation to The Gorilla Organization by 25% at no extra cost to themselves, to you or to us. By getting most of your sponsors to do this you can significantly increase the amount you raise!



Top fundraising ideas

Choosing your fundraising idea should be one of the most exciting parts of the whole process. Use your imagination and remember, there really is no limit to the ways you can help raise money to help gorillas!

Here are just a few ideas for fundraising, all which have been done by some of our supporters in the past, Use these as a source of inspiration, but don't be afraid to really use your imagination and create a completely new way of raising money. .



TOP TIP: Lots of our supporters say their gorilla suits are their best fundraising tool. So, get suited up!

1. A banana bake sale

This fun and easy way to fundraise is very popular with our supporters. What better way to raise money by baking, selling...and eating banana cakes! We have an amazing banana cake recipe you can use to wow your friends. Why not take your cakes to work and sell them to your colleagues once a week, or invite friends and family over to your house? Or what about hosting a 'Great Gorilla Bake Off' and challenging your friends to a banana cake-making competition?

2. Getting your gorilla suit on

A gorilla suit is easily one of the most effective fundraising tools you can wish for. Do everything you would normally do – including socializing, going to work or visiting the pub – but do it in a gorilla suit and get everyone to sponsor you. Past and present supporters have told us that they always get more support (and more money) when they're dressed head-to-toe in black fur. So, suit up and get out there!

3. Hold a barbeque, dinner, tea party or just a regular party

This is another great way to get as many people you know together to let them know about your fundraising cause and to raise a lot of money in one go. Maybe use our Flickr gallery to create a gorilla slideshow for your event. You can ask your guests for a suggested donation amount and let peer pressure do the rest!

4. Get involved with a Summer or Christmas Fete

Will your local fete let you have your own stall? These are often very popular during the summer months or at Christmas. You can choose what you sell, and it can even be gorilla themed! The Gorilla Organization has a number of merchandise items that you can sell to raise much needed funds.

5. Get out and about with a Gorilla Organization collection bucket

Using one of our collection buckets, outside a supermarket for example, can be a great way to raise funds. If you are on private property such as a supermarket you will need permission from the store manager to collect from them. You will also probably need a licence to collect in a public area. And, remember, collections are especially effective if you are wearing your gorilla suit...

6. Host a Gorilla Quiz

Everybody love a quiz, and we have a fantastic gorilla-themed set of questions we can share with you. Quizzes can be held at any social gathering place or you can ask your local pub if they would give you a night that you can host their quiz. Include some fun prizes and some additional fun ways to raise some extra money and it can be a really memorable evening for all your guests.

7. Take part in our annual Great Gorilla Run

The annual Great Gorilla Run is, without doubt, the most fun you can have while raising money for charity. Taking place every September, it sees hundreds of runners tackle an 8km course, crossing Tower Bridge and going past landmarks such as City Hall and the Tate Modern, all of them wearing full gorilla suits. Find out more and sign up for this unforgettable experience at www.greatgorillarun.org

8. Run, Run, Run!

The Great Gorilla Run is not the only way you can work up a sweat while raising money for gorilla conservation. Simply sign up to any other running event and then get sponsored and raise as much as you can to help save the gorillas from extinction. Just be sure to let us know when you sign up so that we can send you our fabulous fundraising pack and running vest!

Check out the Run Britain website (www.runbritain.com) which has a comprehensive calendar of running events to choose from, with runs taking place all over the country.

9. Skydiving

Calling all thrill seekers! If you like a challenge but donning a gorilla suit and running shoes is not for you, then how about leaping out of a plane at 10,000ft?!

You can complete a tandem or solo static line skydive at airfields across the country with the help of Skyline, a specialist skydiving company that kindly organises the jumps on our behalf. And the best bit...if you raise more than £395 in sponsorship then you get to jump for free! For more information give us a call or email us to request a skydive pack.

Fundraising advice for Schools & Universities

Here is a list of ways you can fundraise with your school, college or university. Again, this is by no means a comprehensive list. Use your imagination and see if you can come up with a new, exciting way of raising money for gorillas!



TOP TIP: Ask your school to make gorillas their cause of the year. But remember to apply well before the start of the academic year!

- Have a bake sale at your school. You can sell your cakes and other items during a lunch break with all the money raised going towards your fundraising target.
- Have a non-school uniform day. Ask your school whether they would be happy to have a non-school uniform day with the proceeds going to The Gorilla Organization.
- Have a teachers versus students sports match or gorilla quiz. A bit of friendly rivalry can be a great way of having fun while raising vital funds for conservation.
- How about organizing a mini-Great Gorilla Run? Book your school playing fields and host a scaled-down version of our iconic event.
- Consider encouraging your school or college choose The Gorilla Organization to be its charity of choice, whether it's for a single term or a whole academic year. By doing this your whole school can be involved and can raise a substantial amount of money. To show just how effective this can be, one school chose The Gorilla Organization as one of its charities for an entire academic year and raised almost £10,000 for us!
- Universities often have a RAG fashion week, so choose The Gorilla Organization as one of the charities that your RAG team is fundraising for. Fashion shows are often a huge success and raise a lot of money with students!
- Gorilla Talks; The Gorilla Organization is always looking for schools, colleges and universities that would like us to come in and talk about the work that we do and about gorilla conservation. We offer talks suitable for students of all ages, all given by trained Gorilla Organization ambassadors. Contact us for more information and for tips on how to ask your place of learning the ways to organise a talk with us.

Tools to help you with your fundraising

In order to maximize your fundraising efforts and to make sure your chosen event or activity is one to remember, we have a range of resources to download from our website. Alternatively you can email events@gorillas.org and we would be happy to email or send you everything you may need to make your fundraising a real success.

Some of the resources available on our website include:

- **Fundraising Notes** – You can download additional copies of this useful document.
- **Sponsorship forms** – Record your donations on our branded sponsorship forms.
- **Giving Matrix** - This useful document helps you list everyone you know from school/college, work colleagues, friends and family, so you can work out how many people you can ask for support and set yourself a realistic target.
- **Press Release Guide** – Fancy being on local radio or in your local paper? This gives you a detailed overview of how to advertise your event and how to get coverage in the media.
- **Training Plan** – If you are doing any running event, our fun training plan will help you through from week one to the day of your event.
- **Leaflets** – If you need any information about the work that The Gorilla Organization does just get in touch. We have loads of resources such as leaflets and newsletters that can educate you and your sponsors about the work we do and the reasons why your fundraising is so important.
- **Collection Buckets** – If you would like us to send any collection buckets then please contact us on 0207 916 4974 or email events@gorillas.org

TOP TIP: Remember to get your supporters to sign a Gift Aid declaration. This will increase the size of their donation!



Final notes for fundraising

You are almost on your way to start fundraising for The Gorilla Organization. There are just these last few things to keep in mind before you get to the fun bit – hosting your event and raising money for gorillas in the wild!

Making your event safe

- If children or young people will be attending your event, make sure that you have adult supervision and consent from parents or guardians for them to be there.
- Do a risk assessment prior to the big day to reduce any risks and to prevent anything from happening that could affect your event and reduce your ability to fundraise.
- Be extra careful when handling donations from your sponsors, especially if they are given to you in cash. Have someone with you at all times if moving money and stay safe and be sensible. And remember, credit and debit card donations can be made directly, and securely, through the Gorilla Organization website.
- The Gorilla Organization cannot accept any responsibility for any accident, injury, loss of money or damage caused at your fundraising event. Please make sure all steps are taken to avoid any of these issues and always make sure your sponsors or event guests are safe. Contact our events team for information about such issues, safety guidelines or public liability insurance.

Keeping your fundraising event legal

- If your event or collection is taking place on private property, do remember to get permission from the person in charge or the owner of the property you are on beforehand.
- If you are collecting in a public place or holding a street collection you will need a license from your local council and in some areas local police. Contact your local authority for further information. Please note that anyone under the age of 16 is prohibited from collecting money on the street or in public places.
- If your event is featuring entertainment such as music you may also need a license. Your Local Authority will once again be able to assist you with this. Similarly, if there will be alcohol served at your event, make sure your venue has an alcohol license for selling alcohol to your guests.
- For fundraising ideas such as raffles or lotteries there are rules and regulations that you will have to observe and be aware of. Please contact us prior to such an event and our events team can help you organise such an event and give you advice on how to proceed.

Sending in your sponsorship money

- All cheques and postal orders should be made payable to **The Gorilla Organization**.
- Please avoid sending cash through the post.
- We accept cheques and most major credit cards.
- Credit card payments can be made through your own online giving page or by contacting us.
- When making bank transfers please notify us of the date and amount of the transfer.
- Our bank details are: **Lloyds TSB, Account no: 00836279**
Sort Code: 30-94-81
- Send cheques and sponsorship forms to:
The Gorilla Organization, 110 Gloucester Avenue, Primrose Hill, London, NW1 8HX

Remember to include your contact details when sending cheques and sponsorship forms.

Contact us

Please keep in touch and let us know how your fundraising is going.

You can call us on **0207 916 4974** or email us at **events@gorillas.org** if you would like any help with your ideas.

Thank you for choosing to fundraise for the Gorilla Organization and Good Luck

