



YOUR
FUNDRAISING
GUIDE



WEAR IT WILD

WEAR IT WILD FOR A DAY.
LOVE WILDLIFE FOREVER.
DRESS UP AND DONATE ON 27 MAY
WWF.ORG.UK/WEARITWILD

ROARING BACK!

In the last century, over 95% of the world's tigers have been lost. Poaching and habitat destruction have resulted in as few as 3,200 remaining in the wild.

Back in 2010, we helped to organise a Global Tiger Summit attended by the leaders of all 13 countries where wild tigers live. Together, we all committed to double the number of wild tigers by 2022.

We want to turn that vision into a reality - helping to secure huge areas of tiger habitat and clamp down on poaching and illegal trade in tiger parts. Our efforts are already making a difference - in recent years, India, Nepal and Russia all reported a rise in tiger numbers.



WEAR IT WILD FOR WILDLIFE.

Tiger stripes in the classroom. Rampaging rhinos in the office. Cocktail parties with tails. Wild things will be happening on Friday 27 May - and you can be part of it!

The idea behind our annual Wear it Wild event is simple. In workplaces, schools and homes up and down the land, people will be donning animal-inspired fancy dress – and raising money to save incredible wildlife at the same time.

We want you to get involved and to inspire your friends and family, colleagues or students to join in too.

We've got loads of ideas to start you off – from putting on a party in your own home, to organising events in your workplace, to activities for schools and groups.

So let your imagination run wild: sign up, dress up and help us raise vital funds to protect the world's wildlife.

Are you ready to take a walk on the wild side?

Read on...

**WILDLIFE POPULATIONS
WORLDWIDE HAVE
FALLEN BY MORE THAN
HALF SINCE 1970.
LET'S ACT TOGETHER
NOW TO STOP THE
DECLINE!**

**SHARE IT WILD! MAKE SOME NOISE AND SPREAD THE WORD.
SHARE YOUR PICS USING #WEARITWILD**

We've helped increase rhino numbers over the last few decades - but now we're dealing with a new crisis.

.....

In 2007, South Africa lost 13 rhinos to poachers, but last year 1,175 were killed - that's more than three a day.

.....

You can help us redouble our efforts to beat the poachers, expand rhino populations and secure the future of these magnificent beasts.





WHY TAKE PART IN WEAR IT WILD?

Here are just a few things the money you raise could do to help protect threatened wildlife:



Felis Creations/WWF

£5

helps towards the food and vet bills for a sniffer dog trained to track down tiger poachers.



Jon Aaris, Norwegian Polar Institute/WWF

£20

can support researchers taking blood samples from two polar bears in Svalbard, providing crucial climate change evidence.



Martin Harvey/WWF

£50

helps provide training for 25 farmers in Kenya so they can deter elephants from raiding their crops.



Bernard De Wette/WWF

£120

could pay for one camera trap to help monitor wild giant pandas.



naturepl.com, Anup Shah/WWF

£250

can fund a pair of binoculars for researchers to monitor lions – to learn more about their needs and behaviour!



naturepl.com, Francois Savigny/WWF

£1000

could support two corrals to protect livestock – and snow leopards.

SHARE IT WILD! MAKE SOME NOISE AND SPREAD THE WORD.
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WEAR IT WILD

WEAR IT WILD
AT HOME.

JOIN THE
PARTY ANIMALS!



SHARE IT WILD!
#WEARITWILD

Fancy hosting a really wild party?

Whether it's an animal masked get together, a feeding frenzy for your kids and their friends, or something involving leopard print underwear (we won't ask), there's any number of ways you can take part without leaving your home territory.

Hosting a Wear it Wild event at home is a great excuse to have fun with friends and family. But more than that, by asking your guests to chip in with a donation to WWF, you'll all be helping to protect amazing wildlife around the world.

NEED SOME INSPIRATION?

Tails for cocktails

How about hosting an exclusive cocktail party with a suit and tails dress code? Just not the sort of suits and type of tails people usually expect... Have fun with your cocktail names: piña koala, anyone?

Dinner party animal

Host a Come Dine With Me style event – animal-related fancy dress optional*. How about cooking some wildlife-themed dishes? Stir-fried bamboo shoots for the pandas, some (sustainably caught) fish for the penguins, a fresh gazelle for the lions. Well, maybe not the gazelle!

*We lied – fancy dress is always compulsory!!

For more ideas to help make
your event a roaring success,
head over to
www.wwf.org.uk/wearitwild



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WEAR IT WILD

WEAR IT WILD
AT WORK.



BECAUSE
DRESS-DOWN FRIDAYS
ARE SO TAME!

SHARE IT WILD!
#WEARITWILD

Unleash your animal instincts

Transform an ordinary day at the office into an event to remember.

Forget dress-down Friday – Wear it Wild is about dressing up (though if you're more subtle with elephant earrings or a turtle tie pin, rather than a full-on panda onesie, that's fine too). Organise an event at your workplace to help raise funds to protect the world's wildlife – and have a right giraffe at the same time.

Collecting donations for fancy dress (or fines for the lack of it) will directly support our work to protect endangered wildlife all around the world. And there are all sorts of ways you can make your Wear it Wild event go further:

Get baking

Hold your own Wild Bake-Off event – and raise money selling your culinary creations. Why not put your decorating skills to the test with some animal-themed cupcakes?

Q: Who loves a quiz?

A: Everybody!

Whether it's a speed quiz in the lunch break or a trivia marathon in the pub after work, get your colleagues together for a test of brain power. Charge everyone a pound or two to enter. Animal-themed team names only...

We've got plenty more tips and ideas at www.wwf.org.uk/wearitwild



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WEAR IT WILD

WEAR IT WILD
AT SCHOOL.

THE GRRRRRREATEST
SCHOOL DAY OF THE YEAR.



SHARE IT WILD!
#WEARITWILD

Born to be wild... for one day only

Organise a Wear it Wild event at your school for a dress-up day with a difference.

It's a memorable event that everyone can enjoy and a chance to explore environmental issues, as you raise vital funds to protect amazing wildlife like elephants, rhinos and tigers. A small donation from every child in the school can make a big difference.

As well as being a fun day for all, Wear it Wild is an educational opportunity too. We've got a comprehensive range of curriculum-linked resources from early years to secondary level.

WANT TO ADD TO THE FUN?

Face paints out!

Even the novice face painter can do a serviceable tiger, but don't stop there – panda eyes, baboon noses, crocodile grins... Why not organise an inter-class competition?

Get creative!

Take the DIY challenge and get your students to make their own animal outfits, or simply create a mask by using only recycled materials.

For more fun-raising fundraising ideas, pop over to www.wwf.org.uk/wearitwild



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WEAR IT WILD

WEAR IT WILD
AS A GROUP.

GO WILD

OUT OF SCHOOL!



SHARE IT WILD!
#WEARITWILD

Fun-filled fundraising group activities

Whether you're involved with Guides, Brownies and Rainbows, Scouts, Cubs and Beavers or sports teams, Wear it Wild is a brilliant opportunity for fun-filled fundraising activities for your group.

There's no end to the animal-inspired fun and games you can get up to, inside or in the great outdoors. Here are a few ideas to get you started:

Organise a sponsored fancy dress fun run

Cheetahs and sloths alike can raise money to help protect threatened wildlife.

Get competitive with a fancy dress tug of war

Tigers vs rhinos, anyone?

Get wild around a BBQ and play animal charades or "Who am I?"

Animal charades: Pick an animal and act it out for the rest of the group to guess. No words allowed – but sound effects can add to the fun.

Animal "Who am I?": Pin a picture of an animal to the back of your T-shirt, and get the group to identify your animal by asking yes or no questions: "Can I swim?", "Can I fly?", "Do I live in the jungle?", "Am I predator?"

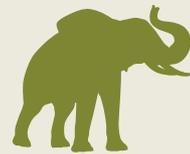
Visit wwf.org.uk/wearitwild for more inspiration.

**WHATEVER YOU DO,
HOWEVER MUCH
YOU RAISE, YOU'LL MAKE
A VITAL DIFFERENCE!**



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WEAR IT WILD



Elephants in central Africa could be extinct in our lifetime. It's estimated that 30,000 African elephants are killed for their ivory each year.

Most of the poaching is happening in central Africa. If we don't act now to stop the poachers and end the illegal ivory trade, elephants could soon become extinct in many central African countries.

We urgently need funds to help endangered species and their habitats around the world. So Wear it Wild for a day, give all you can and love wildlife forever.



SHARE IT WILD!
#WEARITWILD



UP TO
25,000
REMAINING



UP TO
35,000
REMAINING



ONLY
1,684
REMAINING

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SHARE IT WILD!
#WEARITWILD

HOW TO PAY IN THE FUNDS YOU'VE RAISED.

It's easy to get the cash you raise to us. Please don't send us notes and coins in the post. Instead, you can pay in the money you've raised in any of these four ways:

Online

Go to wwf.org.uk/wearitwild and follow the instructions



JustGiving

JustGiving is really easy to use, and ideal for sponsored events

www.justgiving.com



Text

Simply text WILD to 70123 to donate £3*



Fill in the form

Fill in the form on the back of the letter in this pack or download a copy at wwf.org.uk/wearitwildresources



*You will be charged £3, plus one message at your standard network rate. WWF will receive 100%. If you wish to discuss this mobile payment call 02032827863 Registered charity number 1081247 We will contact you by phone and SMS to tell you more about our work and how you can be part of it. If you do not wish to be contacted, text NOCOMMS WWF to 70060.

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