



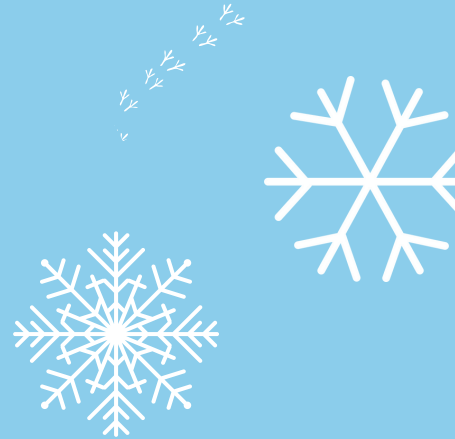
WELCOME WANDERERS,

This is your fundraising guide full of tips and ideas to make your Big Winter Wander magical. During the week of 10th – 23rd February, bring staff together for a memorable 5km or 10km sponsored walk that raises vital funds for our world. Everyone who raises £100 will receive our wooden eco medal too!

Whether you're back together in the office, flexible working or working remotely, there are always ways to connect with your team on a wander, and we'll give you some great ideas in this guide.

**So, woollies out. Wellies on.
We're all going on a Big Winter Wander.**

IT'S TIME TO GIVE BACK TO NATURE!



WHY SHOULD YOU WANDER?

Nature has offered us comfort and much-needed escape during difficult times, and now it's our turn to give back. The Living Planet Report (WWF's flagship research series) shows that our planet's wildlife populations have plummeted by 69% since 1970. We need to act now, to halt this number.

The Big Winter Wander is the perfect opportunity to get your staff active - walking can offer numerous benefits to people of all ages and fitness levels. Reconnect with our country's beautiful wildlife and help save our planet at the same time.

HOW DO WE GET INVOLVED

Get the snowball rolling by creating your fundraising page - it's quick and easy, secure and the money comes directly to WWF. You've also got the option to create a Team fundraising page, allowing you to join individual fundraising pages together and keep track of your combined fundraising.



WHAT YOU NEED TO DO

1. Sign up for the Big Winter Wander at www.org.uk/bigwinterwander
2. Create a team fundraising page by selecting 'Create a Team' and choose a team name
3. Invite members to join your team. Enter your colleagues e-mail addresses when you sign up to send them an invitation to register and link their fundraising page with the team page. Alternatively, share your team's name so participants can search for it themselves.
4. Personalise your team page with your business information including your fundraising target.
5. Keep your team fundraising page updated. Ask for pictures of everyone's walks to share internally and keep everyone regularly updated of your total raised!

WHAT YOUR COLLEAGUES NEED TO DO

1. Sign up for the Big Winter Wander at www.org.uk/bigwinterwander or follow the invitation link that the team leader sent.
2. Join your team fundraising page by. Select the "Find" button and search for your team name that has already been created. Each participant will have their own fundraising page that is linked to the team page.
3. Share pictures from their wander, tagging your business and @WWF_UK and using #BigWinterWander

...and that's it! Everyone is registered to take part and ready to ramble.

[A GUIDE TO TEAM PAGES](#)

[FUNDRAISING HELP TOPICS](#)

WE'VE PREPPED A MESSAGE PERFECT TO SEND TO COLLEAGUES, ASKING THEM TO TAKE PART IN THE BIG WINTER WANDER:

Hello everyone,

The UK is one of the world's most nature depleted countries and here at [insert company name] we want to do something to help.

During the week of the 10th-23rd of February, we're challenging all staff to dig out those wellies and put on your woolies for a 5km or 10km Big Winter Wander with WWF. It's so simple to take part!

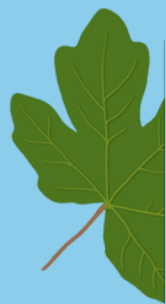
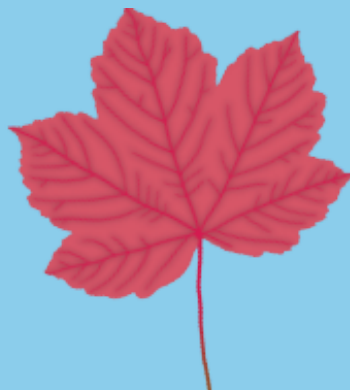
1. Create your fundraising page here <https://www.justgiving.com/campaign/big-winter-wander-2025>

2. Join our [team name] team.

3. Choose where you walk and invite everyone who joins you to donate.

4. Share pictures from your wander, tagging @[your business social media handle] and @WWF_UK and using #BigWinterWander

(If doing) We'll be awarding a prize to the person who has [insert competition idea] too!



MAKE IT YOUR BEST WINTER WANDER

FAMILY FRIENDLY RAMBLE OR HILLIER CHALLENGE?

Staff can choose where they walk and who with, so everyone can get involved! Want to make it a regional team event? Why not all walk on the same day and set up a WhatsApp group to share your progress?

COMPETITION TIME

Whether it's for the highest fundraiser, longest wander or most species spotted, adding a competitive edge is a great way to boost morale and donations raised. Try our 'guess the number of squirrels' poster game too.

DOWNLOAD YOUR RESOURCES

When you sign up to the Big Winter Wander, you'll have access to downloadable resources, including spotter sheets, posters and a totaliser!

[DOWNLOAD YOUR RESOURCES](#)

HOW YOUR MONEY COULD HELP



£50

could pay for a pinger to use on a fishing net to see if it reduces animals being caught in nets



£100

could pay a farmer to plant and protect 35 native trees on their land

