

## Charity campaign setup guide

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### Would you like to support the Finnish Natural Heritage Foundation?

Here are the existing **campaigns**. If a suitable one is found:

1. Select the campaign
  2. Contact the other participants
  3. Make a donation
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### Would you like to set up campaign with a new theme?

1. Estimate the possible results to set a suitable goal

1. 0–10k€ - a small mire area
2. 10–50k€ - a mire area, a small forest area
3. 50–100k€ - a forest area, a large mire area
4. >100k€ - one or more forest areas

2. Estimate the start date and the duration of the campaign



### 3. Setting up the campaign

1. **Contact** the Finnish Natural Heritage Foundation
2. The campaign will receive its own reference number to be used with any donations
3. Decide if your campaign is public and visible on the foundation website, or silent, so its visibility can be decided at a later date
4. Does your campaign require a specific location for protection?
  1. The Finnish Natural Heritage Foundation continuously searches for new areas to be protected, and should your campaign be a good match in both scope and dates, a specific area may be set as your campaign goal.
  2. Please note that all charities support the foundation in protecting new areas! Some locations are preserved with the combined aid of multiple charities.
5. Make a Plan B!
  - In case your campaign does not reach its goal, it is important to have an alternate plan in place.
    - The simplest approach is to select an existing campaign to support with your results

### 4. Contact all campaign participants

1. Inform everyone of the goals of the campaign, and how to donate. Emphasize the correct campaign reference number
2. It is important that all participants are aware of Plan B

### 5. Communications

1. The Finnish Natural Heritage Foundation will post about completed campaigns and their results on their website
2. In specific cases, press releases may be sent out
3. If you plan on doing your own communications for your campaign, synchronize their content and release dates with the foundation, so that any communication conflicts can be avoided