

5 JUNE 2015
WWF.ORG.UK/WILD

WEAR IT WILD

GO WILD FOR YOUR PLANET
DRESS TO EXPRESS YOUR WILD SIDE
A fundraising guide for businesses





ROAR INT

MATCHED GIVING

Ask your employer whether they have a matched giving policy. Just a quick conversation could help double the money you raise. Visit wwf.org.uk/eventfaqs for information on how to send in matched funding to WWF.

WEAR IT WILD AND CORPORATE SOCIAL RESPONSIBILITY

Our new event is a fantastic way for your organisation to support the work of WWF and help make a difference to the lives of people and wildlife all over the world.

As a result, **Wear it Wild** offers your organisation a great opportunity to promote and work towards corporate social responsibility objectives and show its employees, customers and other businesses that it cares about the future of our planet.

Did you know that our latest Living Planet Report reveals that wildlife populations worldwide have declined by 52% since 1970?

WILD ACTION

This shocking statistic, and many others like it, is the inspiration behind our new national fundraising event. We want as many people as possible to **Wear it Wild** to support our vital work and help us create a future in which people and nature thrive.

By dressing tough like a tiger, getting flashy like a flamingo or strutting your stuff like a snow leopard, you, your colleagues and your organisation will help us prevent the decline of incredible wildlife like the Bengal tiger and reduce humanity's impact on the planet.

And taking part in **Wear it Wild on Friday 5 June** – or any other day you choose – doesn't just have to involve dressing up as your favourite animal or sporting some fiercely wild accessories. Oh yes, there are plenty of great ways you can make sure the fundraising at your workplace delivers even more.

Just read through this fundraising guide and in no time you'll be pouncing into action like a hungry lion ready for its dinner.

Good luck and thank you for your support.

FUR ENOUGH

Whatever animal costumes you and your colleagues buy or create for **Wear it Wild**, please make sure it doesn't feature real fur. Only ever use fake fur and try to recycle clothes for costumes as much as possible.

Also see our 'How to be wild and green' section on page 12.

TERRIFIC TOP TIPS

FOR THE PERFECT WEAR IT WILD EVENT

1.

CHOOSE YOUR FAVOURITE FUNDRAISING IDEAS - MAKE YOUR EVENT EXTRA SPECIAL

Asking people to donate money to dress like a wild animal is great, but there are many other things you can get your teeth into to make your **Wear it Wild** event extra special. Take a look at the ideas on pages 8–11 for some inspiration.

2.

PICK A GOOD DATE AND TIME - CONVENIENT FOR ALL

Ideally, we'd love you to fundraise on **Friday 5 June**. But if that's not possible, please choose any other date that suits your organisation. Also remember to hold your event at a time that's convenient for people to attend.


3.

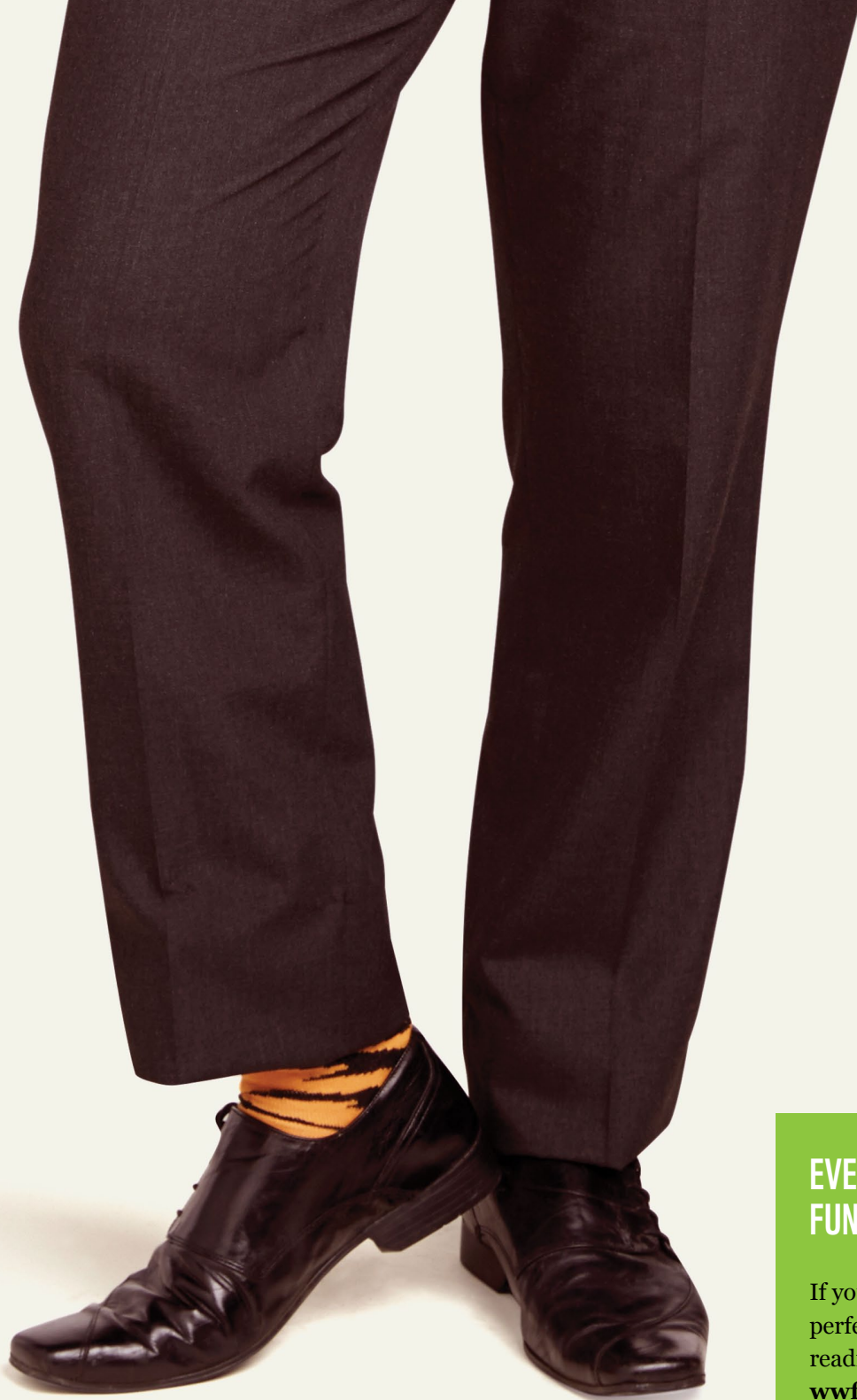
USE OUR PROMOTIONAL MATERIALS - MAKE THE MOST OF YOUR EVENT

In your **Wear it Wild** pack you'll find lots of great resources you can use before, during and after your event. Please try to make the most of them. Also feel free to contact the **Wear it Wild** team if you need any more.

4.

GET NOTICED - TELL PEOPLE ALL ABOUT WEAR IT WILD

Use your organisation's intranet and website, Facebook, Twitter and other social media to tell people all about your **Wear it Wild** day and why you're fundraising. Also make sure you post some great pics from your event, shortly after the big day. Remember to tag @wwf_uk and #WearitWild so we can retweet you! 



EVEN MORE GREAT FUNDRAISING IDEAS...

If you're still looking for the perfect fundraising idea after reading this guide, head over to [wwf.org.uk/wild](https://www.wwf.org.uk/wild) for further brilliant suggestions.

Or visit [wwf.org.uk/teampanda](https://www.wwf.org.uk/teampanda) and order a copy of Team Panda's *Wonderful World of Fundraising*. It's crammed full of weird and wonderful ways to raise money for WWF.

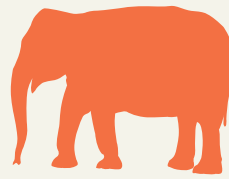
Please also share your **Wear it Wild** stories and activities so that we can feature in future editorials of this guide.

WHY YOUR FUNDRAISING IS SO IMPORTANT

In just 45 years a lot has happened to our precious planet. Here are some of the shocking statistics from our 2014 Living Planet Report (wwf.org.uk/livingplanetreport):



DOWN BY 52%
WILDLIFE POPULATIONS
AROUND THE WORLD



DOWN BY 39%
POPULATIONS OF
LAND-BASED AND
MARINE WILDLIFE



DOWN BY 76%
WILDLIFE IN OUR RIVERS,
LAKES AND WETLANDS.
THAT'S ALMOST TWICE
THE AVERAGE LOSS OF
LAND MARINE SPECIES
POPULATIONS



DOWN BY 63%
WILDLIFE POPULATIONS
IN THE TROPICS, THE
BAND EITHER SIDE OF
THE EQUATOR



DOWN BY 83%
DRAMATIC REGIONAL
DECLINES OF WILDLIFE
IN CENTRAL AND
SOUTH AMERICA

WWF's ultimate goal is to create a future in which people and nature thrive. We know this will take time, money and hard work to achieve - and we can't do it without you. Every penny you raise will help us address growing threats to our natural world.

HOW WE'LL USE THE MONEY YOU RAISE

However you and your business decide to be part of Wear it Wild, we'll convert your time, your energy and your fundraising total into solutions for some of the planet's most serious environmental challenges.

£4

£4 raised from dressing as a wild animal for the day could fund a transponder micro-chip to track a polar bear's movements across the Arctic.



© naturpl.com /
Steven Kazdowski / WWF

£25

£25 raised from a WWF quiz could fund the cultivation and planting of over 800 tree seedlings to restore a deforested area vital for tigers.



© WWF-Indonesia /
Tiger Survey team

£50

£50 raised from a wild BBQ could share tools and techniques with 25 farmers in Kenya so they can protect their crops from elephants without harming them.



© Brent Stilton / Getty Images

£100

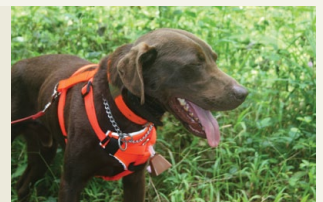
£100 raised from a dangerously good bake sale could buy a pair of binoculars for rangers helping to protect Amur leopards in the Russian Far East. Currently, there are only around 70 of these leopards left in the wild.



© David Lawson / WWF-UK

£750

£750 raised from an animal fancy dress party could pay for a wildlife sniffer dog to work on patrols sniffing out smuggled wildlife products like rhino horn and tiger bone.



© WWF-Greater Mekong

£2,000

£2,000 raised from a second hand sale could fund 6 cameras to monitor rhinos in a sanctuary where they'll be protected from poachers.



© naturpl.com /
Mark Camwardine / WWF

GET FUNDRA

There are plenty of fundraising activities you and your colleagues can get involved in and have fun in the run up to and on the day of your Wear it Wild event. Just make sure everyone knows what they're doing and has plenty of time to raise money.



AISSING



BAKE SALE

Combine dressing up as wild animals with this firm fundraising favourite. Tasty treats people have conjured up in the past include panda biscuits and cupcakes sporting lions' heads. You could even serve up some delectable cakes full of Fairtrade goodness.

PROTECTING THE ORANG-UTAN

We're working to restore 2,400 hectares of degraded forest in Borneo, to help protect the home of the orang-utan.



FACE PAINTING

For your event, offer a face painting service to colleagues. This is a great way to get everyone involved and raise some extra cash. If you're not a dab hand with face paints, ask a professional face painter to provide their services for free or donate a percentage of their takings from your event.



BEARD, HEAD SHAVE OR THE DREADED WAXATHON

There are probably plenty of hairy animals at your workplace already, even before they start getting dressed up as gorillas or orang-utans. So ask them to lose their hair in the name of the charity. The only question is: hair clippers or waxing strips?



BEST DRESSED COMPETITION

We're sure plenty of people in your office love dressing up and enjoy a bit of competition. This makes **Wear it Wild** perfect for a fancy dress contest. Like all good TV talent shows, simply ask people to give a small sum of money to vote. Also try to get your workplace to donate a prize for the best dressed.



RAFFLE

Ask your organisation, suppliers or colleagues to donate prizes for a raffle. You might be surprised by how generous people can be. Sell raffle tickets during the day of your event and make the draw at the very end of it.



FOOTBALL, RUGBY OR CRICKET MATCH

Imagine the scene: 90 minutes have gone and the game is in injury time. The scores are locked at 1–1 when the ant eater on the right curls in a corner that’s met by a thumping header from the centre back dressed as a flamingo. Goal! It’s what strange dreams are made of – and great fundraising.



DINNER IS SERVED

In the run up to your **Wear it Wild** event, invite work friends to your home for a lavish dinner party. Choose the cuisine of a country and ask people to dress up as that nation’s native animals. You could even make your special evening the grand finale of a series of dinners, just like *Come Dine With Me*.

GRRREAT



YOUR CHOICE-ATHON

Hula hooping, disco dancing, pushing a paperclip – there are plenty of things that you and your colleagues could do for a really long time to raise money. And if everyone is dressed as a guinea pig, giant tortoise, iguana or ostrich, there’s even more chance that the cash will roll in.

PROTECTING THE MOUNTAIN GORILLA

We’ve worked with the International Gorilla Conservation Programme to help the critically endangered mountain gorilla. With their populations now reaching 880, mountain gorillas are the only species of great ape whose numbers are increasing.





© naturepl.com / Tim Laman / WWF



IT'S QUIZ TIME

Whether you hold a quiz during the working day, at lunch or after office hours, it's a great way to bring in some extra money. All of your questions could be animal related, or they could focus on countries where we carry out our work. You could even hold your quiz at a pub and put on a scrumptious buffet.

HELPING TO PROTECT PENGUINS

We helped kick-start international efforts to protect 94,000 sq km of high seas in the Antarctic – an important foraging area for Adélie penguins.



BBQ, GARDEN PARTY OR PICNIC

Make the most of the summer and organise an outdoor gathering for colleagues on Friday 5 June. As part of your event, ask your work friends to whip up some tasty treats – maybe something exotic – and ask colleagues to give a donation to enjoy them.

IDEAS



FUN RUN OR SPONSORED WALK

What could be more fun than organising a run or walk that involves everyone from your organisation dressing up as lions, tigers, bears, emus, gazelles or three-toed sloths? Only donning your new panda suit and joining them.



SPONSORED SILENCE

The favourite of the **Wear it Wild** Team and many managers, a sponsored silence is great way to increase productivity and give employees the time to learn about the work of WWF. Just be warned, though, if you've got any chimpanzees taking part, they have a real tendency to chatter.



PARTY ANIMAL OR SOMETHING MORE SOPHISTICATED

Hire a local venue and ask all of your colleagues to join you for an animal-themed party that's sure to be really wild. Or how about putting on your best attire and hosting an animal masked ball that's perfect for preening peacocks?



OFFICE OLYMPICS

Hold an outdoor sports day for your organisation. Divide colleagues into animal teams from different continents. Events could include the swivel chair dash, sticky tape shot put and paper plane javelin. Award the WWF Cup to the winning team.

HOW TO BE

WILD AND

WILD OUTFITS

Encourage your colleagues to use recycled clothes from charity shops or jumble sales, or old clothes they or family members don't wear any more, to create their outfits.

People are also likely to have access to plenty of recyclable items, such as paper, cardboard and plastic, that they could use to create their wild outfits.

You could even make 'recyclable fancy dress' the theme of your organisation's **Wear it Wild** event.

Important: tell colleagues never to create or buy a costume that features real fur. Ask them to always use or check that an item features fake fur.



INVITATIONS

Always email colleagues about **Wear it Wild** rather than sending out paper invitations. There are loads of free invitation templates available online that you could adapt so they feature a wild theme.

GREEN

DECORATIONS

To create a really wild environment for your event, you and your colleagues could decorate your venue with fallen branches and other green trimmings from gardens or local parks.

You could also paint recyclable items including paper, cardboard, plastic bottles and tin cans and use them to decorate your venue.

We've also got a great template for **Wear it Wild** bunting, which you can download from wwf.org.uk/wild

Or if you do decide to buy decorations, make sure they're made from a biodegradable material such as paper, cotton or flowers. Avoid buying or using plastic decorations, including balloons.

TABLEWARE

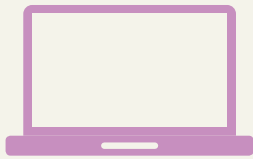
Try to use ceramic plates belonging to your organisation or its employees. If that's not possible or practical, try to use plain plates made out of recyclable paper, as they will be cheap and biodegradable, unlike plastic plates.

You should also be able to find paper tablecloths that are biodegradable too. Or even better would be some large sheets of plain white paper, as they have a low environmental impact.

Try to use your organisation's or its employees' cutlery, rather than buying anything new. If you do need to buy new cutlery, make sure it's made from a biodegradable material such as FSC wood. Avoid plastic forks, knives and spoons.

HOW TO DONATE

THE MONEY YOU RAISE



SET UP AN ONLINE FUNDRAISING PAGE

Sites such as JustGiving and Virgin Money Giving are great for you and your colleagues to collect sponsorship money. Simply follow the instructions on the sites to set up your own **Wear it Wild** page.

Top tips

- Make sure fundraising pages describe what **Wear it Wild** is all about and how the money raised will help the planet.
- Use email, Facebook, Twitter and other social media to let everyone know about your fundraising pages. Remember to tag @WWF_UK and #WearitWild
- Try and make sure that the first donation on a fundraising page is for a good amount. People will follow suit.



TEXT TO DONATE

Another really easy way that everyone can donate to **Wear it Wild** is through our text to donate number.



Text **WILD** to **70060**
to donate £5

This is a charity donation service for WWF-UK. You will be charged £5 plus one message at your standard network rate (age 16 + UK mobiles only). WWF will receive 100% of your gift. We may contact you again in future to tell you more about our work. If you'd prefer that we didn't contact you please text NOCOMMS WWF to 70060. If you wish to discuss this mobile payment call 0203 282 7863. Your donation will help our work to protect endangered species and our other vital work around the world. For more details visit wwf.org.uk/textterms



SENDING MONEY DIRECT TO WWF

First of all, and very importantly, please don't send bank notes or coins to us through the post. This isn't a safe method.

Instead, after your fundraising, bank all of the money you've raised and send a cheque made payable to WWF-UK to:

Wear it Wild
WWF-UK
The Living Planet Centre
Rufford House
Brewery Road
Woking
Surrey GU21 4LL

When you send your cheque, please remember to also download and complete our paying-in form accordingly and send to the address above. This can be downloaded at wwf.org.uk/wild





WEAR IT WILD TEAM

Any questions? Contact the team!


call: 01483 426333

email: wearitwild@wwf.org.uk

post: Wear it Wild Team, WWF-UK, The Living Planet Centre,
Rufford House, Brewery Road, Woking, Surrey GU21 4LL

wwf.org.uk/wild

 Follow us on Facebook

 Twitter #WearitWild



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.org.uk

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