

Your own fundraising campaign for Europe's nature

Donations instead of gifts – euronatur.org/fundraiser

Start your personal fundraising campaign here

Use your birthday, other special occasions, sporting or personal challenges to do some good.

In just a few minutes, you can create your own donation page here and ask your guests to donate to the preservation of wild rivers, ancient forests or endangered species. Together with your family and friends, you can send a strong signal for Europe's nature.

Here is an overview of the steps to create your fundraising campaign:

1. Click on the "Start new campaign" button.
2. Give your campaign a title.
3. Should the donations collected be used for specific projects? Select the purpose.
4. How much do you want to raise with your friends, family, colleagues and acquaintances?
Enter your fundraising goal. Start with a modest amount. You can increase the goal later.
5. A picture contributes significantly to the success of your campaign. Select one and upload it.
6. A description and a thank you message to everyone who participates in your campaign will make your collection even more personal.
7. Once you have entered your name and email address, your campaign is ready to go.

You will receive an email with a link to your donation page, which you can forward to everyone you have invited. We will also provide you with a secret link that allows you to edit your campaign at a later date.

You will find more detailed information below.

Thank you for organising your own fundraising campaign for EuroNatur. Your valuable support helps us to work for the preservation of Europe's nature. The donations collected help us to implement international nature conservation projects, raise awareness of nature destruction and carry out political campaign work in Brussels.

EuroNatur
Westendstraße 3
D-78315 Radolfzell

Fon +49 (0) 7732 / 92 72 0
Fax +49 (0) 7732 / 92 72 22
info@euronatur.org
www.euronatur.org

Spendenkonto 818 2005
BLZ 370 205 00
Bank für Sozialwirtschaft Köln
SWIFT/BIC BFSWDE33XXX
IBAN DE 42 37020500 0008182005



Answers to frequently asked questions about the fundraising campaign

How can I edit my fundraising campaign afterwards?

Once you have created your campaign, you will receive an editing link. Please keep this link safe. You can use it to edit all the details of your campaign, such as the description, the donation target and the duration.

During the duration of your campaign, we will send you support emails from time to time. These will also contain the editing link for your personal fundraising campaign.

How long will my fundraising campaign run?

The duration of your fundraising campaign is initially set to 60 days. You can change the end date at any time.

What can I do to make my fundraising campaign a success?

To promote the success of your fundraising campaign, we recommend sharing the link via email, messenger services such as WhatsApp, and social networks such as Facebook, Instagram and other platforms. This will raise awareness of your cause among your personal network. Regular reminders and updates on the current donation total will also help to increase the visibility of your campaign.

We will be happy to provide you with a short link and a QR code on request. You can use these on flyers, for example, to draw attention to your campaign offline.

Encourage people in your circle of friends and acquaintances to share your fundraising campaign. This will increase your reach and potentially gain you more supporters.

If you have not yet uploaded a campaign image, we recommend that you do so. Experience has shown that fundraising campaigns with images achieve a higher response rate.

If you have your own website, you can also embed your fundraising campaign directly on your site using the embed code (<> symbol below the campaign image).

We are happy to provide you with advice and support to develop a promising approach for your fundraising campaign. Please contact Markus Dressnandt on +49 7732 9272 23.



Is it possible to collect cash donations?

You can also collect cash to support our Europe-wide nature conservation work. You can either transfer the collected donation amount or donate it via our donation form. If you require information material, please contact Ines Fantinato on +49 7732 9272 16.

What happens if the donation target is not reached?

The donation target is primarily intended to motivate you and your personal network to collect as many donations as possible for cross-border nature conservation in Europe. If the target is not fully reached in the end, this is not a problem.

Our tip: It is best to choose a relatively low donation target at the beginning. This can be adjusted at any time once you notice that your campaign is receiving a positive response.

What happens when the fundraising campaign ends?

Once your fundraising campaign has ended, no further action is required on your part. All donations received as part of your campaign will be allocated to the donation purpose/project you have chosen, regardless of whether the donation target has been fully reached.

If you wish, you can communicate the results of your fundraising campaign on social media, for example, to report on the progress and success of your initiative and, if necessary, to attract further supporters. We would be delighted if you tag/mention us and link to euronatur.org.

Can I also set up a fundraising campaign for Europe's nature in German?

Yes, you are welcome to start a fundraising campaign for EuroNatur in German. To do so, use the language switch at the top of your screen to go to the corresponding page.

What payment methods can be used to donate?

We currently accept SEPA direct debit, credit cards and PayPal, as well as GooglePay and ApplePay via smartphones.

If you donate via **SEPA direct debit**, we **do not** incur **any fees** for processing the payment. For all other payment methods, we have to pay fees, although these are reduced for non-profit organisations.



Will those who donate to my campaign receive a donation receipt?

Yes, a donation receipt can be requested. Donations to EuroNatur are tax-deductible in Germany. This also applies to regular donations within the scope of the legal requirements.

EuroNatur is a non-profit, legally independent foundation under private law based in Radolfzell on Lake Constance, Germany. The tax office in Singen/Hohentwiel recognises its non-profit status under tax number 18153/25263. The EuroNatur Foundation is a holder of the DZI donation seal and a member of the Transparent Civil Society Initiative.

Can donors to my campaign donate anonymously?

It is up to donors to decide whether they want to enter their real name or a nickname or fantasy name in the "Public name" field. It is also possible to fill in this field with "Anonymous" or similar terms.

How trustworthy and reliable is EuroNatur?

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Who are fundraising campaigns suitable for? And what occasions are suitable?

Fundraising campaigns are suitable for everyone, whether individuals, companies or hobby groups. There are many possible occasions to which you can link your own fundraising campaign for Europe's nature, for example:

- a. Private individuals (German and English speakers, Europe-wide; people who are digitally active and predominantly under 65 years of age)
 - Birthdays
 - Anniversaries (wedding anniversaries, for example)
 - Weddings
 - Christenings
 - Retirement
 - Anniversaries of all kinds
 - Sporting achievements/activities such as charity runs, bike rides to raise awareness of a cause, or even eSports tournaments



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- Individual challenges, e.g. quitting smoking, reaching your target weight, living plastic-free or vegan for a month...
 - Annual celebrations such as Christmas and Easter
 - Donations in memory of a loved one
- b. Bands, choirs, informal sports and hobby groups, fan clubs, (departmental) teams, regular get-togethers...
- c. Companies of all types and sizes, freelancers, in the United Kingdom and abroad, including those with multiple locations or target markets
- Company anniversaries
 - Inauguration of a new building or location
 - Company handover to the next generation/successor
 - Other company celebrations

If you have any questions or suggestions, please contact:

Markus Dressnandt
Communications Management Team
Tel. +49 7732 / 9272 - 23

