

5 JUNE 2015
WWF.ORG.UK/WILD

WEAR IT WILD

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





ROAR INT

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

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'll help us prevent the decline of incredible wildlife like the Bengal tiger and reduce humanity's impact on the planet.



O ACTION

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 your fundraising event 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 costume you 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 you. 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 and on our website wwf.org.uk/wild 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 ON SOCIAL MEDIA - TELL PEOPLE ALL ABOUT WEAR IT WILD

Use Facebook, Twitter and other social media to tell people all about your **Wear it Wild** event and why you're fundraising. Also make sure you post some great pics of your family, friends and colleagues from the day. Remember to tag [@wwf_uk](https://twitter.com/wwf_uk) and [#WearitWild](https://twitter.com/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 for further brilliant suggestions.

Or visit wwf.org.uk/teampananda 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.

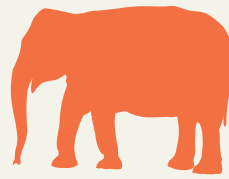
Please also share your **Wear it Wild** stories and activities so that we can feature in future editorials of this guide.

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 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.



© naturapi.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

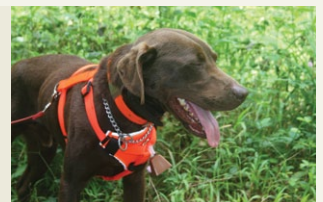
£100 raised from a dangerously good bake sale could buy a pair of binoculars for rangers helping to protect Amur leopards in the Russian Far East. Currently, there are only around 70 of these leopards left in the wild.



© 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

£1,000

£1,000 raised from a second hand sale could fund three cameras to monitor rhinos in a sanctuary. This could help protect the rhinos from poachers.



© naturapi.com /
Mark Camwardine / WWF

GET FUNDR

There are plenty of fundraising activities you can get involved in and have fun in the run up to and on the day of your Wear it Wild event.



AISSING



FUN RUN OR SPONSORED WALK

What could be more fun than watching a herd of people jog or walk past you in your local park while dressed as lions, tigers, bears, emus, gazelles or three-toed sloths? Only donning your new panda suit and joining them.



BARBECUE, GARDEN PARTY OR PICNIC

Make the most of the summer and organise an outdoor gathering for family and friends on Friday 5 June. As part of your event, whip up some tasty treats from the **Wear it Wild** recipe book and ask people to give a donation to enjoy them.



PARTY ANIMAL OR SOMETHING MORE SOPHISTICATED

Hire a local venue and invite family, friends and 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?

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.



DINNER IS SERVED

Invite guests over for a lavish dinner party at your watering (and feeding) hole. Choose the cuisine of a country and also 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*.



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.



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.



BEARD OR 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 charity. The only question is: hair clippers or waxing strips?

GRRREAT



FACE PAINTING SERVICE

Turning children and adults into their favourite animals is a great way to make them feel part of **Wear it Wild** and raise some extra cash. But please make sure you have the permission of a parent before you start painting their child's face. Alternatively, you could ask a professional face painter if they would provide their services for free, or donate a percentage of their takings from your event.

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

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.



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.



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.

IDEAS



BUGGY PUSH

Perfect for nurseries and toddler groups, or with a bunch of fellow mums and dads, this fundraiser is sure to bring smiles to the faces of little monkeys and everyone else involved. Just remember to encourage adults to transform themselves into their favourite animals as well as the children.



YOUR CHOICE-ATHON

Hula hooping, disco dancing, playing board games – there are plenty of things that kids (and adults) can 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.



OFFICE OLYMPICS

Hold an outdoor sports day for your work colleagues. Divide yourselves up 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.



CHILDREN'S PARTY

A teddy bears' picnic, a party at home or a disco at a local venue are all great ways to add an extra dimension to **Wear it Wild** and boost your fundraising. Ask friends to help you organise your event and cook up some food that has an animal twist to it.

HOW TO BE

WILD AND

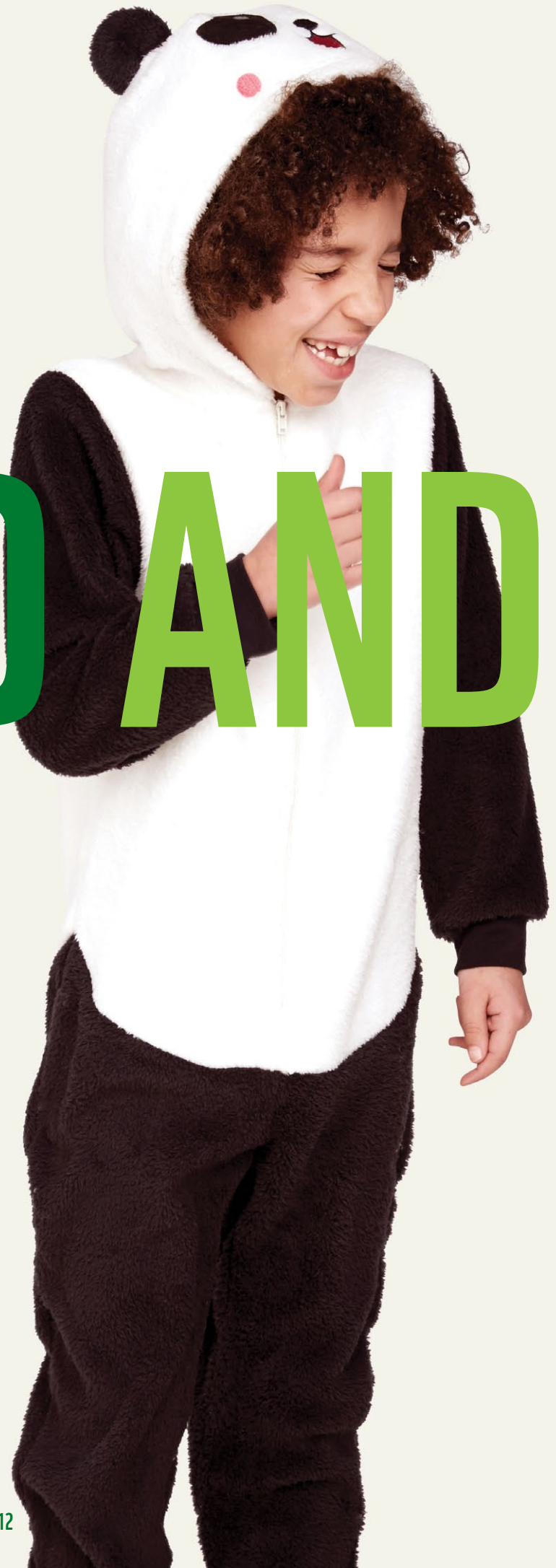
WILD OUTFITS

Use recycled clothes from charity shops or jumble sales, or old clothes you or family members don't wear any more, to create your outfit.

Children and adults 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 **Wear it Wild** event.

Important: never create or buy a costume that features real fur. Always use or check that an item features fake fur.



INVITATIONS

Instead of sending out paper invitations, invite guests to your **Wear it Wild** event via email. There are loads of free invitation templates available online that you could adapt so they feature a wild theme.

PARTY BAGS

Party bags often contain worthless plastic junk, sugar and E numbers, and people usually throw most of it away, so it ends up in a landfill. Instead, pop in a green gift in your party bags, such as seeds that children and adults can sow and watch grow.

Also ditch the plastic party bag and opt instead for one made of paper or cotton.

GREEN

DECORATIONS

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

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

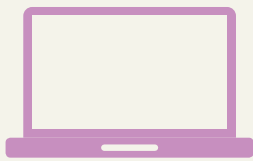
Try to use your own plates. If that's not possible or practical, especially with children around, try to use plain plates made out of recyclable paper, as they'll be cheap and biodegradable, unlike plastic plates.

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 well as having a low environmental impact, children can decorate them during your **Wear it Wild** event with wax crayons (preferable to felt tip pens).

Try to use your own cutlery, or borrow from family and friends, 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 your fundraising page describes what **Wear it Wild** is all about and how the money you raise will help the planet.
- Add photos and even videos to make your page stand out from the pack.
- Use email, Facebook, Twitter and other social media to let everyone know about your fundraising page. Remember to tag @WWF_UK and #WearitWild
- Try and make sure that the first donation on your 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 www.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 www.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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