DAVID SHEPHERD WILDLIFE FOUNDATION

Activity Workbook

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.

Lesson 1 | What is a charity?

Outcomes

To understand what a charity is, how to check a charity is legitimate and who DSWF are and what they do.

Q.1

How many charities do you know about?
List them and what they do here.

Q.2

What do you think a charity is?
Use this space to make notes about your discussion to feedback to the class.

Q.3

What is a charity's purpose?
In groups find the 13 purposes and feedback two of them to the class.
Then research two charities online and write down what you think their purpose it here.

Q.4

What is DSWF's purpose?

After watching the video, use this space to write down what you think DSWF's purpose is and discuss with your class.

Q.5

What does a ranger do?

Use this space to make notes about your aim.
What is the threat to it and what are the DSWF Rangers doing to help?

Lesson 2 | What is effective fundraising?

Outcomes

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.

Q.1

Who is your target audience?

Think about running a fundraiser in school. Who would your target audience be, what kind of product/event would they spend money on?

Audience	Products	Event

Q.2

What ideas would you come up with?

40 for 40 ideas here. Use this space to make notes about your discussion to feedback to the class.

Q.3

What equipment do you think a ranger would need to carry out each of the three aims?
Think about running a fundraiser in school. Who would your target audience be, what kind of product/event would they spend money on?

Fight	Protect	Engage

Q.4

Start to plan. Use this space to make notes about your fundraising ideas to feedback to the class.

Lesson 3 | Planning and *Advertising*

Outcomes

To understand effective marketing, 'the legal bits' and promote your fundraising event.

Q.1

What would catch your attention?
What methods would be the best way to promote your event?
Write down ideas of what would catch your attention and make you want to attend?

Q.2

List the main information that you think should be included in any marketing?

Q.3

You can use this space to plan out your marketing idea before you start to make it. Ensure your marketing contains ALL the essential information shown on the board.

Lesson 4 | Evaluation and *Celebration*

Use this space to plan out your letter to a ranger. Think about what you have learnt about their job, the risks and challenges they face and what they achieve.

Image credit: Matt Armstrong-Ford

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DAVID SHEPHERD WILDLIFE FOUNDATION 2025

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