

# FUNDRAISE FOR GREENPEACE





# THANK YOU

## A heartfelt thank you for choosing to fundraise for Greenpeace

“With every event you organise, step you take or cake you bake, you’re not just raising funds; you’re raising hope. You’re empowering us to continue our vital work protecting this beautiful world we all call home.

“We understand that fundraising requires time, energy, and a genuine belief in our mission. As you continue your fundraising journey, we’ll be on hand to support you every step of the way.



“Greenpeace relies on individuals like you to fund our work. To protect our integrity and independence, we do not accept money from governments or businesses. With your support, we can continue to fight climate change and the destruction of nature by keeping fossil fuels in the ground, our forests standing and our oceans healthy.

From everyone at Greenpeace, thank you for supporting our mission.”



Very best of luck,

**Melanie McNeill**

Fundraising Director, Greenpeace UK

# YOUR IMPACT



Here are a few ways that the money you raise could help power our campaigns

**£15**



Could help fund a pair of compact folding binoculars used to spot destructive activities threatening the natural world.

**£30**



Could support our legal work in cases when companies take unfair action against us.

**£100**



Could help provide our Investigations Unit with equipment like underwater cameras to shine a light on environmental destruction.

**£300**



Could help fund research from world-leading scientists to help us better understand wildlife and the need for protection.

**£500**



Could help fund an expedition on a Greenpeace ship to document plastic waste, research the effects of climate change or help stop destructive fishing operations.

**£1,000**



Could help power a nationwide campaign demanding for protection of the world's oceans and forests.

# IDEAS TO GET YOU STARTED



## Litter Pick

Organise a sponsored group litter pick to combine cleaning up your local area, with raising funds for Greenpeace. It's also a great way to spread awareness of our work, while making a visible impact in your community.



## A Gig

Use the power of live music to raise money for the natural world. Play a couple of tunes to your friends in your own home or organise a gig with local musicians - just ask whoever comes to contribute to your fundraising page.



## Clothes Swap

Run a clothes swap event to both promote sustainable fashion and raise funds by asking people who attend to chip into your fundraising page. It's a social, fun and eco-conscious way for your friends and family to refresh their wardrobe!



## Bake Sale

Organise a bake sale in your community or at your place of work to create a warm, social gathering and raise funds through the sale of tasty cakes, biscuits and other delicious treats.



However you choose to fundraise for Greenpeace, we couldn't be more grateful for your support!



## Supper Club

Host a themed supper club for your friends and family. Get everyone together for a unique intimate dining experience, celebrating your favourite cuisine and raising funds through donations on the night.



## Quiz Night

Hold a quiz in a local pub or your own living room. It's a fun, engaging way to bring people together, foster a bit of friendly competition and raise funds for Greenpeace at the same time!



## Exercise challenge

Walk up a mountain, train for your longest run yet, or commit to a new daily step count. Whatever way you choose to do it, getting fit and out into nature is a wonderful way to fundraise for our work protecting this beautiful world we call home.



## Other ideas!

From running a sponsored knitting event to going vegan for a month, the sky's the limit! However you choose to fundraise for Greenpeace we couldn't be more grateful for your support.

# YOUR EVENT PLANNER



## 1. Pick a fundraising activity

Keep it simple and start with what you know. See ideas on pages 3 and 4.

I need to do it by:

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## 2. Pick a date, time and location

Make sure you give yourself plenty of time to plan and promote your fundraising activity.

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## 3. Create a fundraising page and target

Create your online fundraising page at: [challenges.greenpeace.org.uk/diy](https://challenges.greenpeace.org.uk/diy). Setting a fundraising target encourages people to give more, decide on an amount that feels realistic to you.

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## 4. Plan the event

Make sure you've got all the details planned in advance, so that it runs smoothly on the day. Ensure you've considered health and safety and other legalities (refer to our top tips on page 6).

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## 5. Spread the word

Now let your friends and family know what you're planning! We'd also suggest asking them to support you with planning and promoting your event, so you can maximise the number of people you reach. Take a look at our fundraising top tips on page 6.

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## 6. Keep in touch

Please contact us at [supporter.uk@greenpeace.org](mailto:supporter.uk@greenpeace.org) at any point in your fundraising journey for help and advice. We would love to talk about your fundraising ideas. We're in this together!

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## 7. Run your event, collect donations, have fun!

Don't forget to collect donations during your event. To make it easy for your guests, print the QR code in the 'share your page' tab of your fundraising dashboard and display it at the event so attendees can scan to donate.

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## 8. Send us any cash donations after the event

If any cash donations are made, contact us at [supporter.uk@greenpeace.org](mailto:supporter.uk@greenpeace.org) and we'll tell you how to make it count towards your total. We hope your event goes brilliantly and can't wait to hear all about it!

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# KICKSTART YOUR FUNDRAISING

## Set up and personalise your fundraising page

Head to [challenges.greenpeace.org.uk/diy](https://challenges.greenpeace.org.uk/diy) to create your page. Add a personal biography explaining why you're running the event, why fundraising for Greenpeace is important to you and how donations will make an impact.

## Share with friends & family

Your nearest and dearest are likely to be your biggest supporters! People also tend to match donations, so ask your loved ones to sponsor you first to set the bar high.

## Shout loud and be proud

Don't be shy, spread the word about your fundraiser across your networks and local community. People aren't actually asked for sponsorship as often as you might think and are likely to be happy to support you in reaching your goal. Head to the dashboard of your new fundraising page to find easy ways to share.

## PRACTICAL TOP TIPS

### Health and Safety

Ensure your event is safe by conducting a risk assessment and if it takes place in a public space, please adhere to the venue guidelines. Visit [hse.gov.uk](https://www.hse.gov.uk) for more info.

### Food Safety

Ensure you communicate any potential allergens and comply with food safety and licensing laws for selling food or drink (especially alcohol) by visiting [food.gov.uk](https://www.food.gov.uk).

### Licenses

If you're planning some form of entertainment, such as music, in a venue that does not already hold a Public Entertainment Licence, you will need to get one. Contact your local authority for details.

## Insurance

For events in a public venue, please request a copy of the venue's Public Liability Insurance. For events at home, please verify your home insurance coverage for potential accidents. For an event on private land, please consult your local authority for necessary licenses. If you're planning a large-scale event that requires a risk assessment or if you are at all unsure whether your event is covered please contact us.

## Emergencies

It's important to designate a first-aid trained individual at your event, especially for large gatherings, to handle potential emergencies.



## Lotteries and Raffles

If you're planning to run a lottery or raffle, ensure it's legally compliant by reviewing the Gambling Commission's guidelines at [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk) before fundraising.

## Photos and Video Consent

Please always obtain permission before taking and sharing photos or videos, particularly those of children, on social media and other platforms, ensuring parental consent.

Greenpeace accepts no liability for third-party events. The advice given is not exhaustive and is intended to provide general guidance only to help you organise your event. Please consider other potential risks and seek further advice where required. Greenpeace can take no responsibility for any injuries or accidents that may take place whilst carrying out your fundraiser.

“My children and grandchildren were my biggest champions during my fundraiser and it is for them we MUST keep trying to influence government policy and save our wonderful world.”

– Neil Poulson

“I really enjoyed putting on a Gig for Greenpeace in Portsmouth, which featured in our local paper! We managed to secure a pub venue and 3 local acts for free - who all had a following which is really key. The night felt like a great success, raising just over £600!”

– Matt Williams



▶ **LET'S CHANGE THE WORLD!** ▶

There are also lots of other ways to support Greenpeace. You could join a welcome call, chip in to power our campaigns, add your voice to a petition or become a volunteer. Head to [greenpeace.org.uk/take-action](https://www.greenpeace.org.uk/take-action) to find out more.