



Fundraising Pack



www.thegamekeeperswelfaretrust.com

Registered Charity 1183553



Thank You

We're over the moon you're supporting the Gamekeepers' Welfare Trust. The support and generosity of people who raise funds for us mean we can continue to deliver high-quality, holistic support to the men, women and children of the gamekeeping community.

Our work is wide-ranging, from emotional support during bereavement to practical guidance in redundancy. We work with all ages, including those who have retired, supporting them through personal and professional circumstances.

And we can't do this without you. Whether you're raising £25 or £2500 for us, we rely on every pound raised for every bit of help we provide someone in difficult circumstances.

*with thanks from all at the
Gamekeepers' Welfare Trust*

A helping hand

Fundraising can feel a bit overwhelming, especially if you've never done it before. This pack is here to help you



This pack includes:

- Reminders for promoting an event
- Setting up a fundraising page
- Being part of Year of the Gamekeeper
- Help from GWT Facebook
- About Us - a reminder of what we do
- Our social media tags
- Tips
- Blank poster templates
- Contact details

***There are lots
of ways to
raise money***



Fundraising ideas for GWT

Quiz night? *(GWT has a quiz
pack you can use)*

BBQ?

Dance?

Run a 5K?

Clay shoot?

Sponsored silence?

Sponsored hill climb or walk?



Holding an event?

What - be clear about what it is

When - date & time (inc. end time if you can)

Where - include the full postcode

Why - shout about the GWT and the work we do

Cost - how much per person

How - just turn up? Phone or email to book?

Who - if it's not going to be suitable for everyone, perhaps give a minimum age to help people decide. Or, make it clear children/families are welcome

Plus - is anything for sale? cash or card? will there be refreshments? any other entertainment?

Raising money from sponsorship?



Set up a Just Giving page on www.justgiving.com - you just need to follow the instructions on screen

Connect it to GWT (an existing charity on the Just Giving website) and money you raise will come straight to us. Doing this means we can receive Gift Aid www.justgiving.com/gamekeeperwtrust

Use information about the GWT to explain why you're supporting us - see our About Us page in this Pack

Include photos

Be clear about when your challenge itself will be taking place

Write regular updates if your challenge requires preparation



Shout about it!



Use the GWT logo - see last page



Tag us in your social media so we can share your posts with our followers. We've listed all our social media later in the pack



Make sure you have emailed GWT on enquiries@thegamekeeperswelfaretrust.com with full details so we can support you and thank you



Is GWT running a specific fundraising campaign? Check with the GWT office - if we are, making your event part of that wider campaign will help the success of both. You can do it easily by using the campaign *#hashtag*



Shout about it!



If there are local places you can put posters, do!



There are some poster templates later in this pack



Don't forget all the information discussed earlier: what, when, where, why etc.!

***Tag us in your
social media
posts!***



@gamekeeperswelfaretrust



@GWelfare



@thegamekeeperswelfaretrust



@gamekeeperswelfaretrust

We can also provide you with branded templates for Facebook, Twitter and Instagram to help people know about your fundraising.



Photography

Copyright belongs to the photographer.

If your event is in a private place rather than public, you may not have permission to take photos. Be aware not everywhere the public gather is a public place e.g. some shopping centres are privately owned. A quick chat before your event will clear the way.

Not everyone likes being caught on camera, or having their children photographed. And some children need to be kept out of photographs in the public domain for serious safeguarding reasons. A clear sign at the entrance to your event that photos are being taken, and how they'll be used (e.g. social media, newsletters) will help.

All the above applies to film too.



***GWT has
over 10,000
Facebook
followers***

Individuals have a
Facebook *profile*,
organisations like the GWT
have a Facebook *page*.

Facebook Pages have a section where they can
promote events.

If you'd like the GWT to create an event listing on
our Page for your fundraising event, email our
Communications account - contact details are on
the last page.

We can also provide you with a logo and branded
templates for Facebook, Twitter and Instagram to
help people know about your fundraising.

About Us - who we help

The Gamekeepers' Welfare Trust (GWT) was formed in 1992.

We exist to support gamekeepers, stalkers, ghillies & **their dependants**, **past and present**:

We're there for all the gamekeeping professions: gamekeepers, river keepers, deer stalkers, ghillies, gjllies, guides, boatmen.

We support the whole family, not just the person in the job, and not just with issues related to gamekeeping - any issue at all.

Our help is there for people who are in gamekeeping jobs & their families; people who have retired from gamekeeping jobs & their families; and for people who were in a gamekeeping job but moved into another field.

GWT is an independent organisation - it is not part of any other organisation.

People do not need to be members of any organisation to receive our assistance.

About Us - how we help

Support: a free helpline, a listening ear, free counselling, support through a range of issues both personal and professional for all the family

Finance: a wide range of financial support for individuals and families for a variety of circumstances, including grants if you need to retrain

Health: Nurse Advice Clinic so your family can talk to nurses about health queries. Health MOTs at events

Training: STAG course for those in gamekeeping jobs and HIND course for partners

Housing: help and guidance to secure a home

Employment: support through any issue

If you're not clear, please contact us so we can arrange a chat on the phone



Setting up a fundraising page around 3 months before your challenge will probably raise more money than if you wait 'til closer to the day.

Share details of your fundraising page on pay day to encourage people to sponsor you.

Social media posts with pictures generate more interest than just words.

Explain why you've chosen to do this - what does the GWT mean to *you*?

If you're doing something that requires preparation, share regular updates on social media. And your fundraising page if you have one.

Consider a live Facebook during your preparation or your challenge itself, or your event.

Don't forget to tag us so we can share it too!

Thank everyone who sponsors you or attends your event - remind them how their efforts will make a difference to our community.

Around 20% of sponsorship arrives after an event - so keep your page open for a while!

Share photos of the success of your challenge or event. People like to see the whole story.



Supporting the GWT

www.thegamekeeperswelfaretrust.com



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Contacting the Gamekeepers' Welfare Trust

Ruth Kerr, Communications

communications@thegamekeeperswelfaretrust.com

Email this address for Facebook events, social media templates and our logo.

Helen Benson, Chief Executive Officer

enquiries@thegamekeeperswelfaretrust.com

GWT Office number: 01677 470180.

When emailing us, please remember we're a small organisation and not always able to respond the same day.

If you need us urgently, always call Jamie's Helpline - free and confidential.





Good luck!



and thank you