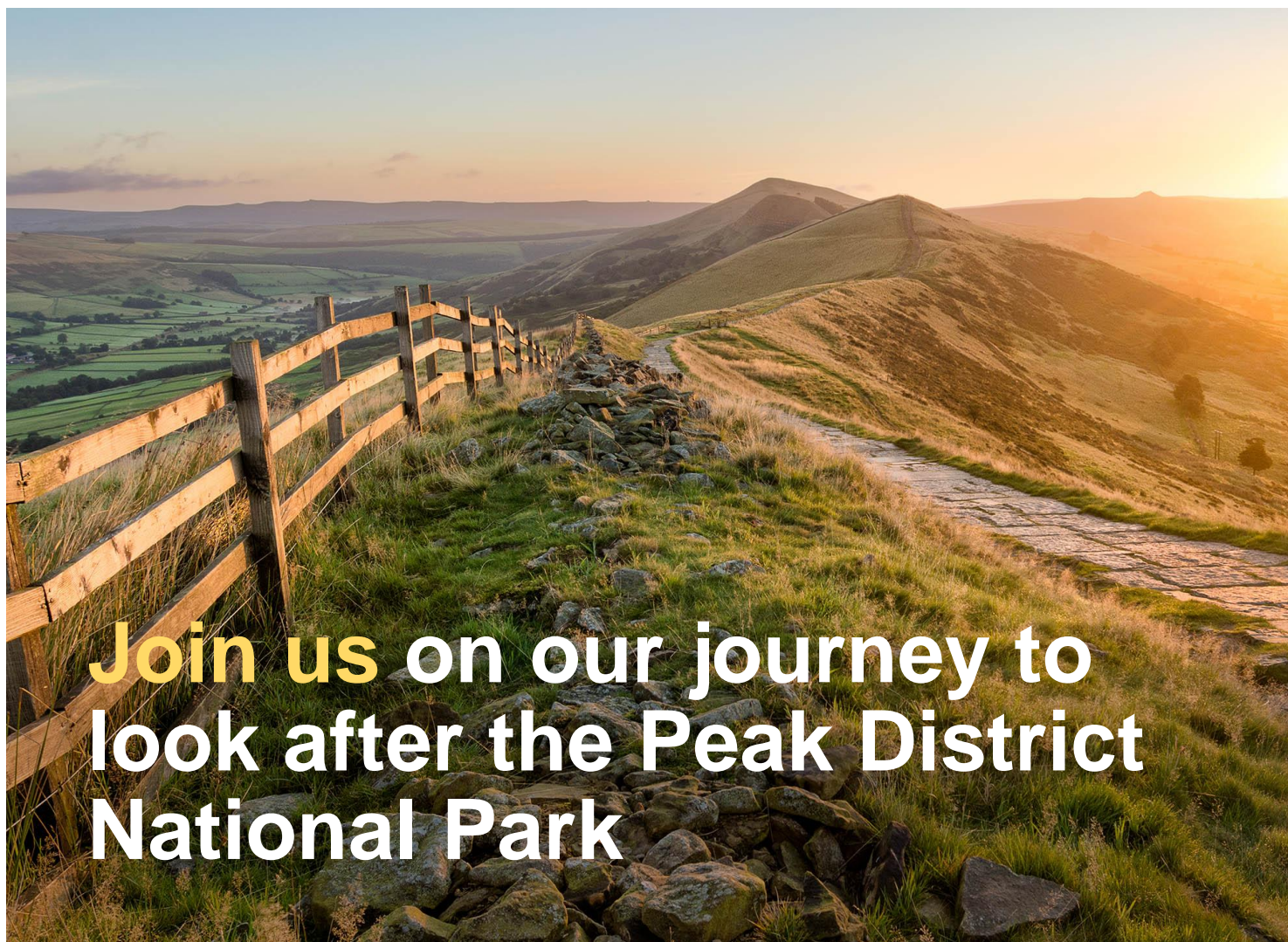# Your Visitor Giving Pack

Join us on our journey to look after the Peak District National Park

Our National Park is in crisis. Nature is struggling and needs urgent help to get back to full health

The Peak District Foundation is an independent charity set up to protect and improve our National Park. Our mission is to create a thriving park protected for generations to come where people and nature live in harmony.

With your support we can:

- Restore and create habitats - from hedgerows and native woodlands to wildflower meadows and moorlands
- Work with volunteers to look after our natural environment and cultural history
- Maintain and improve our cycling and walking routes
- Inspire the next generation to love and protect nature

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Registered Charity Number 118 21 36

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Your Visitor Giving Pack

![Peak District National Park Foundation logo]

WHAT IS VISITOR GIVING?

Visitor Giving is a way of offering visitors the opportunity to give something back and look after the places they love. It is a way of collecting small contributions which can add up to a significant amount of funding.

HOW IT WORKS

- Visitor Giving can be flexible and work in many different ways across a wide range of tourism businesses. You can choose what works for you. In this toolkit you will find:
- How to support Visitor Giving in five easy steps
- How to set up Visitor Giving in three easy steps
- Communication tools to help you communicate Visitor Giving
- Accountability steps
- Benefits of joining a community of businesses who support the Peak District

SUPPORTING VISITOR GIVING

1. Choose what the donation looks like

For example, £2 per customer – if your typical bill is £200, this is only 1% of the total. Opt-out is the most popular and successful method - guests are invited to make a voluntary contribution of £2 which is added to the bill at the point of booking or the final invoice.

2. Explore how Visitor Giving works within your current systems and processes

Most commercial software for hotel and accommodation bookings allow for a range of optional extras to be added to the guest's booking. Opt-out (or Opt-in) can usually be added to the guests booking as 'booking extras'.

3. Communicate with your guests

The best way to ensure your guests donate is to display information at various points throughout their journey. We will give you information for your website, check-in and welcome packs, and leaflets for general display.

4. Record your donations

Record any donations as 'charitable donation'. You will need to assign this income to a code for charitable donations in your accounts and most accounts packages will have this built in. If you keep track of the accounts in a spreadsheet, then simply add an additional 'donations' column.

5. Celebrate your success

We will agree how often to transfer the donations to us (usually twice a year) and can discuss how best to communicate your success with your customers – via social media, mailing lists or with a fundraising certificate.

SETTING UP VISITOR GIVING

Step 1: Advance Notice

- Introduce your support for Visitor Giving on your home page and set up a link to a dedicated page that explains the benefits of Visitor Giving.
- Tell guests about Visitor Giving in their confirmation email.

Here is an example:

As part of our commitment to protect the Peak District National Park for future generations, an optional donation of £2 will be added to your bill. See www.(link to dedicated page on your website).

Step 2: At Check-in

- We will provide you with information that staff can give to guests to make them aware of the Visitor Giving scheme.
- Invite guests to make a £2 voluntary donation. This can be added to their bill at the final invoice. Guests are offered the chance to 'Opt Out' should they wish to do so.

Here is an example of what you could say on your Guest Registration Form:

As part of our commitment to sustainable tourism in the Peak District National Park, we will add £2 to your invoice which will be donated directly to the Peak District National Park Foundation. If you do NOT wish to donate, tick this box.

Step 3: At Check-out

If the guest does NOT choose to Opt Out, a £2 voluntary donation is automatically added to their bill via your property management system. You can speak to your provider to set this up.

Make sure your log all donations under a nominal code in your finance system.

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COMMUNICATION TOOLS

We will provide you with a range of materials to help you demonstrate your commitment to visitor giving and to increase the sustainable credentials of your business. These include:

- Window vinyls and stickers
- Room welcome pack flyer
- Logos and information for you to use on your website and promotional literature
- Leaflets for you to hand out explaining Visitor Giving

ACCOUNTABILITY

Log all donations under a nominal code in your finance system. Twice a year, or as agreed, run a report to tally the total donations collected and transfer this amount to the Peak District National Park Foundation by BACs.

Charitable donations are not vatable items. To make this clear, you may need to add in the donations as a 'bookings extra' at the end of the bill, so that it is not added to the vatable total. Add up the donations for your financial year and inform your accountants.

Please seek advice from HMRC or your financial professional regarding your particular requirements.

- Join a community of businesses who support Visitor Giving and increase the sustainable credentials of your business
- Invitation to annual networking event
- Dedicated listing on the Peak District National Park Foundation website
- Certificate of Appreciation, for you to share with your guests
- Thank you in the Trust newsletter and social media mentions to help you celebrate