



**Friends of  
the Earth  
Scotland**

# The Ultimate Fundraising Guide



# Introduction

**Thank you for choosing to raise funds for Friends of the Earth Scotland. We are an environmental campaigning charity and rely on our community to continue our vital work.**



## Our recent campaigns have:



**Stopped fracking in Scotland**

**Fought to secure a world-leading Climate Act**

**Helped win action for clean air in Scotlands cities**

**Halted plans for coal-fired power stations and super-quarries**

# Who are we?

**We work in Scotland for socially just solutions to environmental problems. We think globally and act locally, enabling people to take individual and collective action. It's people like you that power all our campaigns. With your fundraising, we could do even more for Scotland's environmental future.**

**Scotland's  
leading  
environmental  
campaigning  
organisation**



**A Scottish charity with a  
network of thousands of  
supporters and active  
local groups across  
Scotland and a member  
of Friends of the Earth  
International and Friends  
of the Earth Europe**



**Part of the largest  
grassroots  
environmental  
network in the world,  
uniting over 2 million  
supporters, 73  
national member  
groups and 5,000  
local activist groups**



**Though we work  
closely with  
Friends of the  
Earth England,  
Wales & Northern  
Ireland, we are an  
individual charity**



# What your support can do!

Our cities, communities and country needs us to keep pushing for a cleaner, better future and that's where you come in!

will allow us to support aspiring local campaigners by creating, facilitating and presenting a webinar on an important environment topic

**£50**

will enable us to organise public talks about climate justice, allowing communities to learn and question what is being done today

**£100**

will help us support parent groups to tackle air pollution outside their children's schools

**£250**

will stop public money and pensions fuelling climate breakdown, by delivering training on divestment for activists

**£500**

will help produce and send a report to every MSP to win better outcomes for the environment

**£1000**

By fundraising for us you'll help us to continue our campaigning battles now and in the future.

**It's people like you that power all our campaigns.**



# Our fundraising heroes



## Dressing up for a sustainable world

Ella and Ruth took on the gruelling 26.2 mile marathon, dressed as polar bears and melting ice caps made from 150 face masks. Their costume also called out the names of big oil and gas companies. Ruth and Ella raised an amazing £1,045!



## The back flipping beach bonanza

Somersault enthusiast Hugh Panton back-flipped 447 times over a mile, raising over £1,200! Hugh said "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."

## Smashing the patriarchy, one hair at a time

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.



# Step 1. Choose what to do

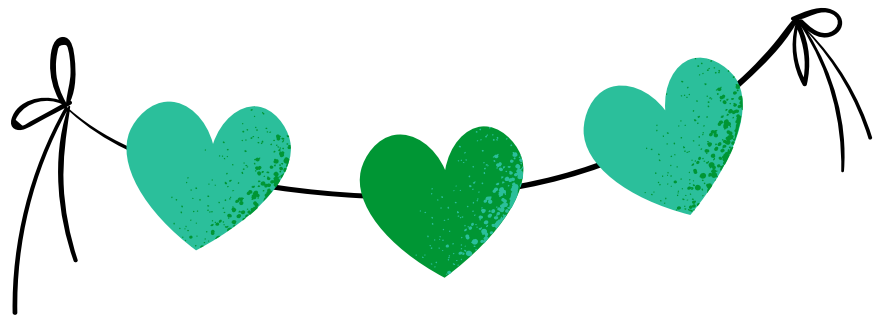
## Challenge yourself

- Edinburgh Marathon Festival
- Great Scottish Run
- Kiltwalk
- Dog Jog
- Scottish Half and 10K
- Supernova
- Land's End to John O'Groats



## Celebration and in memory

- Birthday fundraising
- In memory of a loved one
- Wedding favours
- Anniversary
- National days e.g. Earth Day, Plastic Free July
- Christmas jumper day



## DIY

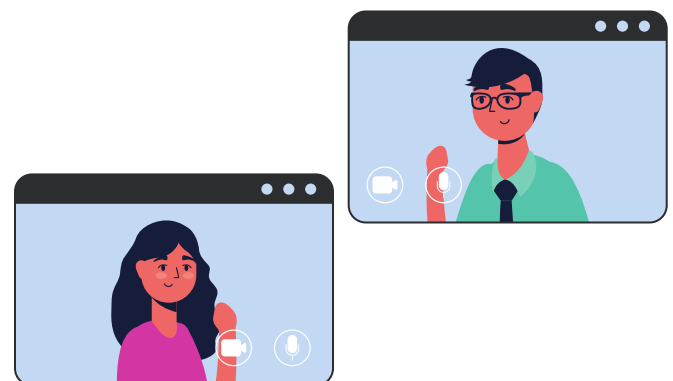
You decide!

- Bake-a-thon
- Meat free Mondays
- Head or beard shave
- Garage sale
- Hike your favourite munros
- Skydive



## Online or at home

- Donate your commute or lunch costs for WFH days
- Facebook fundraiser
- Game-a-thon
- Online pub quiz
- Virtual marathon, hike or cycle



**Choose something that's fun for you!**

Sometimes big plans can make it hard to get things going, so make sure you choose to do something that works for you.

# Step 2. Getting started

## Set up your fundraising page

The best way to raise funds is by creating a JustGiving page which will easily and safely send your donations straight to us, after you link your page to Friends of the Earth Scotland.

Scan me to create  
your fundraising page



## Fundraising offline?

Make sure you keep a record of donations you receive.

## Personalise your page

Writing a page summary has been proven to help you raise more money!\* Feel free to add your own personality to the page through photos, the reasons why your fundraising, some info about Friends of the Earth Scotland etc. You can use any of our online banner images by following the link on our fundraising page or simply create your own.



## Set a goal

If you're unsure of what amount to set, remember you can always increase or decrease your target. Setting a goal is linked to higher donations compared to pages with no set targets.\*

## Spread the word

There are so many ways to tell the world about what you're doing; email, text, social media or the local paper, podcasts or radio. Provide regular updates on your fundraising page or through your social media.

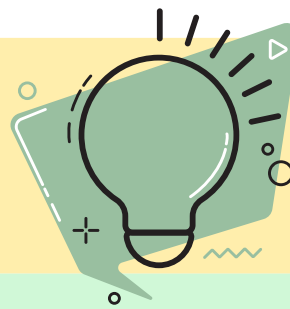
## Thank you

Saying thank you is so important. No matter how big or small, thank your supporters. Maybe you will encourage others to fundraise for their favourite charity!

\*Statistics collected by JustGiving



# Top tips



## Match Giving

1. Ask your employer about matched giving. Many employers will offer to match your fundraising, or agree upon a fixed amount to top up your donation. Get in touch with your HR or management team to ask if your workplace provides matched giving.

## Get in touch

2. Our friendly team are happy to help support and advise you. You can phone or email us with any questions  
0131 243 2700 [info@foe.scot](mailto:info@foe.scot)

## Think inside the box (the QR code box!)

3 Creating a QR code is easy and free. Now the world knows how to use these, you can easily link one to your fundraising page and pop it on your fundraising posters or social media posts making it easier for people to donate straight away.

## Be patient and post an update

4. Keep in mind that 20% of donations may come after your event has ended, so make sure you keep your page open or follow up after the event with an email, social media or workplace update about how you did.



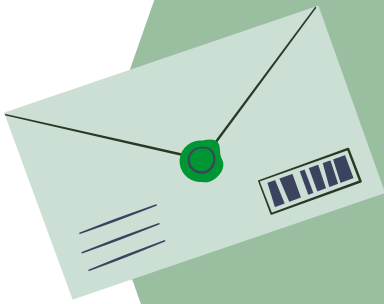
# Step 3. How to send your money



**Online – Visit our secure donation page at [donate.foe.scot](https://donate.foe.scot)**



**Scan me to donate online**



**By post – Send your donation via cheque only to:**  
**Friends of the Earth Scotland**  
**Thorn House, 5 Rose St, EH2 2PR**  
Please remember never to send physical money through the post.



**By phone – Call our friendly team on 0131 243 2700 and have your debit or credit card ready**

## Extra resources

**1) Keep up to date with our latest campaigns**

**<https://foe.scot/mailling-list/>**

**2) Take e-actions today**

**<https://act.foe.scot/>**

**3) Become a member for as little as £3 per month**

**<https://donate.foe.scot/>**

**4) For information on our campaigns, ways to get involved and other information**

**<https://foe.scot/>**





**Thank you for supporting**



**Friends of  
the Earth  
Scotland**

Friends of the Earth Scotland is a registered  
Scottish Charity, number SC003442  
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