



WELCOME WANDERERS,

This is your fundraising guide full of tips and ideas to make your Big Winter Wander magical. During the weeks of 10th – 23rd February, bring staff together for a memorable 5-or-10k sponsored walk that raises vital funds for our world. Everyone who raises £30 will receive a WWF t-shirt, everyone who hits the £100 target will also receive our wooden eco medal and if you raise £250 or more you can claim a WWF cuddly toy or backpack!

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

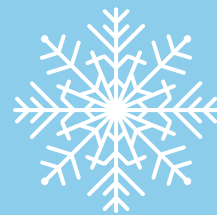
**So, woollies out. Wellies on.
We're all going on a Big Winter Wander.**

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 and create a team at [wwf.org.uk/bigwinterwander](https://www.wwf.org.uk/bigwinterwander)
2. Invite colleagues to join your walk. You can either invite colleagues by adding their email addresses when you create your team or just share your team name so they can search themselves.
3. Personalise your fundraising page, adding information about your company, your fundraising target and why nature is important to us all.
4. 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 [wwf.org.uk/bigwinterwander](https://www.wwf.org.uk/bigwinterwander)
2. Join your team fundraising page by selecting the "Find" button and search for your team name that has already been created.
3. Donate to your company fundraising page and share the URL with friends and family.
4. Share pictures from their wander, tagging your business and @WWF_UK and using #BigWinterWander

[A GUIDE TO TEAM PAGES](#)

[FUNDRAISING HELP TOPICS](#)

WE'VE PREPARED THE PERFECT MESSAGE TO SEND TO COLLEAGUES:

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 5k or 10k Big Winter Wander with WWF. It's so simple to take part!

1. Sign up and join our [team name] team at wwf.org.uk/bigwinterwander
2. Donate to our company fundraising page and share it far and wide [add your fundraising page URL]
3. Get out in nature and walk either 5k or 10k
4. Share pictures from your wander, tagging @[your business social media handle] and @WWF_UK and using #BigWinterWander

To add some friendly competition you could also offer a prize to the staff member who has raised the most / saw the most unusual animal!



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

