

A full-page background image showing three people sitting on a rocky mountain peak. They are looking out over a vast, hazy valley with a rainbow visible in the distance. The sky is blue with scattered clouds. The text is overlaid on the top half of the image in green boxes.

Have fun

raising funds

for Greenpeace

#BECAUSE

FUNDRAISER GUIDE

GREENPEACE

Thank you

Every day, more and more people like you are joining the movement to save our planet. You're marching, signing, sharing, consuming less, and you want to do more. #BECAUSE is the perfect way to do that.



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Safe Passage Demonstration - Lesbos, Greece



#BECAUSE

we love this place, and
we protect what we love.

Greenpeace's #BECAUSE campaign is an easy but powerful way for you to make a difference—by engaging friends, family and colleagues in your own personal fundraiser. We give you the tools and web platform, and you make it happen by using your creativity, personal interests and motivations, and social networks.



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A #BECAUSE fundraiser enables you to share your concern about the future of our planet and do something about it. Your #BECAUSE campaign will inspire others to think more deeply about environmental issues and donate to Greenpeace to help build a sustainable future.



Open Boat Day - Tangiers, Morocco



Starting your fundraiser

The first step is to choose the type of campaign that's right for you. Once you've done that, you can register and get started on creating your personal web page.

Rainforest - Mato Grosso do Sul, Brazil



#BECAUSE

there's a fundraiser
that's just right for you



Challenge Yourself

How about 30 days without plastic? Walking to work for a week? Or dressing up as a polar bear? Almost anything that challenges you will inspire your network to give.

Donate Your Day

Skip the birthday, anniversary, wedding, graduation or other kind of presents and ask people to donate to your fundraiser instead.




Do What You Love

Hold a bake sale, DJ a party, knit scarves, put on a film screening—friends will support you when you're doing something you really love.

Get Moving

Running, swimming, skating, climbing, biking—just about any physical activity will get your supporters to head over to your donations page.



Making your
fundraiser
a success

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World Oceans Day Event - Jakarta, Indonesia



#BECAUSE

you can do this
in four easy steps



1) Build a personal page

Your personal #Because fundraising page is your #1 opportunity to tell everyone what you're doing and why. Your friends and family want to donate to support YOU—so personalizing your page is really important. Our template makes it easy to upload a profile pic, and say why you're fundraising for Greenpeace! Your personal motivations will inspire others to give.

2) Make the first donation

When you register, you'll be asked if you want to make the first donation to your campaign. It's optional, but making the first donation shows your commitment to your campaign and is a great way to inspire others to donate, too.

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3) Tell the world

The environment is everyone's issue, so don't be shy about asking for donations. Share the link to your personal fundraising page and let friends, family and colleagues know what you're up to and how they can donate. In the Tips and Tools section, we've provided graphics and sample text for sharing your fundraiser on social media. And don't forget that emails, texts, personal messages, phone calls and face-to-face conversations are super effective too!

4) Stay in touch

Stay in touch with your network by using the My Updates section of your personal page. Send them details and photos about how your campaign is going, and remind them to donate if they haven't already! Make sure to thank your individual donors when you see their donations coming in! Using the 'My Dashboard' feature, you can track donations, thank your donors, edit your page, and see your achievement badges.

A lush forest scene with moss-covered rocks and a stream. The image shows a dense forest with many thin, bare tree branches in the foreground and background. In the lower half, there are large, rounded rocks covered in vibrant green moss. A small stream flows through the scene, partially visible on the left. The overall atmosphere is serene and natural.

Why fundraise?

Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action. Together, we can expose environmental destruction, hold companies and governments to account and work toward a sustainable future.

Great Bear Rainforest - British Columbia, Canada



because.greenpeace.ca

#BECAUSE

we love this place

To that end, Greenpeace models courage, champions courage, and shares stories of courageous acts by our supporters and allies. We invite people out of their comfort zones to take courageous action with us—individually in their daily lives, and in community with others who share our commitment to a better world.

By starting or supporting a #Because campaign, you can join us to say “no” to trashing oceans, forest and climate—and stand up to protect air, land and water.



Greenpeace is an independent organization that does not take money from corporations or governments. In order to advocate effectively and maintain our freedom to act on environmental issues, Greenpeace is registered as a non-profit rather than a charity, which means that your donation is not eligible for income tax credit. We rely on individual donations from people just like you to do the work we do.

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Sustainable Tuna Action - Bangkok, Thailand



#BECAUSE

what we do matters



INVESTIGATING environmental problems and their root causes. From the North Pole to the very bottom of the oceans, we use state-of-the-art scientific equipment, our very own Science Lab and draw on world-leading experts to investigate the source of—and solutions to—some of the world's most pressing environmental issues.

EXPOSING the policies, practices and actors responsible for environmental destruction—and highlighting solutions to solve problems.

DOCUMENTING environmental destruction as it happens—from chasing down illegal fishing vessels to capturing and sharing footage of forest destruction. We go places where others can't to bear witness and shine a spotlight in places where ecosystems are under threat.

ACTING to empower citizens to make their voices heard. From marches and rallies, to banner drops and blockades, we take creative action to ensure our vital messages cannot be ignored.

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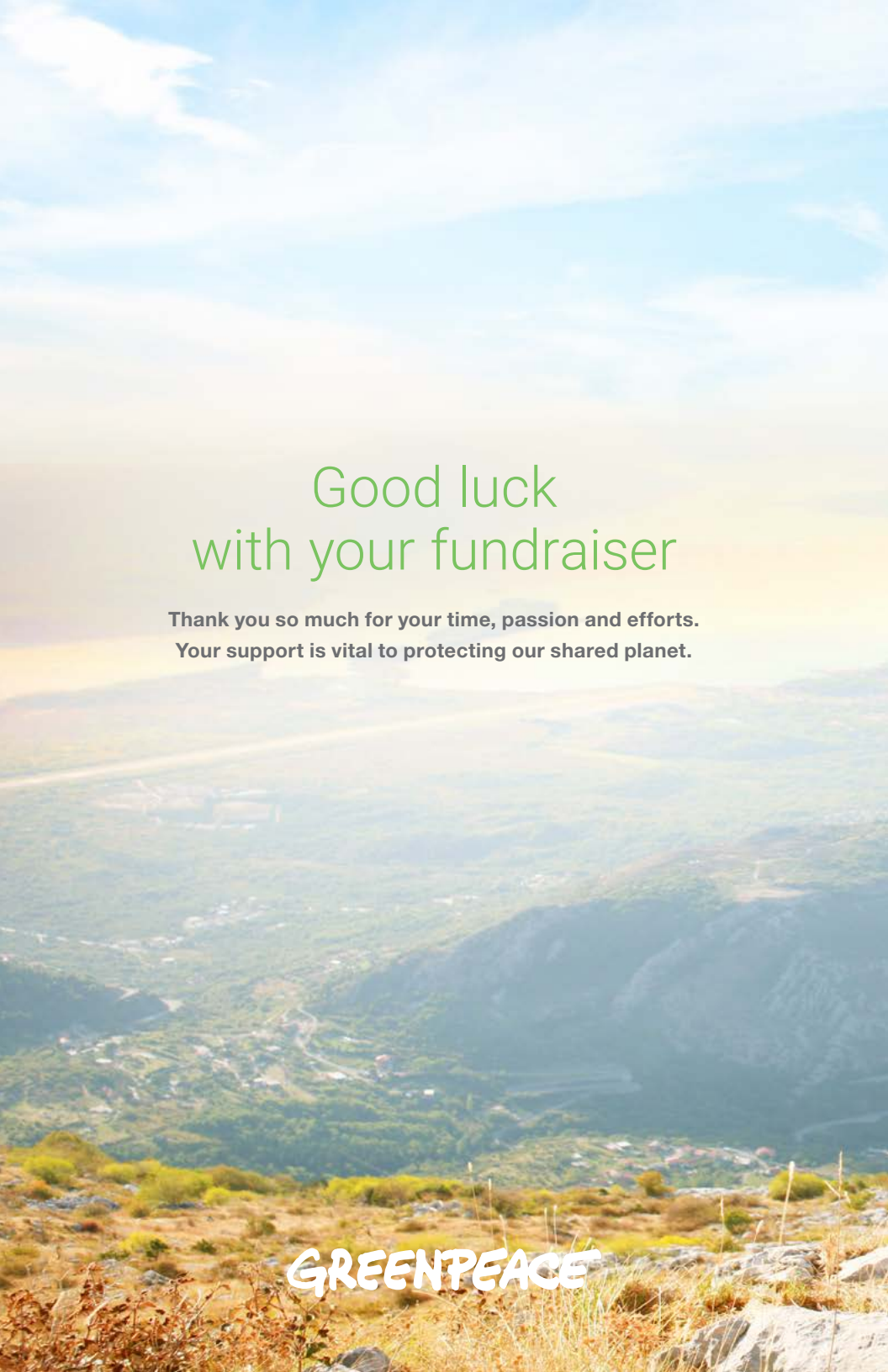
LOBBYING to bring your voices to the halls of power. We meet with key decision-makers in government and company headquarters and call on them to make the changes our planet so desperately needs.

Our work focuses on three key areas.

TRANSFORMING ENERGY We not only challenge fossil fuel producers and polluters but actively support renewable energy solutions.

PROTECTING NATURE A healthy environment is essential to a green and peaceful world. We work to protect our oceans, forests and biodiversity everywhere.

LIVING SUSTAINABLY We want to change habits of unsustainable consumption and production to live within our planetary boundaries.

A scenic landscape featuring a wide valley with green fields and small settlements, surrounded by rugged mountains. The sky is filled with soft, white clouds, and a gentle rainbow is visible in the distance. The foreground shows dry, yellowish-brown vegetation and rocks.

Good luck with your fundraiser

**Thank you so much for your time, passion and efforts.
Your support is vital to protecting our shared planet.**

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