



Pay it Forth

Business Supporter Guide

How can your business help raise funds to enhance heritage in the Inner Forth?

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Our landscape

What makes the Inner Forth unique to visitors from Scotland and beyond is its amazing mix of natural and historic heritage that defies the rules.

Nestled in the heart of Scotland, relics of the Firth of Forth's industrial past and strategic importance are dispersed across the landscape. Spectacular flocks of waders and wildfowl feed against a backdrop of steel towers and chimneys, and remnants of history are hidden around every corner, now surrounded by woodland and wildflowers.

What is Pay it Forth?

'Pay it Forth' is a giving scheme which gives people the chance to donate to help look after historic heritage, nature and wildlife in the Inner Forth. Small contributions collected around the Inner Forth, added together, can make a real difference.

It will allow those who enjoy the landscape to put something back into protecting, enhancing and celebrating what makes it so special.

What role can I play?

Tourism, hospitality and retail businesses can play a great part in making this possible, and support Pay it Forth by collecting contributions.

We understand that every business is different: Pay it Forth is not a one-size-fits-all giving scheme, and there are many ways your business can get involved and help raise funds!

How will the donations collected be used to enhance heritage in the Inner Forth?

The generous donations collected via the scheme are reinvested to increase the climate resilience of local heritage across the Inner Forth. Here are some examples of projects the generous donations will help to make possible:

- The consolidation of the historic Gardener's cottage at Valleyfield Woodland Park (Fife).
- Woodland enhancement, meadow creation, wetland scrape creation and tree planting at Rannoch Park (Grangemouth, Falkirk) and Glendevon Drive (Raploch, Stirling).
- An energy efficiency project aimed at improving the climate adaptability of Cochrane Hall (Alva, Clackmannanshire).

The donations collected through Pay it Forth complement funding received from the National Lottery Heritage Fund and a range of co-funders, and are integral to making these heritage improvements possible.



Valleyfield Woodland Park



Cochrane Hall, Alva

How can my business become a Business Supporter and help raise funds for Pay it Forth?

1

Host a cash collection pot

This option is suitable for most types of businesses.

All you need to do is to find a suitable place to display the collection pot: make it secure, safe and visible for your customers to notice!

We will provide you with the collection pot, and we will come and collect the donations directly from your premises on a regular basis.



2

Display Pay it Forth posters, tent cards or leaflets

This option is suitable for most types of businesses.

These promotional materials provide a brief description of the Pay it Forth giving scheme and invite visitors to your business to give a donation online.

Some ideas of how to promote the scheme using the marketing material provided:

- Display the poster in a bright and visible place;
- Give the leaflet to guests upon check-in, or visitors on arrival;
- Include the leaflet in your customer's welcome pack;
- Display the leaflet next to visitor attraction leaflets;
- Place a tent card on tables in your café or restaurant, or in your guests' rooms;
- Display the tent card on your café, restaurant, or breakfast room tables, or on your reception desk.
- Get in touch when you need more material or replacement posters.



3

Raising funds via the sale of your products, services or entry fees on an Opt-in basis

This option may suit visitor attractions, event organisers, accommodation providers and guiding services well.

For accommodation providers and guiding services, the addition of the fee can be done at the time of booking or with the final bill.

- Select one or more of your products and services, via the sale of which you will encourage donations;
- Choose the amount to be added to the product(s), service(s) or entry fee(s);
- Ask your customers to confirm whether they want to add this extra amount to their transaction, indicating that this extra amount will be donated to Pay it Forth to enhance local heritage.*
- Transfer the fund raised to the Pay it Forth fund on an agreed basis

*Tip:

For online bookings and sales, use a pre-tick box option!

4

Raising funds via the sale of your products, services or entry fees on an Opt-Out basis

This option may suit visitor attractions, event organisers, accommodation providers and guiding services well.

For accommodation providers and guiding services, the extra fee can be added at the time of booking or with the final bill.

- Select one or more of your products and services, via the sale of which you will encourage donations;
- Choose the amount to be added to the product(s), service(s) or entry fee(s);
- Inform your customers that this extra amount has been added to their transaction and will be donated to Pay it Forth to enhance local heritage. Let them know that the extra amount can be removed at their request *
- Transfer the funds raised to the Pay it Forth fund on an agreed basis.

*Tip:

For online bookings and sales, use a tick box option for this.



5

Invite guests and visitors to make a donation in exchange for a specific service

This option may suit visitor attractions, event organisers, accommodation providers and guiding services.

- Identify a specific service that you offer, or could offer, free of charge to your customers;

For example, lending guidebooks, maps, binoculars, or audio-guides.

- Invite your customers to make a donation in exchange for this free service.*
- You do not need to identify a specific amount to charge – simply encourage donations linked to the use of this free service.

*Tip:

You could use the Pay it Forth donation box to collect these donations

Pay it Forth is a flexible voluntary contribution initiative: if you would like to discuss other fundraising ideas, get in touch with the Climate FORTH team.
Email: info@innerforthlandscape.co.uk.

What's in it for me and my business?

By becoming a Pay it Forth Business Supporter, you will:

Join a network
of supporting businesses



Be listed on the Inner Forth Futures website
and be promoted on our online platforms



Stand out to your customers by supporting a local initiative

Help protect and enhance what makes our area so special

Receive ongoing support from the Climate FORTH team and volunteers

Raise awareness about heritage conservation and climate adaptation in the Inner Forth



Unlock new marketing opportunities

Receive the promotional material and information you need to collect donations

Have the flexibility (and creativity!) to raise funds with the method that best suits your business

Have the flexibility to choose the donation amount to suit your business



Receive a window sticker to display in your front window, to proudly show your support for the scheme.

Engaging staff and visitors

For your involvement in the scheme to be a success, all staff need to know about the scheme, its purpose, and how it works, so that they can promote the scheme and answer questions from visitors, guests and customers.

This booklet contains information about how the initiative works, which projects the donations will make possible, and when these projects will be delivered.

Once you sign up to become a Business Supporter, and identify your fundraising method, we will provide you with marketing material that you can use to share your fundraising goals with your visitors, guests and customers.

How will the Climate FORTH team support me to fundraise?

- A member of the team will get in touch to discuss your selected fundraising method(s) and how best to make it work for you.
- We will send you your fundraising material.
- We will provide you with logos and text suggestions to use online and in your premises.
- The team will check in after the first month, and regularly thereafter, to answer any queries, offer support and collect the donations.
- Our team is happy to come and chat to your staff about the scheme: it is important that your staff understands the purpose of the scheme and how it works.
- We will send you additional material and replacement material when you need it.

What's the next step to become a Business Supporter?

To take part in the scheme, fill this online form by visiting the link below or scanning the QR code:

<https://forms.office.com/e/nTJgTqNHbE>



Alternatively, you can also return the paper form overleaf to

Inner Forth Futures
c/o RSPB Skinflats Reserve
Bothkennar Research Station
Haughs of Airth
Falkirk FK2 8PP

Every new Business Supporter will receive a window sticker to proudly show their support.

Logos and suggested text for your website and social media will be included in your Business Supporter pack.

Once we receive your completed form, we will get in touch with you to answer any questions you may have, confirm the number of promotional materials you need, and get you all set up with your agreement (depending on the fundraising method you have selected).



Become a Business Supporter for Pay it Forth

Name of business _____

Name of main contact _____

Email address _____

Phone number _____

How would you like to raise funds?

You can select more than one option:

- ☐ Cardboard cash donation box (L14cm x W7cm x H8.5cm)
- ☐ Posters (A3 size – 29.7cm x 42cm)
- ☐ Posters (A4 size – 21cm x 29.7cm)
- ☐ Tent cards (A5 size – 14.8cm x 21cm)
- ☐ Flyers
- ☐ I will raise funds via the sale of products and services (Opt-in)
- ☐ I will raise funds via the sale of products or services (Opt-out)
- ☐ I will invite guests and visitors to make a donation in exchange for a specific service

Data protection:

Any of your personal data collected by the Inner Forth Futures Initiative will only be used by Royal Society for the Protection of Birds (as Secretariat of Inner Forth Futures) to inform you about the work of Inner Forth Futures, the Climate FORTH project and for no other purpose. To be removed from our contacts list please write to info@innerforthlandscape.co.uk with UNSUBSCRIBE in the title of the email. For more information about your data protection rights, please see RSPB's Privacy Policy available at www.rspb.org.uk/help/privacy-policy.

More about the Pay it Forth giving scheme

Pay it Forth giving scheme is piloted as part of the Climate FORTH (Furthering Our Resilience Through Heritage) project. Climate FORTH is a project for the Inner Forth Futures initiative, for which the Royal Society for the Protection of Birds (RSPB) acts as Secretariat.

The Royal Society for the Protection of Birds is a registered charity in England and Wales, number 207076 and in Scotland, number SC037654.

The funds raised by Business Supporters for the scheme are transferred on a regular basis to the RSPB Scotland and allocated specifically to the Climate FORTH's projects.

You can read more about the Inner Forth Futures initiative and the Climate FORTH project on the Inner Forth Futures' website.

www.innerforthlandscape.co.uk

Donations made via QR code (QR codes displayed on cash donation boxes, posters, flyers and tent cards) are processed via Paydit, an online collection platform.

The examples of work on pages 6 and 7 are delivered through the Climate FORTH project, in partnership with Alva Development Trust, Falkirk Council, Stirling Council and Fife Council.



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