

Champions of the Flyway Year Of The Dove – how to take part in the #YearOfTheDove Fundraising Challenge!

- 1 – Decide on your challenge!
- 2 – Spread the word: you're doing your challenge for the *#YearOfTheDove*, helping to save Turtle Doves before it's too late
- 3 – Go for it!

It's that easy! A bit more detail:

Set up your own fundraising page....

By setting up a *Just Giving* page, you can fundraise to help save Turtle Doves – this is the *best possible way to help*. It's easy and only takes a few minutes – **see instructions** below (it's essential to follow these, so the money goes to the right place). Absolutely anything helps, and absolutely everything raised helps Turtle Doves.

... or alternatively, ask your followers to donate straight to our main fundraising page

There's no pressure to fundraise, but the more we do, the more we can directly fund a range of incredible projects that cash-strapped NGOs across the Mediterranean have prepared to help save Turtle Doves. So, it's important to flag up why you're doing it, and that people can support you by donating to the *Just Giving* page – <https://www.justgiving.com/fundraising/the-flyway-family>. Ask them to write a personal message if you want: e.g. “*To the Sandpipers – great work! From Donald T*”.

Spread the word and spotlight the Turtle Doves' plight!

Please push the cause as much as possible via social media. All tweets and Facebook posts *must* include **#COTF22** and **#YearOfTheDove** – otherwise we won't find you and be able to boost the signal! Please tag **@Flywaychampions** on Twitter, and <https://www.facebook.com/flywaychampions> on Facebook. If you need any help or publicity, drop Mark a message on **nazemark-at-yahoo.com** (changing -at- for @) anytime. Remember, *anything* you post helps spotlight the cause and creates a groundswell of support.

When?

Anytime you like – as long as you finish by our deadline day of 5 April 2002!

Make up your own challenge and your own rules, targets, and story – and tell us about it. All we need as a collective is for everyone to facebook post, tweet and publicise the hell out of it! Video messages can be even more effective if you're feeling brave!

Resources – feel free to contact Mark if you require e.g. photos or more information. Alternatively, please feel free to lift anything you like from our pages (FB, Twitter, website) – they're yours to use!

Setting Up Your Just Giving Page

1. Go to **JustGiving.com**
2. Click **Start Fundraising/For a Charity**
3. Search for **BirdLife International** (be sure toggle says **UK - not US**)
4. Select BirdLife International with **green-and-blue logo**

5. Click **Organized Event**
6. Enter ***Champions of the Flyway 2022*** in box at bottom, then click **Add Your Own**

'Tell us about your activity':

It's 'something else'

It's called **Champions of the Flyway '21/22 – The Year Of The Dove**

Which starts and ends on April 5th 2022 (this is just for tech reasons, not a restriction on you!)

Choose your URL:

Add your name or team name with hyphens (your-team-page), and then create your page.

Edit your page:

Edit Page name – e.g. *Quail Warriors Champions of the Flyway 2022 page*

Edit your page title, summary, and story

Edit cover image (we often put group photos here, or your team logo)

Edit your thank you message.

Edit target amount – whatever you like, everything helps

'Tell us what you are doing and why'

We are fundraising for Champions of the Flyway

We wish to protect the miracle of migration

'Add your story'

We really need your help. Please join us and become a Flyway Champion by donating whatever you can to fund BirdLife partners across their range who are acting to stop the unacceptable killing of Europe's endangered Turtle Doves.

Please ADD YOUR EMAIL when you donate, so we can update you on the race and the important conservation action you are supporting.

Thank you so much - we are very grateful for your donation!

Follow the campaign and our challenges on Twitter and Facebook (add links if required).

Thank you page

Thank you very much for your donation. You are now a ***Flyway Champion*** too!

Your support will enable us to take direct action to address the unacceptable killing of Turtle Doves through BirdLife International's Champions of the Flyway initiative.

Finally – drop Mark a quick email letting him know you're taking part, so we can help you with publicity and make sure your money goes straight to the cause.

Now you're ready to fundraise – THANK YOU FROM THE DOVES!