DAVID SHEPHERD WILDLIFE FOUNDATION

# *Teacher* Guidance

## Fundraising



Image credit: James Kydd

**The Art of Survival:** FIGHT • PROTECT • ENGAGE

# Overview

## Lesson 1

### What is a charity?

- What is a charity?
- Who are DSWF?

## Lesson 2

### Planning

- Effective fundraising
- Where does the money go?
- Initial Ideas for your fundraising event

## Lesson 3

### Planning and advertise

- Effective marketing
- Advertise your fundraising event

## In between

### Run event

## Lesson 4

### Evaluate

- How much did you raise?
- Celebrate your success with DSWF.

## Read first

### DSWF Fundraising Pack

# Lesson 1 What is a charity?

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| **Resources** | Access to internet/large screen.<br>Teachers slides.<br>Student workbook and access to the internet. |
| **Pre-planning** | Read through the DSWF fundraising pack, so you are familiar with regulations and expectations before you start these lessons. This may help you to plan an achievable outcome for the pupils event. |
| **Outcomes L1** | To understand what a charity is, how to check a charity is legitimate and who DSWF are and what their rangers do. |
| **Starter**<br>Slide 2<br>Slide 3 | S2: Introduce our ranger.<br>Explain that the class have been set the task of creating a fundraiser for DSWF. In the next few lessons they will plan, advertise and run an actual event. But first we need to understand what a charity is...<br><br>S3?: How many charities do they know about?<br>Ask them to write down as many as they can think of and what they support. i.e. RNLI - Supports life saving at sea.<br><br>?: How many of them or their families already support a charity?<br>You could do a show of hands and ask some who they support. |
| **What is a charity?**<br>Slide 4<br>Slide 5 | S4?: What is a charity?<br>Ask the class to write down what they think a charity is, feedback a few examples.<br>Give a simple definition of a charity: an organization set up to provide help and raise money for those in need.<br><br>S5?: It's purpose?<br>In groups/tables ask the class to find the 13 Purposes and feedback two to the class.<br>Then ask the class to research two charities online and try to come up with their purpose. |
| **Introduce DSWF**<br>Slide 6 | S6: Show YouTube Video: DSWF About Us<br>?: What is their purpose?<br>Ask the class to write down what they think their purpose is and feedback ideas. |
| **Charities Commision**<br>Slide 7 | S7?: How do you check that a charity is legitimate?<br>Briefly discuss what the Charity Commission is.<br>Use link to see DSWF page. |
| **DSWF AIM**<br>Slide 8<br>Slide 9 | FIGHT . PROTECT . ENGAGE<br>S8: Talk through DSWF aims and where they work across the world.<br>S9: Show map and name each of the eight species and where they live. |

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| **DSWF Rangers**<br>Slide 10 | Divide the class into 3 groups. Give each group one of the 3 aims: Fight. Protect. Engage.<br><br>Using the DSWF website to research ask them to find out about what the rangers do for their aim/what are the threats to their work?<br>Ask each group to report back to the class. |
| **Closure**<br>Slide 11 | Inform the class that the next lesson they will be looking at fundraising for the DSWF Rangers. Over the next 3 lessons they will be planning, advertising and running an in school fundraising event. |

## Lesson 2 Effective fundraising and planning

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| **Resources** | Access to internet/large screen.<br>Teachers slides.<br>Student workbook and access to the internet. |
| **Pre-Planning** | Ensure you have started to plan what type of event would be suitable within your school setting, so you can guide pupils to an achievable outcome. There is useful information on page 8 of the DSWF fundraising pack about licenses, safeguarding and gambling laws. Ensure your event adheres to these. Send an email to DSWF to tell them what you are planning, they may be able to offer help/support/templates etc. |
| **Outcomes L2** | To understand what effective fundraising is and how the money raised is spent. To learn more about what a ranger needs to do their job, this is what you are fundraising for. To start planning your fundraising event. |
| **Starter**<br>Slide 13 | Re-introduce our ranger, and remind the pupils of our end goal.<br>To create a fundraiser for DSWF Rangers. |
| **What is effective fundraising?**<br>Slide 14<br>Slide 15 | S14: Share the DSWF facts with the class.<br>Ask them to complete the table in their workbook.<br>Ask the group to share their ideas, you could write these up on a white board or large piece of paper.<br><br>S15?: What ideas would you come up with?<br>Ask pupils to use the space in their workbook to think of ideas they could use match the 40 for 40 challenge. |
| **Celebrate your supporters**<br>Slide 16 | Effective ways to engage supporters is through celebrities, have a look at who DSWF's are. DSWF Celebrity Ambassadors<br>There is also a link to the DSWF Artist of the Year Competition video.<br>These are great examples of engaging your audience and effective fundraising.<br>Suggest that some pupils may wish to get involved in the children's competition themselves. |

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| **Where do the £s go?**<br>Slide 17<br>Slide 18<br>Slide 19 | S17: Ask pupils to think about the 3 jobs of a ranger, what equipment do they think a ranger would need to carry out each one?<br>Ask the group to share their ideas, you could write these up on a white board or large piece of paper.<br><br>S18: Kitting out a Ranger, what they need and what it costs.<br>S19: Look at how DSWF use their funds from some stats. |
| **Let's start planning!**<br>Slide 20 | S20: Ask pupils to go back to their 40 for 40 ideas.<br>In groups, discuss and think about which ideas they might like to do. Feedback to the group.<br><br>You could either vote on the most popular idea now, or use this as the start to the next lesson. You may need some time to think about what you can logistically achieve with the time and resources you have available. |
| **Closure**<br>Slide 21 | Inform the class that the next lesson they will be looking at promoting their event. Collect in their ideas, as you will need to make decisions about what,where and when ready for the next lesson.<br><br>**CHECK THE PRE-PLANNING FOR LESSON 3** |

## Lesson 3 Plan and advertise

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| **Resources** | Access to internet/large screen.<br>Teachers slides.<br>Student workbook and access to the internet.<br>A3 Paper, Pens, Pencils (resources to create marketing materials). |
| **Pre-Planning** | Before this lesson, you will need to have a plan in place for the actual fundraising event, so that the marketing the pupils create is accurate and purposeful.<br>When is the event? Date & Time<br>Where? Location within school<br>Who? Pupils or Pupils & Parents?<br>What? Are you asking for donations? How do people get these to you?<br>What resources will you need to run the event? (Float ££?, Tables?)<br>Check the fundraising Regulator for any 'legal bits' you need to adhere to. fundraisingregulator.org.uk |
| **Outcomes L3** | To understand effective marketing, 'the legal bits' and promote your fundraising event. |

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| **Starter**<br>**Slide 23** | Check in with Elvis.<br>Share the video with them to promote the work being done.<br>Painted Dog Education Bush Camp. |
| **Introduce your event.** Slide 24 | Use the slide S24 provided to introduce your chosen event to the class, giving them the basic details about what and when it will be. |
| **Effective Marketing**<br>Slide 25 | Ask the class to think about what methods would be the best way to promote their event? You could show some examples of posters, social media and a DSWF campaign video<br><br>Ask them to write down what would catch their attention and make them want to attend?<br><br>Feedback to the class.<br>Can they list the main info that should be included in any marketing? |
| **The Legal Bits**<br>Slide 26 | There are some legal regulations that have to be included in any marketing:<br>• In support of David Shepherd Wildlife Foundation<br>• Registered Charity Number 1106893<br><br>Add the DSWF Logo |
| **Making your marketing**<br>Slide 27 | You will need to pre-fill the What, When, Where info, so they have a guide up on the board to refer back to whilst creating their marketing.<br><br>If they are asking for donations, this should also be on the marketing information. State WHERE people need to bring the donations for safekeeping until the event.<br><br>Set a deadline for when marketing has be completed and published, so you have enough time to market your event. You may need to set this as homework. |
| **Closure** | Inform the class that the next lesson they will be looking at evaluating their event. |

## Run your DSWF event *Good luck!*

Ideally this should happen between lessons 3 and 4, so pupils can evaluate the outcomes in lesson 4.

### Media

If you have media permissions try to get some photos of the event taking place, that can be shared with the pupils, DSWF and any media coverage of the event on school socials.

### Donations:

Ensure you are familiar with the expectations of what to do with the money once the event has finished. There is guidance on this on page 8 of the DSWF fundraising pack.

**ASAP:** Store it securely
Take a total
Bank the donations directly to the DSWF bank account **Sort Code 16 00 11 Account no 11999399**

Let DSWF know via email the total sum banked and the date this was done together with details of the event to: dswf@davidshepherd.org

## Lesson 4 Evaluation and celebration

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| **Resources** | Access to internet/large screen.<br>Writing paper, pens. |
| **Pre-Planning** | When you contact DSWF to inform them of the event in Lesson 2, speak to them about how to celebrate the outcomes of the event. Could they send a short video of thanks from a ranger, showing where the money will be spent or some DSWF bookmarks, keyrings etc to hand out to the pupils to say thank you.<br><br>As the money is going to the rangers could DSWF organise a sponsorship pack for the class, so they can see who their hard work is supporting.<br><br>Ask DSWF if letters to the rangers from the pupils would be possible. They could write about what they have learnt about what the rangers do and thank them for their work. This might be a really nice way to end the project.<br><br>Ensure you let the pupils know the final sum of money they raised and that this information is shared with the wider school community through school socials and newsletters to parents. |

# Resource links

Fundraising Pack
davidshepherd.org/take-action/fundraise/education-fundraising/

DSWF Website
davidshepherd.org/

Charity Commision report link
register-of-charities.charitycommission.gov.uk/en/charity-search/-/charity-details/4012186

About Us video link
youtube.com/watch?v=khiye_3Vl_Q

40 for 40 video link
youtube.com/watch?v=apDXqxH6--0

Celebrity Ambassadors link
davidshepherd.org/about/celebrity-ambassadors/

Wildlife Artist of the Year video link
youtube.com/watch?v=yHSJPf-ECb4

Painted Dog Bushcamp video link
youtube.com/watch?v=P29LRqwjSLc

*Thank you* **for supporting**

## David Shepherd Wildlife Foundation

Image credit: Matt Armstrong-Ford

**Game Rangers International**
Wildlife Discovery Centre, Lusaka National Park, Lusaka
Telephone: +26 0971 609 777 | gamerangersinternational.org



# The Art of Survival: FIGHT • PROTECT • ENGAGE

DAVID SHEPHERD WILDLIFE FOUNDATION 2025

DAVID SHEPHERD WILDLIFE FOUNDATION: UK REGISTERED CHARITY: NO. 1106893

This project was generously funded by the Fonthill Foundation.

This project was developed and led by David Shepherd Wildlife Foundation (DSWF), who collated and designed the resources in close collaboration with our field partners to ensure the activity books and teacher's guidance were rooted in real-life conservation challenges. Delivered with the support of the Coastal Schools Partnership and generously funded by the Garfield Weston and Fonthill Foundations, the project brings authentic conservation stories into the classroom in an engaging and accessible way.

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