

Recipes for nature's revival

Fundraising Toolkit

Whether you're inviting friends over for coffee and cake or simply getting a few people together around the table, you're helping raise vital funds to revive nature across UK farmland. Thank you!

You don't need any fundraising experience to make a difference. The best fundraisers are usually simple, personal and fun.

Here are some tips, ideas and ready-to-use messages to help you get started:

1. Start with your story

People are more likely to get involved when they understand why you're doing it.

Think about:

- Why does nature matter to you?
- What do you love about the countryside, wildlife or growing food?
- Why is supporting the Soil Association important to you?

Here's a simple formula:

"I'm doing this because... [I've always loved bird watching on the farms near me / seeing butterflies in the meadows in Springtime / I've been a member of the Soil Association for years and think their work is vital to bringing back our wildlife.]

I care about...[nature's decline. We can see it all around us and we need to act now to protect it.]

I'm fundraising to help...[the Soil Association work with farmers to revive nature across our UK farmland.]

Will you join me?"

2. Include interesting facts & stats

Want to tell your guests a little more about why you're fundraising? The Conversation Cards found in the [Recipes for Nature's Revival hub](#) provide some useful facts about our work, and can be printed at home.

Tip: Pick just one fact that feels most relevant to your fundraiser and add it to your invitation or fundraising message.



3. Explain why their donation matters

When you're inviting people to your fundraiser or asking for donations, it can help to explain why you're raising money and what their support will help make possible.

Here's a ready-to-use shopping list for you to pick whichever feels right for your event or audience:

- **£25** - The fight for nature will be won on farmland. Your gift could help farmers create more space for wildlife across the UK.
- **£50** - Your gift could help more farmers adopt approaches that work with nature, not against it, supporting pollinators and bringing life back to the countryside.
- **£100** - Your gift could help farmers bring more trees onto farmland, creating homes for wildlife while supporting resilient food production.
- **£250** - Your gift could help spread proven farming practices that support pollinators, farmland birds and other wildlife.
- **£500** - Your gift could help inspire more farmers to take action for nature, multiplying impact on wildlife across farmland.
- **£1,000** - Your gift could help secure policies that reward farmers for restoring nature alongside food production, helping drive change far beyond a single farm.

4. Ask for support

People can only support your fundraiser if they know about it. And you might be surprised by how many people are happy to support when asked.

Include an ask wherever you can: in your invitation email or Whatsapp, at the event and in any follow up messages.

Top tip: ask individually where you can and share why the cause matters to you. A personal message is often more effective than a generic one.

You can find all our resources in the [Recipes for Nature's Revival online hub](#), and if you have any questions, please don't hesitate to get in touch with us directly on supporterservices@soilassociation.org

Good luck!

