

# Fundraising Guidelines

**Increase impact by collecting funds from your visitors during the Let it Grow campaign**

The Let It Grow campaign will be running from March 2016 until the end of 2017, and plenty of local biodiversity-related activities and events will be taking place around Europe. As a participating member of EAZA, BGCI or Ecsite, you will have the opportunity to collect funds from your visitors using a collection box. But why and how to fundraise? Where will the money go? What impact can you expect?

## Raising the impact

EAZA members have been running successful fundraising campaigns for several years. In the last 13 years, EAZA and its members have successfully raised more than €5 M, allowing support for more than 100 conservation projects. During the Southeast Asia Campaign (2011-2013) for instance almost €275.000 was collected. With this campaign we seek to build on this experience for greater impact and success. We believe Ecsite and BGCI members can also develop a similar successful scheme during the Let It Grow campaign to encourage more local biodiversity engagement initiatives.

## Why fundraise?

Running a fundraising campaign is a doubly rewarding opportunity for you, as you will be able to use a portion of the funds to further develop activities, while building or reinforcing a long-term relationship with your visitors. New activities made possible by funds raised can be part of a positive cycle, as they show your dedication to something the visitors were already interested in from the start. You will have the chance to impress them by developing new engaging activities and why not ask your visitors to help decide what to use their money for?

## Where will the money go?

You will be able to keep the 80% of the money raised and use it to develop new projects about local biodiversity, such as starting new partnerships to protect local endangered species, running a long-term Bioblitz, etc. The remaining 20% will be used by your network organisation (Ecsite, EAZA or BGCI) to cover the costs directly related to the campaign (such as coordination, website management, etc.). You will receive more instructions on how to report your fundraising successes at the end of the campaign (late 2017).

## How to collect money?

While taking part in Let It Grow activities and events, your visitors will have the opportunity to make donations in customised collection boxes. You can use spare cardboard boxes or other containers and cover them with bespoke stickers, available in the Fundraising kit downloadable from the [Resources page](#) on the Let It Grow website. In this kit you will also find a fundraising information panel to catch your visitors' attention. We suggest you locate the boxes at the entrance/exit of your facilities or next to the location where Let It Grow activities will be taking place or at other visible locations, to encourage visitors to give donations.

