



GO WILD AT WORK

for Norfolk Wildlife Trust

1 – 10 June 2018



Sign up to **Go Wild at Work** week this June, with wildlife-themed fundraising to help Norfolk's wildlife.





Make NORFOLK'S WILDLIFE your business

We all need nature.

There is much talk today of the benefits of 'mindfulness' as a way of coping with the stresses and strains of modern life. But 'wildfulness' – simply spending time in nature - also brings great rewards. Becoming more connected to nature, tuning-in to the sounds, smells and textures of the wild world around us brings unexpected benefits: feeling part of something bigger than ourselves, seeing things in new light, discovering that the boundary between you and the wild is perhaps not where you expected.

Nature also needs us.

Our wildlife faces many threats, including climate change and habitat loss, but at Norfolk Wildlife Trust we work to save wildlife on a landscape scale. As a local charity we rely on donations to help us ensure Norfolk's wildlife and wild places are protected today and for future generations to enjoy.





Fundraising at work is great for team building and morale. Daily interactions with the natural world can improve wellbeing and productivity. What could be better than combining the two?

HERE ARE SOME WAYS YOU CAN!

TAKE A CHALLENGE

Go plastic-free for a week

Get sponsored to complete the challenge, and do your bit for the environment too!

Target driven challenges

Encourage staff to get creative, either individually or in teams. Whoever reaches the fundraising target first wins a prize.

Walk to work challenge

If they live locally, staff can raise sponsorship by pledging to walk or cycle to work each day, enjoying nature on their way.

TOP TIP: whatever you've got planned, remember to let us know. We can assist with events and talks, supply sponsorship forms and promotional materials, or help you set up online fundraising pages.



AN IDEA PER DAY

MONDAY: Wear your wellies to work – staff donate for the novelty of wearing wellies to the office (remember to make sure they are clean first!)

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TUESDAY: Food and drink – eco coffee morning, picnic, or BBQ using local, seasonal, and home grown ingredients. Theme for nature – how about butterfly cakes? - and even collect your old coffee grounds and sell for compost.

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WEDNESDAY: Learn more – with a wildlife-themed film screening or a lunchtime talk.

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THURSDAY: Competitions, raffles and sweepstakes – for example a sunflower growing competition. Staff members pay to enter, or open it up to neighbouring businesses.

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FRIDAY: An auction of benefits – auction off some desirable staff benefits, such as an extra day's holiday, a long lunch break, or tea and coffee made for the week.

TOP TIP: consider laws, regulations and guidelines. If you are selling alcohol or food, handling personal details, or holding a raffle, we can advise you to make sure you are safe and legal.





We are here to support your fundraising for wildlife

- A dedicated Community Fundraiser at Norfolk Wildlife Trust to help with advice and support
- Promotional materials such as posters and sponsorship forms
- Information and case studies to help you to tell our story – and yours!
- Fundraising materials including collection boxes, leaflets and other literature
- An informative lunchtime talk or desk-drop from Norfolk Wildlife Trust
- Online profile across social media channels and NWT website
- Media promotion: inclusion in NWT press releases and articles
- Team building work parties: get hands on for wildlife with practical conservation volunteering opportunities

SIGN UP NOW!

Register online:

www.norfolkwildlifetrust.org.uk/gowildatwork

Email Ginny in the fundraising team:

ginnys@norfolkwildlifetrust.org.uk

Or phone:

01603 625540



All our lives are better
when they are a
little bit

WILD

**30
DAYS
WILD**



This June Norfolk Wildlife Trust is challenging people everywhere in Norfolk to spend 30 Days Wild and commit to taking just a few minutes every day for 30 consecutive days to build a connection to the natural world. If you've enjoyed Go Wild at Work week, continue your wild life and sign up here:

www.mywildlife.org.uk

