

# Fundraising Toolkit

FOR COMMUNITY GROUPS

GROW YOUR IMPACT.  
FUND YOUR PLANTING.  
STRENGTHEN YOUR COMMUNITY.

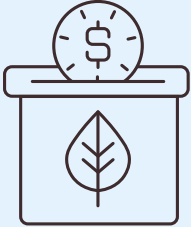


National  
Tree Day

PLANET ARK

# Welcome

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## GROW YOUR IMPACT ON NATIONAL TREE DAY

National Tree Day is celebrating its 30th anniversary - 30 years of growing, restoring and connecting communities with nature.

Now, we're planting for the next 30 years.

This toolkit is designed to help community groups raise funds to support their own planting projects - whether you're regenerating bushland, restoring habitats, or greening local spaces.

Fundraising is more than raising money - it's also an opportunity to:

- Build stronger community connections
- Raise awareness of local environmental issues
- Attract new volunteers and supporters
- Create long-term impact in your local area



### Acknowledgement of Country

Planet Ark acknowledges the Traditional Owners of the places in which we live, work and plant. We recognise the enduring relationships they have with their lands and waters, and we pay our respects to Elders past, present and emerging.



# Fundraising Steps

## STEP 1: REGISTER YOUR EVENT

Before you begin fundraising, make sure your National Tree Day site is officially registered. You can register your site [here](#).

### WHY REGISTER?

Registering your site unlocks key tools and support to help you succeed:

#### YOUR OWN EVENT PAGE

Promote your planting day, share details with your community, and attract volunteers.



#### COORDINATOR HUB ACCESS

The Coordinator's Hub is a central place for resources, guides, promotional materials, and planning tools.



#### INCREASED VISIBILITY

Your site becomes part of the national map, helping more people discover and support your event.



#### STRONGER CREDIBILITY

Being part of National Tree Day helps build trust with donors, partners, and your local community.



#### VOLUNTEER INSURANCE

Planet Ark has arranged volunteer insurance coverage all year round to enable public plantings to occur on any day of the year.



#### SHOW YOUR IMPACT

Registered events ensure that your volunteer and planting numbers are included in our national tally!



## STEP 2: SET YOUR FUNDRAISING GOAL

Start with a clear, achievable goal. Ask:

- What do we need? (e.g. native plants, guards, tools, mulch, site prep)
- What's the total cost?
- By when do we need funding?



### EXAMPLE GOAL



Raise \$2,500 to plant 300 native seedlings and restore a local habitat corridor.

\$500

TARGET  
**\$2,500**

## STEP 3: CHOOSE FUNDRAISING ACTIVITIES

Select activities that suit your group's capacity and community. Ideas include:



### COMMUNITY PLANT SALE

- Sell native plants, tube stock, or propagated cuttings
- Partner with local nurseries or growers



### "SPONSOR A TREE" OR "ADOPT A PLOT"

- Community members donate to fund specific trees or planting zones
- Offer recognition or updates on growth



### WORKING BEE + DONATION DAY

- Combine a planting or clean-up day with optional donations
- Great for engaging new volunteers



### LOCAL MARKET STALL

Sell:

- Native plants
- Seed bombs
- Eco products
- Educational materials



### FUNDRAISING EVENT OR WORKSHOP

Host workshops like:

- Native gardening
- Composting
- Biodiversity education



### COMMUNITY RAFFLE

- Source prizes from local businesses
- Strengthens local partnerships



### CORPORATE VOLUNTEERING DAY

- Invite local businesses to sponsor your planting or invite staff to volunteer

#### TIP

*Choose one or two strong activities rather than doing too many at once.*



## STEP 4: ENGAGE YOUR COMMUNITY

Make your fundraiser a shared community effort.

Ways to engage your community:

- Invite residents and families
- Partner with schools, councils, or other groups
- Share local environmental stories
- Highlight the impact on wildlife and habitat



### TIP

*People are more likely to support when they feel connected to the place and purpose.*

## STEP 5: PROMOTE YOUR FUNDRAISER

Visibility is key to success:

### CHANNELS

- Community Facebook groups
- Local newsletters and noticeboards
- Email lists
- Council communications
- Local media

### KEY MESSAGES

- What you're raising funds for
- Why it matters locally
- How people can get involved
- Event dates and details
- Family-friendly

### SAMPLE FUNDRAISING MESSAGE



*“We’re taking part in National Tree Day to help restore and protect our local environment. To support our planting efforts, we’re raising funds for native plants and materials. Every contribution helps us create healthier habitats for wildlife and a greener future for our community. Join us in planting for the next 30 years!”*



## STEP 6: PARTNER WITH LOCAL BUSINESSES

Local businesses can be powerful supporters.

Options to offer businesses to get involved:

- Sponsorship (financial or in-kind)
- Donating raffle prizes
- Promoting your event
- Staff volunteering

### TIP

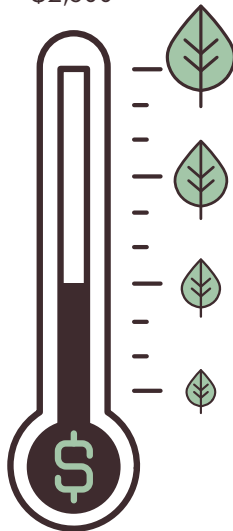
*Offer businesses recognition: logo inclusion, social media mentions, signage on the day.*



## STEP 7: TRACK AND SHARE PROGRESS

### GOAL

\$2,500



Keep your community engaged:

- Share fundraising milestones
- Post updates and photos
- Celebrate contributions publicly

### TIP

*Visual progress (e.g. "200 trees funded!") builds momentum and encourages more people to donate.*

## STEP 8: SAY THANK YOU

Acknowledging support builds long-term relationships.

Thank you ideas:

- Social media shout-outs
- Certificates or thank you emails
- Recognition at your planting event
- Updates showing the impact of contributions



# STEP 9: BRING IT TO LIFE ON NATIONAL TREE DAY

Show the real-world impact of your fundraising:

- Share how funds were used
- Highlight number of plants, volunteers, and outcomes
- Capture photos and stories



## FUNDRAISE FOR THE SEEDLING BANK

To make your impact even bigger, turn your National Tree Day event into a fundraiser for The Seedling Bank. Established in 2019, The Seedling Bank is Planet Ark’s nature restoration grants initiative. We provide funding to community groups and schools to buy native seedlings for local planting projects. Over 280 school and community groups have planted 145,000 trees, shrubs and grasses since the program’s inception.

Turn your event into a fundraiser by displaying one of our posters for The Seedling Bank. Attendees simply scan the QR code to make a donation, and know that their gift will help get even more trees into the ground!



DOWNLOAD POSTERS



# Need support?

The National Tree Day team is here to help with resources, ideas, and guidance to support your fundraising and planting success. Visit our online toolkit or email us.

[ONLINE TOOLKIT](#)

[EMAIL US](#)



## **FINAL TIP**

*Start where you are. Even small community efforts can grow into powerful environmental impact and inspire others to take action.*

