



WWF

AUSTRALIA

A close-up photograph of a koala and its joey. The adult koala is on the right, looking towards the camera, with its chest and belly showing white fur. The joey is clinging to the adult's chest on the left, looking forward. They are both on a tree branch with some dry leaves.

YOUR FUNDRAISING GUIDE

WHAT WE DO

WWF-Australia acknowledges the Traditional Custodians of Country throughout Australia and their continuing connection to land, water and culture. We pay our respects to their Elders – past, present and emerging.

THANK YOU FOR TAKING ACTION TO REGENERATE NATURE BY FUNDRAISING FOR WWF-AUSTRALIA!



Nature needs everyday heroes - and that means you!

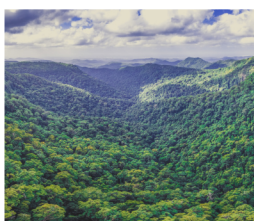
From schoolyards to backyards, classrooms to community halls, people of all ages are stepping up to protect our planet. Whether you're running a bake sale, a fun run, or a local event, your fundraiser is part of something much bigger. Together, we're on a mission to help nature heal by restoring Sky, Country, and Saltwater.

With the wisdom of First Peoples and support from local communities, we're working to protect precious wildlife, care for the land and sea, and fight climate change - here in Australia and around the world.

Every dollar you raise makes a real difference. It helps fund bold, creative projects that regenerate forests, reefs, and habitats, and support the animals and people who depend on them.

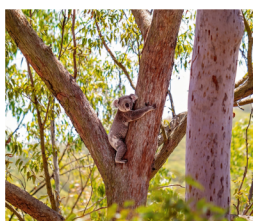
No matter your age or the size of your fundraiser, your passion and action are helping shape a better future - for nature, and for all of us. Let's take the lead together.

With your fundraising we aim to...



Regenerative Sky

Support Australia in joining global leaders to secure a healthy climate powered by communities, nature and renewable energy.



Regenerative Country

Transform Australia from a deforestation nation and work with communities to protect and regenerate vital landscapes and species here and abroad.



Regenerative Saltwater

We will rally our region to safeguard our oceans and livelihoods, create safe passages for marine wildlife and support coastal communities.

IMPACT

Here's the impact you could have!



\$60

Could help plant more trees and create homes for thousands of native animals like koalas.



\$500

Increase the capacity of wildlife hospitals so more injured animals survive.



\$150

Could help protect tigers from poaching and increase habitat protection so tigers have more safe places to roam.



\$1,000

Could help purchase drones and satellite tags to help track whales on their migratory paths or ocean 'superhighways' using drone and satellite tags.



\$200

Could fund future rewilding projects and help reverse species extinction.

Your fundraising will have a ripple effect on nature for years to come!



FUNDRAISING TIPS

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GO ONLINE



Raising awareness on social media is key to your fundraising success!

Here are some great ways to promote your fundraiser online:

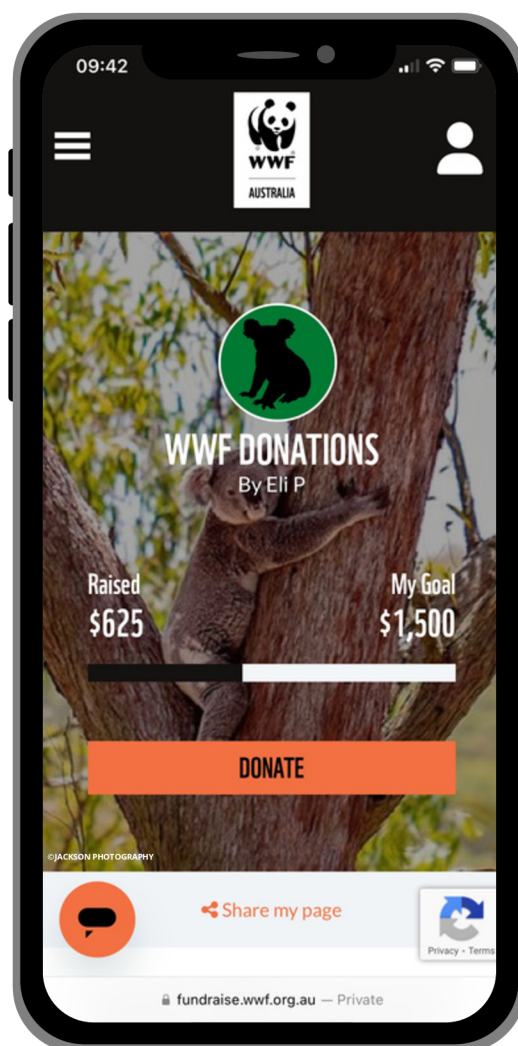
Make it paw-sonal: People donate to you, not just the cause. Add a personal photo, share your why, and tell your supporters what protecting nature means to you.

Roar about it on socials: Don't be shy - shout it from the (digital) treetops! Share regular updates on your progress, post pics or reels, and keep your fundraiser in people's feeds.

Use our fundraising tools: Jump into your dashboard - it's full of downloadable resources, social tiles, and email templates to help you spread the word faster than a cheetah.

Tag your pack: Ask friends, family, and followers to share your fundraiser. A simple tag or share can help your message travel far and wide - like a migratory bird!

Celebrate every milestone: Hit your halfway point? Got your first donation? Celebrate it! Thank your supporters publicly and keep the good vibes going all the way to the finish line!



FACEBOOK & INSTAGRAM



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MURDOCH UNIVERSITY

Setting up a fundraiser on Facebook or Instagram is a great way to reach your pack quickly and raise awareness with just a few taps. Both platforms are powerful tools to help you share your passion for the planet - and boost your fundraising with ease.



Facebook Fundraiser Set-Up

Starting a Facebook fundraiser is a walk in the (national) park. Follow these simple steps:

1. Head to facebook.com/fundraisers
2. Click “**Raise Money**”, then choose “**Charity**”
3. Search and select **WWF-Australia** as your charity
4. Fill in your details - set your fundraising goal, end date, and add a personal story
5. Choose a cover photo (use one of ours from the dashboard or your fav animal pic!)
6. Click “**Create**” and start sharing it with your Facebook friends!

Top tip: Pin your fundraiser to the top of your profile so it’s the first thing people see when they visit your page.



Instagram Fundraiser Set-Up

Got a strong following or love posting Stories? Instagram is a top spot to inspire donations on the fly.

1. Create a new Story or Reel
2. Tap the **sticker icon** and select the “**Donation**” sticker
3. Search and select **WWF-Australia** as your charity
4. Add a personal message to let your followers know why you’re supporting wildlife
5. Post and share away - make it engaging, and don’t forget to thank your donors!

Hot tip: Save your fundraiser Stories to a Highlight so new followers can still jump on board later.

Did you know...

You can connect your Facebook fundraiser directly from your WWF-Australia fundraising profile? It’s a great way to sync your efforts and boost your impact across platforms.

1. Head into your WWF-Australia fundraising dashboard
2. Click the Facebook icon or the button that says “**Create a Facebook Fundraiser**”
3. You’ll be directed to Facebook and asked to provide consent to share your fundraiser details, donation progress, and name with WWF-Australia
4. Once linked, your donations will automatically sync between your Facebook fundraiser and your personal fundraising page - no double handling required!





GO OFFLINE

Not everything has to happen behind a screen - bringing people together in real life is a powerful way to raise funds and awareness for the planet. Whether it's a backyard birthday BBQ, a trivia night, or a beach clean up, offline events can make a big splash for your fundraising efforts!

Host an event for friends & family

Throwing an event is a great way to bring your community together and raise funds while you're at it! Start promoting your event early - whether it's over email, a group text, or a Facebook invite. Pop it on your socials and don't forget to include a link to your WWF fundraising page. The more paws on the ground, the better!

Show your passion

When people see how much you care, they're more likely to get involved. Wear your Team Panda tee, decorate your space with wildlife-themed posters, or share a short story about why protecting nature matters to you. Your energy is contagious - let your wild side shine!

Ask your employer to Dollar Match

Many workplaces offer dollar matching for employee fundraising - so don't be afraid to ask! It's tax effective for them and a great way for your company to be seen as a community hero. Plus, it's a simple way to double your impact without doubling your effort.





FUNDRAISING INSPIRATION



BAKE SALE



SURFING COMPETITION



WILDLIFE TRIVIA NIGHT



WEAR IT WILD MUFTI DAY



DONATIONS INSTEAD OF GIFTS



PERSONAL CHALLENGE



GARAGE SALE



BEACH CLEAN UP



FOOD STALL AT A
COMMUNITY EVENT



PHYSICAL CHALLENGE



CHARITY SPORTS DAY



HOST A LIVESTREAM FUNDRAISER

The sky's the limit on imagining a fundraiser perfect for you!

Feel free to get creative with concepts not listed above. Have fun brainstorming fresh ideas tailored to your skills and networks and let your imagination run wild in service of protecting our planet's treasured nature and wildlife! Remember we are here to help. If you want to brainstorm some other fundraising ideas, please get in touch!



Join a fun run or an endurance challenge.

Visit fundraise.wwf.org.au/events-calendar to find a challenge you can get involved in!

COMMUNITY HERO



KOALA-TY OLIVES

How Jude's Tasty Creations Protected Wildlife Down Under!

Jude (age 9) embarked on a heartfelt mission to support our Aussie icon – the koala! Inspired by his older brother, Noah's turtle fundraiser for WWF-Australia, Jude crafted a unique fundraising idea.

Jude, with Noah by his side, embarked on an olive-picking adventure in their backyard. Jude made sure to do this research on curing olives before getting started. With Noah's helping hand, they plucked olives from their yard, diving into the art of curing these gems. After six months, the olives were ripe for flavour experimentation.

The boys experimented with recipes, infusing bay leaves, rosemary, lemon, thyme, and olive oil into a tasty marinade. Bottling these creations as "Elsternwick Olives," they took to the streets, sharing jars door-to-door, fuelled by their shared commitment.

Jude's dedication shone through as he contributed his pocket money for jar labels and created an informative poster, sharing their journey. Through his efforts, Jude raised an incredible \$500 for WWF-Australia! This adventure wasn't just about selling olives; it was a tale of dedication, brotherly collaboration, and unwavering support for wildlife conservation.



Jude's olive fundraiser is just one inventive example of the incredibly creative ideas WWF supporters dream up. His passion, innovation and effort allowed Jude to reach his fundraising goal while raising valuable awareness for wildlife conservation.



**What will you do to
fundraise for nature?**

SOCIAL MESSAGES



Promoting your fundraiser through personalised social posts is key! Feel free to use and customise these sample messages:



DIY

“

I'm holding a fundraiser in support of WWF-Australia. Our precious wildlife are being driven to extinction and need our urgent protection. I can't do this alone. Will you please help me protect our nature with a donation today? Every donation, big or small, counts - thank you!

”



CHALLENGE

“

Hi! In just a few days, I'll be [insert your challenge e.g. running 20km] to raise funds supporting WWF-Australia. Our precious wildlife are being driven to extinction and need our urgent protection. I can't do this alone. Will you please help me protect our nature with a donation today? Every donation, big or small, counts - thank you!

”



CELEBRATION

“

I'm raising funds in lieu of a gift for my [insert your celebration e.g. 30th birthday] to support WWF-Australia. Our precious wildlife are being driven to extinction and need our urgent protection. I can't do this alone. Will you please help me protect our nature with a donation today? Every donation, big or small, counts - thank you!

”

LOGO GUIDELINES



If you're hosting a fundraiser for WWF-Australia and would love to include our iconic panda logo - amazing! We're stoked you want to stand with us in protecting nature. But before you pop that panda on a poster, there are a few important things to keep in mind. Using the WWF logo helps connect your event to our global mission - and that's powerful. But to protect the integrity of our brand (and make sure the panda always looks its best), we have a few guidelines.

CAN USE ✓

1. Social posts directly promoting your fundraising activity for WWF.
2. Email banners directly promoting your fundraising activity for...
3. Webpages directly promoting your fundraising activity for WWF – however, please note that the URL (the link) of the page will need to be shared with the WWF-Australia Community Fundraising team for review by emailing CommunityFundraising@wwf.org.au
4. Use for the duration of your fundraiser.
5. Presuming this is left open on purpose?

CAN'T USE ✗

1. Print posters, and other print material (without prior approval)
2. Promotional products
3. Packaging
4. Any item for sale
5. TV
6. Paid ads
7. Clothing
8. Billboards
9. Bill posters
10. Printed material that is displayed offsite of your premises

P.S If you are creating something in the 'Can't use' list, we can't supply you with the logo for these, but you are very welcome to mention us by name 'proudly supporting WWF-Australia'.

RULES

1. Your fundraising activity may be promoted as 'proudly supporting WWF-Australia'.
2. The fundraiser must not be promoted as a partnership i.e., 'WWF & XYZ Company'.
3. No variations of the artwork will be approved. Please do not photoshop the designs or add any text or logos.
4. The logo should always include the full text 'I'M/WE'RE FUNDRAISING FOR THE FUTURE'. Please don't crop it out.



HOW TO BANK YOUR FUNDS

DONATE YOUR FUNDS ONLINE



People can donate securely, quickly and easily from anywhere and at any time. Your friends can also leave messages of support and encouragement when they sponsor you! Just direct them to your online fundraising page and ask them to donate there.

DONATE YOUR FUNDS OFFLINE



If you've collected your funds offline and require an invoice or would like to make a bank deposit, reach out to our Community Fundraising team by emailing CommunityFundraising@wwf.org.au

WWF RECEIPT REGISTRY

If any of your donors require a tax-deductible receipt (for donations of \$2 or more), record their details on the WWF-Australia Community Fundraising Receipt Registry Form and return to us with your Remittance Form. These forms can both be found in your Fundraiser Dashboard! Receipts will be issued directly to your donors. Tax-deductible receipts cannot be issued if goods or services are received in return for payments (e.g. an auction prize or event ticket).



FUNDRAISING CHECKLIST



BEFORE YOU GET STARTED

- ✓ DECIDE WHAT TYPE OF FUNDRAISER YOU WANT TO DO
- ✓ READ OUR [FUNDRAISING GUIDELINES](#)
- ✓ CREATE A SIMPLE PLAN AND SET A FUNDRAISING GOAL
- ✓ THINK ABOUT HOW AND WHERE YOU'LL PROMOTE YOUR FUNDRAISER
- ✓ CREATE YOUR [ONLINE FUNDRAISING PAGE](#) (OPTIONAL)

START FUNDRAISING

- ✓ PERSONALISE YOUR ONLINE PROFILE WITH A PHOTO AND WHY YOU CARE
- ✓ SELF-DONATE TO SHOW YOU'RE COMMITTED
- ✓ SHARE, SHARE, SHARE! TIP: USE EMAIL, SOCIAL MEDIA, POSTERS, AND WORD OF MOUTH
- ✓ TAG @WWF_AUSTRALIA AND USE OUR HASHTAG #
- ✓ DOWNLOAD AND USE OUR [PAW-SOME RESOURCES](#)
- ✓ REACH OUT TO FAMILY, FRIENDS, AND YOUR COMMUNITY
- ✓ CELEBRATE MILESTONES BY LETTING YOUR SUPPORTERS KNOW - GOT YOUR FIRST DONATION? SHARE THE NEWS! HIT THE HALFWAY MARK? THANK YOUR SUPPORTERS! REACHED YOUR GOAL? LET'S CELEBRATE!
- ✓ REMEMBER: EVERY ACTION YOU TAKE HELPS PROTECT [WILDLIFE AND NATURE](#)



AFTER YOU'RE DONE

- ✓ THANK EVERY DONOR - A SIMPLE THANK YOU GOES A LONG WAY
- ✓ SHARE YOUR FINAL FUNDRAISING TOTAL WITH YOUR SUPPORTERS
- ✓ CELEBRATE YOUR INCREDIBLE IMPACT!
- ✓ TRANSFER ANY OFFLINE FUNDS RAISED - COLLECTED CASH? PLEASE REACH OUT TO THE COMMUNITY FUNDRAISING TEAM FOR DEPOSIT DETAILS

GOT A QUESTION?

FOR ALL THINGS FUNDRAISING RELATED DON'T HESITATE TO REACH OUT BY GIVING US A CALL ON 1800 032 551
OR SEND US AN EMAIL TO COMMUNITYFUNDRAISING@WWF.ORG.AU



THANK YOU FOR CHOOSING WWF-AUSTRALIA

**SAVING ENDANGERED WILDLIFE, HABITATS AND COMMUNITIES AROUND
THE WORLD WOULD NOT BE POSSIBLE WITHOUT YOU, OUR SUPPORTERS!**

Please keep us up to date with your fundraising event efforts.

If you have any photos from your fundraiser, we'd love to see them! It's always great to see how community get involved and celebrate the impact you've made. Please use the hashtag #TeamPanda and tag us @WWF_Australia

Keep in touch with us at: CommunityFundraising@wwf.org.au or calling 1800 032 551

**Good luck and have
FUN!**