

Host a Wilder competition



What are your aims?

In other words, what are you hoping to achieve with this competition? Do you want to simply raise awareness about your Wilder community group or do you want to get more people actively involved? Have a think about this as it will help you to plan how you promote the competition and how you interact with those who submit their entries.



Choose your Categories

Make your categories fun and appealing! Choose a reasonable number of categories that is proportional to the number and groups of people you're reaching out to.

Example categories include

1. Symbiotic Relationships - show how wildlife is benefiting from man-made shelters, feeders, and habitats.
2. Connecting with nature during lockdown
3. Nature on your doorstep. You don't have to go far to observe the beauty of the natural world.

Promote your competition

There's no point hosting a competition if no one is going to enter!

1. Use your group or individual social media platforms.
2. If your town has a local newspaper or an active town specific Facebook group, ask if you can advertise your competition there.
3. Send an update to your group via email.
4. Share your competition on Team Wilder's Facebook page.

Share with Team Wilder

We love to be your cheerleaders in everything that you do! If you use these hashtags for your event, we can follow and repost!

Plan competition logistics

How are people going to submit their entries?

What will the deadline for submission be?

Who is going to judge the competition?

When and how are you going to announce the winners?



Be safe with other people's data

With any competition, people are submitting files and personal information in order to be considered for a prize. If your competition is open to under 18s, make sure that parental permission has been given and that submissions are sent from the parent's email.

You will also need to consider how you store and use people's email addresses and photos, making sure that those who enter the competition are fully aware of your data policy.

Lastly, be aware that if you post an email address on a flyer or advert to promote your competition, everyone will see that. You might want to consider setting up a dedicated email address.

Give prizes

Everyone loves to win a good prize! Prizes don't have to be expensive either. Maybe you could ask some of your community members to donate prizes. A prize could even be recognition of the winner's achievement in your local news or social media.

#TeamWilder #Wilder
#HampshireWindowWildlife
#IslandWindowWildlife

