

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 youth groups





ROAR INT

Our planet is full of wonderful wildlife that enriches our lives. But, sadly, we're losing many animals forever because of our own actions.

In fact, our latest Living Planet Report reveals that wildlife populations worldwide have declined by 52% since 1970.

This is why we'd love you and your group to take part in **Wear it Wild**. It's a celebration of all things wild and an incredibly fun way to raise money to 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 can help to protect incredible wildlife like the Bengal tiger and reduce humanity's impact on the planet.



WILD ACTION

But 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 a 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 roaring 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 group members buy or create for **Wear it Wild**, please make sure they don'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 WILD 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 do to make your **Wear it Wild** event extra special. The ideas on pages 8–11 are intended to offer you some inspiration. And if you want to theme your fundraising around a threatened species, why not check out our 'Explore' poster resources which offer fascinating facts and themed ideas for your meeting place – wwf.org.uk/explore

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 group, and a time that's convenient for group members, as well as their families and friends, if you choose to invite them 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 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 from your event, shortly after the big 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](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.

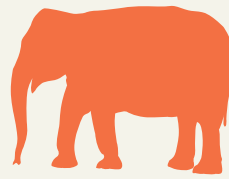
We'd also love you to email us descriptions of **Wear it Wild** fundraising events you've organised but aren't featured in this guide. Our aim is to feature some of the best ones in future editions of this guide.

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 group decide to be part of Wear it Wild, we'll convert your time, your energy and your fundraising total into solutions to 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

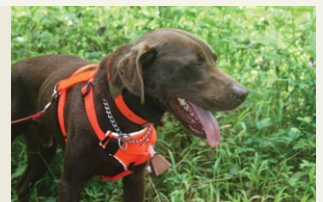
£100 raised from a dangerously good bake sale could buy a pair of binoculars for rangers helping to protect Amur leopards in the Russian Far East. Currently, there are only around 70 of these leopards left in the wild.



© 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

£2,000

£2,000 raised from an Animal Olympics featuring people taking on the cheetah sprint and kangaroo long jump could fund 6 cameras to monitor rhinos in a sanctuary where they'll be protected from poachers.



© naturapi.com /
Mark Camwardine / WWF

GET FUNDR

In the run up to and on the day of your event, there are plenty of wild fundraising activities that you and your group can get involved in. Just make sure everyone knows what they're doing and has plenty of time to raise money.



RAISING



BAKE SALE

Ask your members to bake something yummy for a bake sale. Tasty treats could include panda-shaped biscuits, gingerbread animals, cupcakes themed on a favourite animal's colouring – even an entire cake made to look like an animal hero. Take a look at our **Wear it Wild** recipe book for some inspiration and remember to use local and/or certified (eg Fairtrade) products whenever you can.



SPONSORED GIVE IT UP

Encourage members to get sponsored to give up something in the lead up to your event. Popular things people go without are Facebook, their phone, chocolate and sweets. You, adult volunteers and group members could also try to use cars less, which is good for the planet.



MAKE SALE

Hold workshops that involve members creating items to be sold as part of a fundraising sale. These items could include painted stones that could be used as paperweights or doorstops, animals made out of recyclable items or paintings of wildlife. If you know any local artists or business that might like to support your fundraising, why not ask them to donate something to your sale.

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

If you or any members of your group are good at art, why not offer face painting – but make sure you have the permission of members' parents/guardians before you start painting!



SECOND-HAND SALE

Ask your group to donate their old toys, clothes and books for a bring-and-buy sale (they should ask their parents'/guardians' permission first). Also encourage them to ask family and friends for donations. Open up your sale to your local community.



YOUR CHOICE-ATHON

Sleeping in a tent, performing as a band, disco dancing, swimming... there are plenty of things that young people can do together 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.



IT'S QUIZ TIME

Ask your members to form small teams and organise separate quizzes that other members can only enter by giving a donation. All of the questions could be about animals or focus on countries where we carry out our work. You could challenge each group to source a prize for the winner of their quiz, or you could award an overall prize to the team that has the most points after your series of quizzes.



BOB A JOB

In the summer there are plenty of odd jobs young people could do, in return for a donation. For example, they could pack shopping at a supermarket while dressed as helpful squirrels. Or how about offering a car wash while dressed as elephants or other water-loving animals? They could also paint fences and do other DIY jobs for a donation, although wild outfits aren't compulsory.

GRRREAT



CAMP FIRE BARBECUE OR PICNIC

Make the most of the summer and organise an outdoor gathering with your group and invite their families, friends and the wider community. Members could divide into small groups and be in charge of cooking a specific animal-themed dish, such as wood-fired hot dogs or a Thai jungle curry. You could also organise games that people have to pay to take part 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



OBSTACLE COURSE

Create a course full of obstacles that involves group members getting wet while dressed as their favourite animal. You could hold a competition to see who completes the course the fastest as an individual and another contest that involves small teams taking on the course. Ask people to raise a set amount of money to be able to take part.

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.



FOOTBALL, NETBALL OR HOCKEY MATCH

Organise a sponsored sporting event that involves your members competing as wild animals. Imagine the scene: 90 minutes have gone and the game is in injury time. The scores are 1–1 when the anteater on the right curls in a corner that's met by a thumping header from the centre back dressed as a parrot. Goal! It's what strange dreams are made of – and great fundraising.

IDEAS



FUN RUN OR SPONSORED WALK

What could be more fun than organising a run or walk that involves everyone from your group dressing up as lions, tigers, bears, emus, gazelles or three-toed sloths? Only donning your new panda suit and joining them. Or perhaps you'd like to set a special orienteering challenge?



PUT ON A SHOW

With your group, organise a talent contest, musical event, fashion show or dramatic performance that people have to donate to attend. Try to make it animal themed, such as a concert of songs from *The Jungle Book* and *The Lion King*. Sell homemade animal-themed treats before the performance and during the interval to boost your fundraising.



PARTY ANIMAL OR SOMETHING MORE SOPHISTICATED

Put on an animal-themed disco for your members that's sure to be wild in the best possible way. Or how about asking members and their friends to put on their best attire to attend an animal masked ball that's perfect for preening peacocks?



ANIMAL OLYMPICS

Organise an animal themed Olympics competing as animals from different countries. Events could include the three-legged flamingo race, the cheetah sprint and the kangaroo long jump. Award the WWF Cup to the winning team.

HOW TO BE

WILD AND

WILD OUTFITS

Encourage your members to use recycled clothes from charity shops or jumble sales, or old clothes they or their family don't wear any more, to create their outfits. Please remind members to get the permission of relatives before they start to use any of their clothes for their outfit.

Young people 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 costumes.

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

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



GREEN

DECORATIONS

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

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

Try to use any cutlery your group has, 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.

STAY INVOLVED

There are lots of ways your group can stay involved with our work.
Here are just a few of them:



GREEN AMBASSADORS 4 YOUTH

Our Green Ambassadors 4 Youth scheme is a great way to help your group members get informed, get involved and get sharing on important environmental issues.

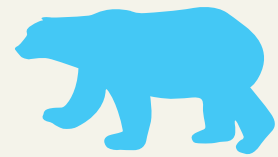
Find out more: wwf.org.uk/greenambassadors4youth



EXPLORE!

Love wildlife? These free poster resources focus on popular but endangered species such as the polar bear and the orang-utan. There are fascinating facts, fab activity ideas, and signposts to ways you can help.

Find out more:
wwf.org.uk/explore



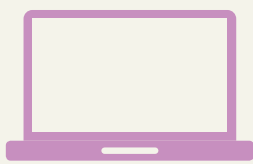
ADOPT AN ANIMAL

Why not adopt a polar bear, panda or tiger through WWF for your group? You'll receive regular updates and a group mascot to thank you for your support.

Find out more:
support.wwf.org.uk

HOW TO DONATE

THE MONEY YOU RAISE



SET UP AN ONLINE FUNDRAISING PAGE

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

Top tips

- Make sure your 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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