



**Friends of  
the Earth  
Scotland**

# Fundraising Pack





# Welcome to the best fundraising team on the planet.

Thank you for choosing to fundraise for Friends of the Earth Scotland. We're delighted to have your support at this difficult time, and we'll do all we can to ensure you're as prepared as possible ahead of your fundraising activities.

This pack contains fundraising advice and is full of tips and ideas to help you reach your fundraising target whether you are running, baking, dressing up, singing or something completely different! We're excited to have you be a part of our work in tackling the most urgent environmental issues of our time.

We love hearing from our supporters, so please do not hesitate to contact us if you have any questions. **Good luck and thank you!**



**We want a world where everyone can enjoy a healthy environment and a fair share of the Earth's resources. Climate change is the greatest threat to this aim, that's why we're campaigning for a just transition to a 100% renewable, nuclear-free, zero-fossil-fuel Scotland.**

Our campaigning has made a huge difference in Scotland over the last forty years. We've fought to secure a world-leading Climate Act, stopped coal-fired power plants and super quarries from being built and banned fracking. We've encouraged tens of thousands of people to act on issues they care about, and helped bring in plans for Low Emission Zones in Scotland's cities.



We've changed the law to make it easier for people to stand up for environmental rights in court, and much more.

But our politicians and big business are slow to act, and we are facing some of the biggest environmental challenges of our time. That's why we need to keep working - for people and for our planet. That's where you come in.

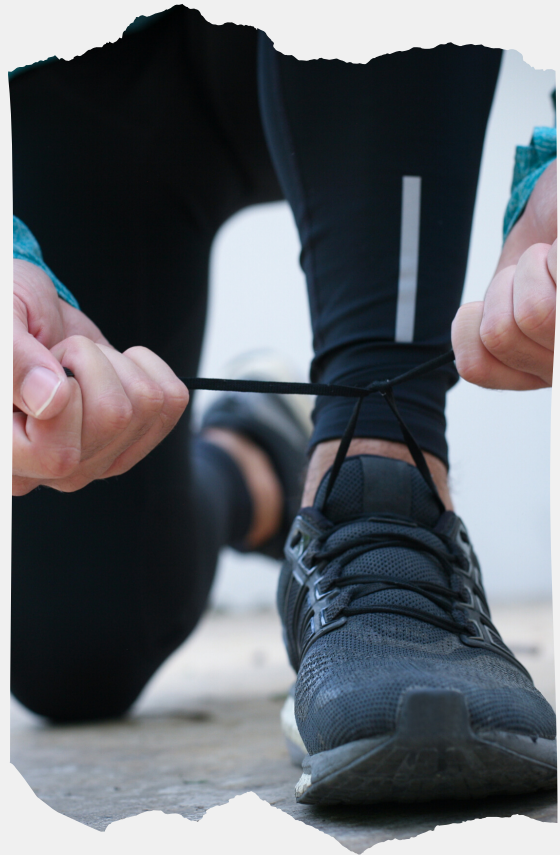
- **£50 will allow us to support aspiring local campaigners by running a webinar on an important environmental topic.**
- £100 will let us organise public talks (in the future) about climate justice in a community near you.
- **£250 will help tackle air pollution, by promoting active travel in schools, when they re-open.**
- £500 will stop public money and pensions fuelling climate breakdown, by delivering training on divestment for activists.
- **£1,000 will help produce and send a report to every MSP about the need to transition away from dirty oil and gas extraction to clean energy.**



# Need some fundraising ideas?

## We've got you covered.

- Get physical. If you share our passion for walking, cycling or running and love the great outdoors, then why not use your daily exercise as a fundraising opportunity? Organised mass events might not be possible right now, but there's plenty you can still do, such as running a 10K in your local area.
- Unleash your creativity. Of course, physical challenges may not be for everyone. If you prefer crafting or baking, then why not use your talent to raise some much needed cash for people, and the planet?



- Do it yourself. If you've got a bit more time on your hands, you might think about running your own event. Whilst we may be physically distancing right now, there's still plenty of ways we can get together online. Whether it's a quiz or a gig on Zoom or Facebook Live, why not get a group of pals together to organise something extraordinary? Or, if you've got a big celebration coming up, why not ask for donations as gifts?



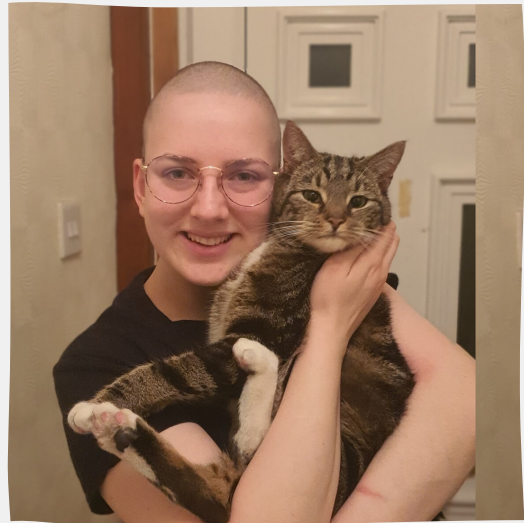
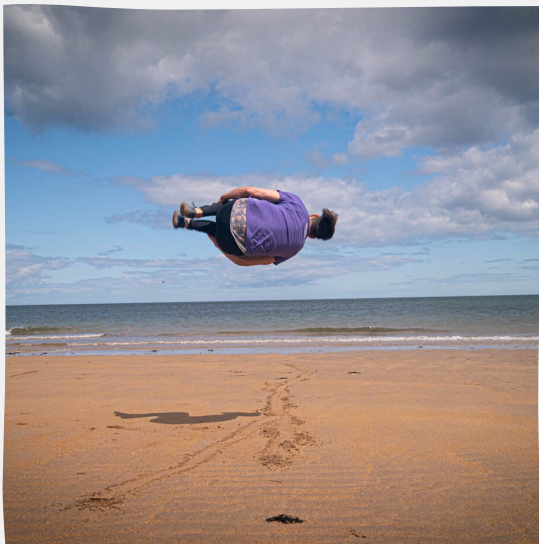
# Your stories

## Flipping heck!

Somersault enthusiast Hugh Panton back-flipped a whole mile along a beach in East Lothian, raising over £1,200 for us. Hugh said:

"The fate of the future has never been more in our hands, the actions over the next few decades are of the utmost importance. Raising awareness is good, but pulling up your sleeves and doing something about it is amazing. Together, with Friends of the Earth Scotland, our voice is louder, our actions more significant, and our impact greater - which is why I chose to fundraise for them.

It felt amazing to actually finish my back flip challenge, 447 flips later - especially knowing I'd done it to help protect the earth!"



## Smashing the patriarchy!

Jenny Morton wanted to challenge perceptions of women's beauty, whilst raising money. Alongside members of her university's Marine Conservation Society, she shaved nineteen inches of her hair off, raising £300. She said:

"I've always had an interest in the environment; I can't remember a time that I didn't know about climate change or plastic pollution. It makes me sad that we're taking advantage of the planet, at the expense of people, plants and animals. The threat of species extinction is particularly worrying.


That's why I wanted to fundraise for Friends of the Earth Scotland. I wanted to do something really different, and got the idea around a year ago to shave my head. I figured this would have the 'shock factor' which would encourage people to donate!"



# What's next?

Decided on an activity/challenge? Brilliant! What you're doing and why you're doing it is impressive, and you'll want the world to know.

## Let's get digital

- By far the best and easiest way to collect donations from friends and family is to use JustGiving. Go to [www.justgiving.com/foe-sco](http://www.justgiving.com/foe-sco) to set up your page. Collecting sponsorship online is quick and easy, and we can help if you're unsure what to do.
  - Personalise your page by adding photos of yourself, and add a personal story to say why you're fundraising for us.
  - Set your fundraising target. Having a goal is a great way to stay motivated, and pages with targets raise nearly 50% more on average than those without one.
  - Don't be shy! Tell everyone you're fundraising for Friends of the Earth Scotland. If you're training for an event, show people how hard you're working, and post regular updates on social media about how you're getting on, with a link to your JustGiving page to your family, friends and colleagues.
  - Regularly posting images and status updates on your online fundraising page (and sharing to your social media accounts) can help raise up to 46% more than those without updates! Remember to add your JustGiving link into your bio or emails.
- 
- Timing is everything! You're much more likely to receive sponsorship from people if you ask on the days leading up to your event, immediately afterwards, and on paydays. If you're running a 5K, for example, why not post a selfie with your medal on social media afterwards, along with a link to your page?
  - Once you've hit your target, don't feel that you need to stop there - we find that most fundraisers end up raising more than they thought they would! Keep increasing your target, to keep them rolling in. Be ambitious - you'll be surprised by how generous people can be!
  - Don't forget to thank individuals when they donate to your page. Other people may be inclined to give when they see this. Equally, telling people about the impact of their donation can make a big difference.



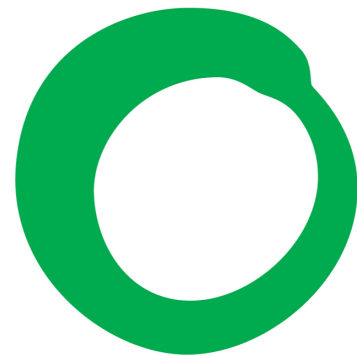
# Fundraise in your community



If you need anything else to help make your fundraising a success, don't hesitate to contact us - we're here for you! Thanks again for choosing to support Friends of the Earth Scotland.

[info@foe.scot](mailto:info@foe.scot)  
0131 243 2700

Together,  
we can  
do  
amazing  
things.



**Friends of  
the Earth  
Scotland**