



Your fundraising efforts will help protect wildlife and their habitats and help build a future where wildlife, nature and people thrive together. Thank you for your efforts and making a difference for wildlife!

1

Start fundraising early

Begin fundraising as early as you can – the sooner you start asking for donations, the more money you will raise. If you hit your goal early, increase it and see how high you can go!



2

Make a personal donation and lead by example

By making a personal donation to your fundraiser, you'll show people how much the run matters to you and inspire others to donate too.



3

Tell your story and customize your fundraising page

Update your fundraising page with a message about why you are running for wildlife and nature. Sharing why fundraising for wildlife is important to you will encourage others to donate.



4

Ask, ask, ask!

Send emails from your fundraising page or your personal email account or print the pledge form to ask for donations. Be sure to let people know why you're running and how important it is to you!



5

Get social

Facebook, Instagram and Twitter are great places to share your reasons for running and passion for wildlife. Be sure to use the hashtags - [#kidsrunfornature](#) and [#wwfcanada](#)



6

Thank your donors

Be sure to thank your donors for supporting your run and making a difference for wildlife. Sending an email, calling or texting them, or giving them a shout out on social media will make them feel appreciated.





Bake sale and lemonade stands

Host a bake sale or set up a lemonade stand in your neighbourhood, letting your buyers know about your participation in the run and that all proceeds go to WWF-Canada, supporting important conservation work across Canada and the world.

Arts and crafts sale

Create your own artistic masterpieces and donate unused items from your home and organize a garage or street sale. You can let visitors know about your participation in the run, invite them to join you, and share that all proceeds from the sale goes to WWF-Canada's environmental and wildlife conservation efforts.

Change drive

Host a change drive by asking people in your neighbourhood, school or community to donate their spare coins to support you in the run, which raises funds for WWF-Canada.

Talent show

Organize a wildlife inspired talent show, concert, educational presentation or other form of expression. Share why you are running and encourage others to sign up. Ticket sales can help you reach your fundraising goal.

Pyjama party

Invite friends over for a pyjama party and watch movies or play games about your favourite species. Share why you are running for wildlife and encourage your friends to join you. Ask for donations to support your run at the door, sharing that it goes to WWF-Canada's conservation efforts.

Pledge form visits

Take your pledge form around to visit friends, family and neighbours. Tell them about your run, why you are running for wildlife, and how they can support you while also helping nature thrive. Share that all donations go to WWF-Canada's conservation efforts.