

SLOTH FUNDRAISING TOOLKIT



MAKE YOUR DIFFERENCE!



Thank you for choosing to fundraise with us! 100% of the funds that you raise will go towards supporting our essential sloth conservation programs to help safeguard a future for these amazing animals. **We have constructed this toolkit to help you on your fundraising journey.** Inside you will find everything that you need, from event ideas and planning tips to information about how **your efforts will make a difference** and how to donate the money once you are finished!

For more free fundraising resources please visit our website where you can download posters, sloth fact sheets, event invitation templates and much, much more! You can also **contact us** with any questions that you may have, or to simply share your fundraising ideas / successes with us: slothconservation@gmail.com

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Rebecca Cliffe'.

Dr. Rebecca Cliffe
Founder and Executive Director



SIMPLE STEPS FOR FUNDRAISING SUCCESS



1 Come up with an event idea!

- Think of a fun event or sponsored activity that would encourage the people around you to donate!
- See the following pages for some event ideas

2 Organise the details

- Start planning the who, what, why, how and where of your fundraising event.
- Set a fundraising goal! You could aim to raise enough money to sponsor a particular item for us:

Sponsor a sloth crossing (\$150): buys the raw materials to construct a full single-rope canopy bridge to help sloths cross the road safely.

Sponsor a sloth tracking collar (\$200): buys 1 VHF radio-telemetry collar which will be used to track the progress and welfare of orphaned baby sloths after they have been returned to the wild

Plant 140 trees (\$400): covers the cost of growing and planting 140 native trees that provide food and shelter for wild sloths.

Sponsor a sloth education outreach event (\$250): covers all costs for a one-day education outreach event for 30 students in a rural school in Costa Rica.

3 Spread the word

- Use social media to build hype around your fundraising event – get people engaged!
- Talk to people in your local community about your plans. Make sure to get support from your friends, family, and colleagues to get your event off the ground (strangers are usually more willing to donate if they see that other people have donated already)!

4 Say Thank You!

- Send thank you emails or letters to your supporters! Always try to make these personalised if possible.
- Create personalised certificates of appreciation for your supporters. We offer free templates for this on our website!

FUNDRAISING IDEAS

Want to fundraise but don't know how? Look here for some inspiration!



EVENTS

Hosting an event is a great way to get your friends together and raise awareness for your cause. Encourage all attendees to donate towards your fundraising goal! A few event ideas include:

- Barbeque
- A silent disco for sloths
- Animal themed quiz night
- Game night
- Movie screening

SPONSORED ACTIVITY

If you don't feel like hosting an event, you could partake in an activity and get people to sponsor you!

- A sponsored sloth walk
- Shhhh sponsored silence for sloths
- Fun run (extra points if you dress like a sloth and send us a photo)
- Sponsored sky dive

CELEBRATION

Instead of gifts this year, you could ask friends and family to donate towards your sloth fundraiser in commemoration of:

- Birthday
- Wedding
- Anniversary
- Graduation

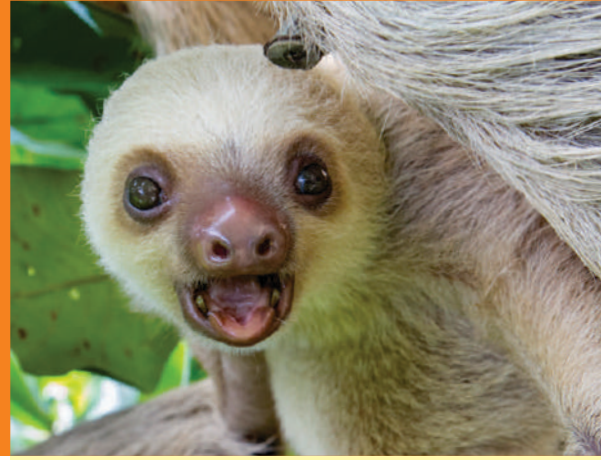
SALES

People are often more willing to donate if they get something back in return – you could try hosting a sales event to raise money for the sloths!

- Bake sale
- Arts and crafts sale
- Car wash

SPREAD THE WORD!

Use social media to generate excitement and spread news of your fundraising event! Post frequent updates on Facebook, Instagram and Twitter to encourage your friends to get involved!



Fundraising tip: on average, a person needs to be asked 3 times before they will donate to a cause! Don't be afraid to reach out several times.

SOCIAL SLOTH TIPS

1. Keep it fresh

- Make sure that you mix up your social media posts so that people don't lose interest.
- Share sloth facts and photos to catch attention!
- Post frequent updates about your fundraising progress.
- Share conservation tips for people who want to help sloths in other ways!

2. Learn your hashtags

- Use popular social media hashtags when posting about your event to reach a wider audience. **#Sloths #SlothLife #Slothsofinstagram #SloCo**
- Tag us @slothconservation in your posts so that we can share them!

3. Create a Facebook event

- This is a great way to raise awareness and promote your fundraising efforts!

4. Follow SloCo on social media

- Follow us on Facebook, Twitter, and Instagram to see the work your fundraising is helping support. This is a great way to stay motivated and it gives you things to talk about when asking people to support you.

5. Update your cover photos

- Update your cover photo on Facebook and Twitter to advertise your fundraiser. We offer free sloth cover photos that you can download on our website!



SLOTH CONSERVATION: THE PROBLEMS

Sloths are perfectly adapted for life upside-down in the rainforest canopy. Unfortunately, with the rapidly expanding human population driving deforestation to an unprecedented level, **the rainforest habitat that the sloths depend on is becoming more and more disturbed.**

Roads, farms, towns and cities now dominate the landscape, cutting the once continuous forest into smaller and more isolated segments. There is no way to escape the fact that 1-2 acres of rainforest land are cleared every single second. Due to their highly specialised lifestyle, **sloths do not adapt well to such rapid environmental change.**

Everyday hundreds of animals are falling victim to the land development and urbanization occurring throughout South and Central America. **From power line electrocutions and dog attacks, to road collisions, deforestation and human cruelty** – it is a long and sad list of threats. As a result, the Pygmy three-fingered sloths of Panama are now listed as critically endangered on the IUCN Red List while the Maned sloths of Brazil have been listed as vulnerable.

WHY YOUR SUPPORT MATTERS

The Sloth Conservation Foundation (SloCo) is a registered non-profit organisation **dedicated to saving sloths in the wild through research and conservation initiatives.** Based on the belief that every single person has the ability to make a positive difference, we are focused on inspiring individuals to care about sloths, to protect the rainforest ecosystem and **to safeguard a future for the planet that we all share.**



**SCIENTIFIC
RESEARCH**



**REFORESTATION
IN URBAN
AREAS**



**POWER
LINE
INSULATION**



**WILDLIFE
BRIDGES**



**EDUCATION
OUTREACH**



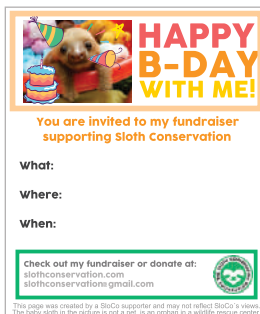
**RESPONSIBLE
TOURISM
& ILLEGAL
PET TRADE**

RESOURCES FOR YOUR FUNDRAISING

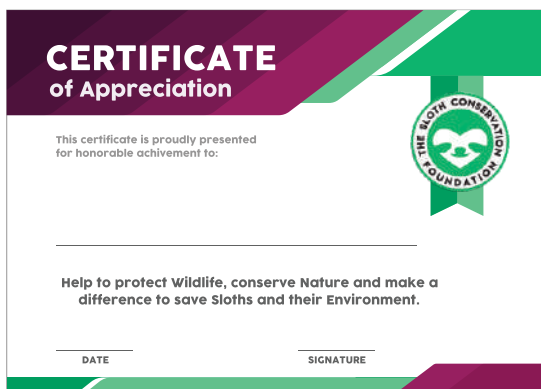
Social Media covers



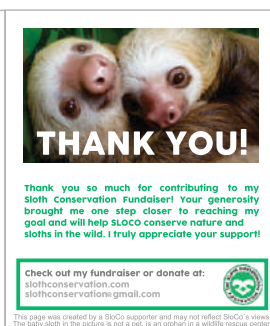
Invitations



Certificate



Thank You cards



Letter size posters



Find more resources
on our website:
slothconservation.com

WHEN YOU HIT YOUR FUNDRAISING TARGET

Give yourself a slow pat on the back – your efforts are truly making a difference to the world! Now we want to hear all about your hard work. Send us photos / details of your fundraising efforts so that we can thank you properly! Email us at: slothconservation@gmail.com.

How to transfer the funds to us:

You can send your donation via cheque, PayPal, credit card or direct bank transfer.

PayPal:

Our email address for donations to be sent to is: slothconservation@gmail.com

Cheques:

Please send cheques to:
The Sloth Conservation Foundation,
Bank Vale Barn,
Bank Vale Road,
Hayfield,
High Peak,
Derbyshire,
SK22 2EZ
United Kingdom

Bank Transfers:

Account Number: 19356705
Sort Code: 83-04-25
IBAN: GB59RBOS83042519356705
BIC: RBOSGB2L
Bank Address:
4th Floor, 1 Hardman Boulevard,
Manchester,
M3 3AQ, United Kingdom

Credit card:

All credit card donations can be made through our website: www.slothconservation.com



THANK YOU SO MUCH!