

# WEAR IT WILD

Secondary  
11-16

1. Get Creative!

2. Get Planning!

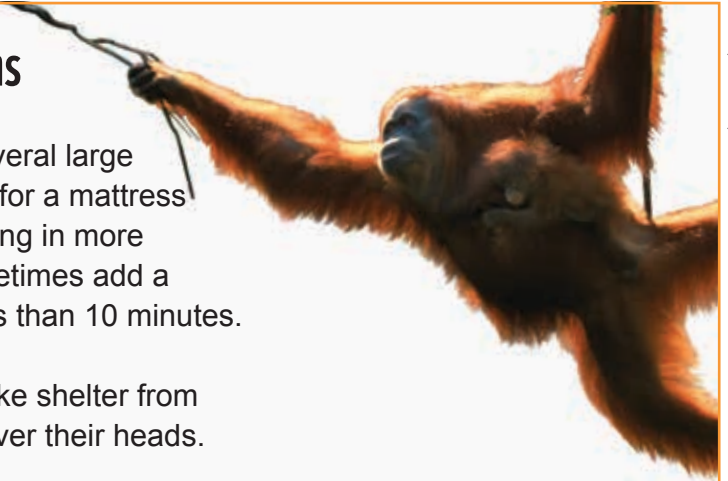
3. Get to it!

## Creative Apes Crib Sheet

### INNOVATION animal ace: Orang-utans

An orang-utan makes its nest by pulling several large branches together, using smaller branches for a mattress and binding the structure together by weaving in more supple branches. In wet weather, they sometimes add a roof. An orang-utan can build its nest in less than 10 minutes.

Bornean orang-utans have been seen to take shelter from the sun or rain by holding twigs or leaves over their heads.



© naturepl.com / Anup Shah / WWF

To kick-start your challenge, get creative with your team by using a mind-map like the example below, to start generating ideas for exciting and inventive ways your school could **Wear it Wild**.



To maintain focus on your mind-map try using some of the top tips below to help boost your team's creativity as you record your ideas. And if you get stuck, try some of the quick-fire activities to really get your creative juices flowing.

## Top tips

### Think big!

You want lots of ideas at this stage, however crazy it seems at the time. Your first, second or even third idea may not be your best. Keep coming up with ideas and pushing the boundaries.

### Think wild!

Whatever you choose to do, remember to add a wild twist to your event, consider dressing up, creating costumes or really wild outfits, have wild hair, use face paints, nail art, and the use of colour, texture, images and sound.

### Be green:

To truly live on the wild-side consider including eco-friendly initiatives as part of your event, think upcycling, recycling, saving energy and anything else which keeps our planet amazing.

### Get in their shoes:

If you already know who you are going to raise funds from (your target audience) then put yourself in their shoes. What kinds of things do they enjoy spending their money on? Include these on your mind-map.

## Quick-fire activities

- As stimulus for your work, take a look at what WWF do here [www.wwf.org.uk/what\\_we\\_do/](http://www.wwf.org.uk/what_we_do/) then write down a list of associated words. This will help you to think of ways you can link your event to the cause you're supporting.
- Pair up within your team to bounce ideas off a partner, then change to partner with someone else to talk though the same ideas. Set a five minute limit for each pairing. Repeat until everyone has partnered with everyone else. Use this technique to adapt and improve your ideas.
- Fill a bag with random objects you can find nearby, such as a pen, item of clothing, an item of technology, and other everyday objects. Think about your **Wear It Wild** fundraising event, then pull out an object at random; what does it make you think of? Explore the item selected whilst allowing your mind to wander. Note any ideas it gives you. Eg a paperclip could make you think of creating fun stationary to sell, or a balloon could make you think of raffling a hot air balloon ride as a prize.
- Use the **Wild venture dice** pdf to create unlikely but perhaps genius event idea combinations.



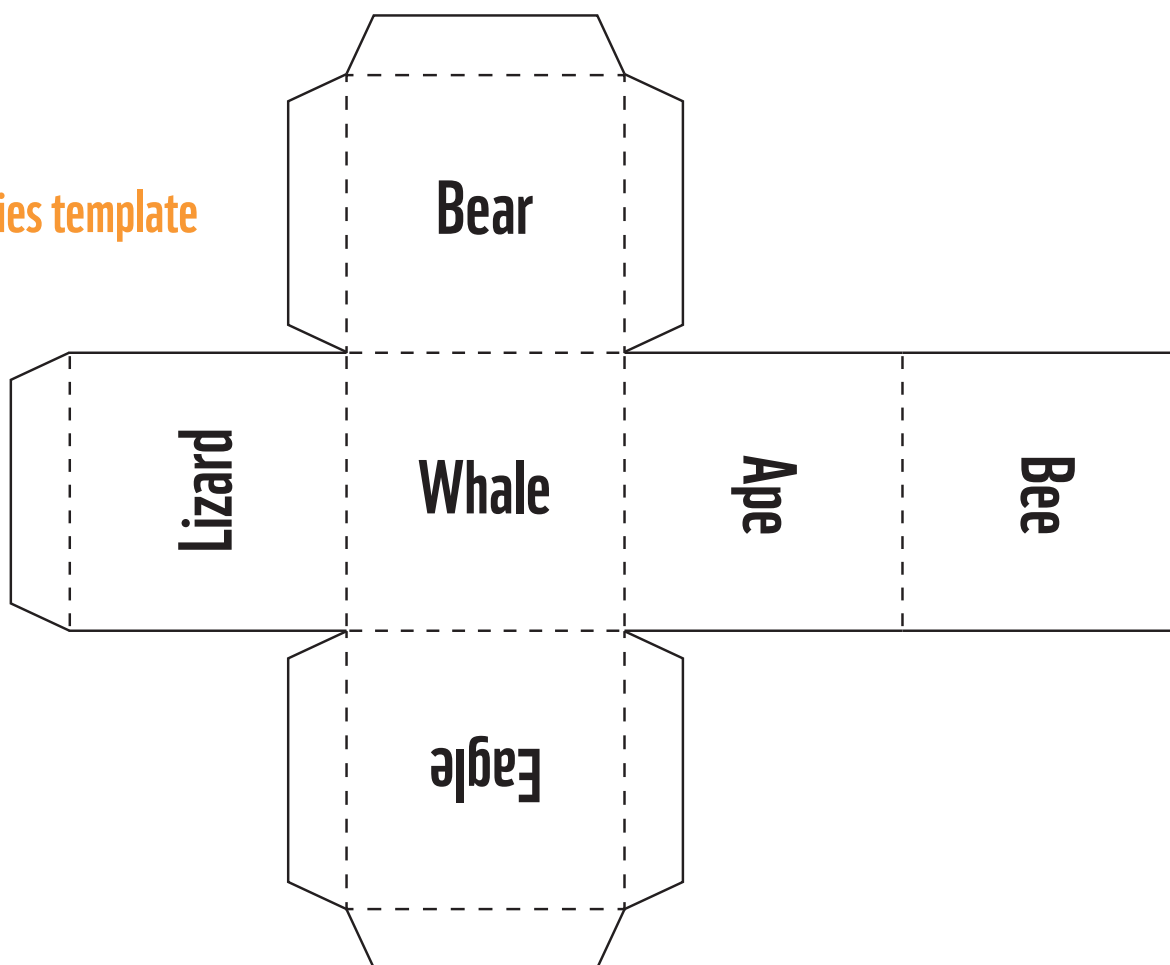
# Wild Venture Dice

Innovation is about coming up with something new, or a different approach and in this case something wild! Make up and use these dice to help you unleash your creativity and come up with some really wild ideas for your Wear it Wild fundraising event.

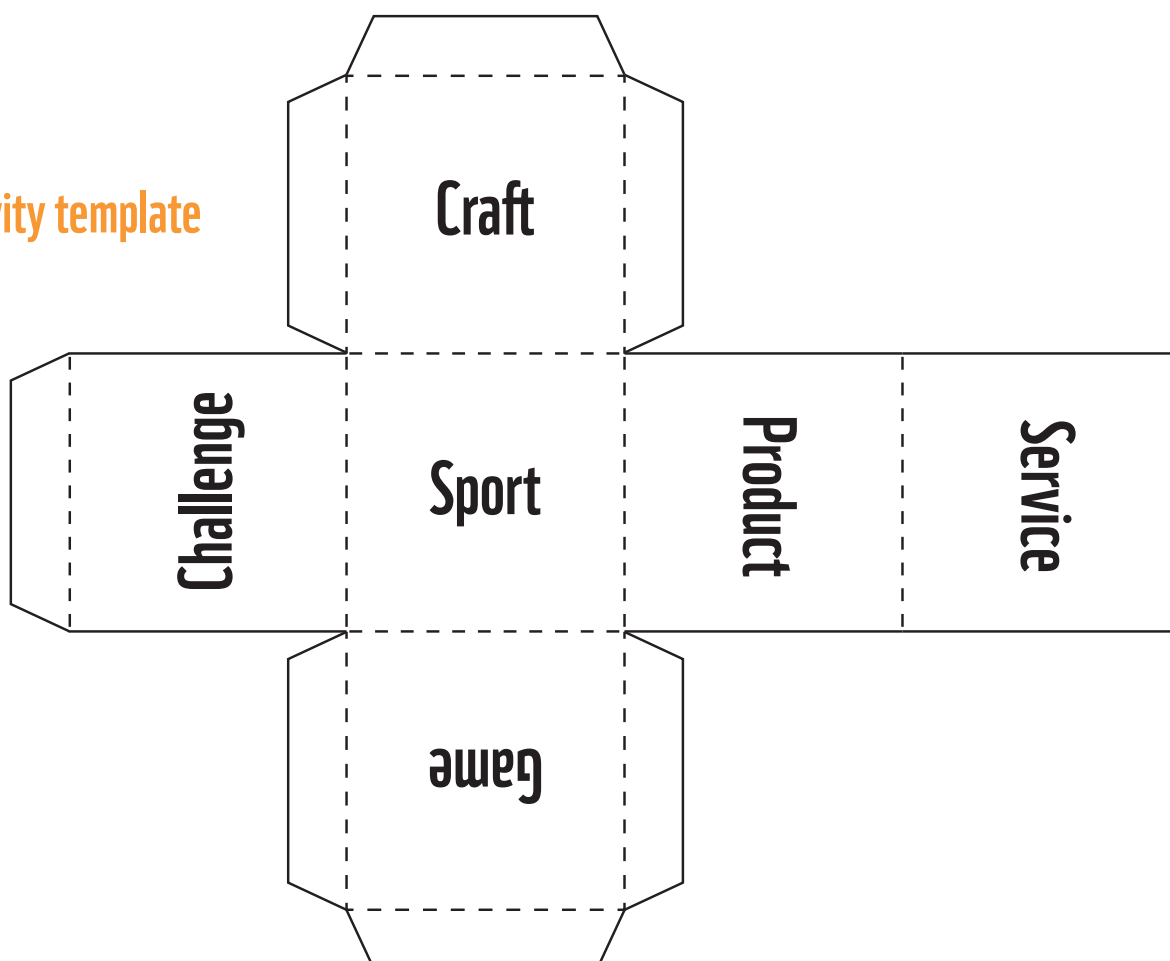
1. Cut out and make up the wild venture dice using the templates provided.
2. In your team, take turns to roll both dice to generate a species and an activity type. Use these to stimulate ideas for an animal themed Wear it Wild fundraising activity.
3. Note your activity ideas in the left hand column of the grid below. Remember ideas could be:
  - A service e.g. face painting, cleaning, entertainment and sports to name a few
  - A product e.g. t-shirts or cup cakes
4. Evaluate each activity idea and note any advantages or disadvantages. Consider the following but don't let it limit your thinking (hurdles now can often be solved later on):
  - Could your Wear it Wild activity be produced/run in school?
  - Would it raise funds for WWF?
  - Is it eco-friendly enough to represent WWF's mission?
5. Discuss the advantages and disadvantages of each idea and then use a highlighter to indicate your best three ideas for development.

[illegible]

## Species template



## Activity template





## Do-good Decision Maker

### DECISION-MAKING animal ace: Adélie penguins

Adélie penguins build nests out of the pebbles they find on dry land during spring. They choose a sloping site so that when snow melts, the water runs away from the nest.



© naturepl.com / Steven Kazlowski / WWF

The next step is to weigh up the advantages and disadvantages of your best ideas to help you decide which one to do. SWOT is a practical way to identify any ideas:

**Strengths** (e.g. is it fun?, is it doable?),

**Weaknesses** (e.g. is it costly?, does it need to be more eco-friendly?),

**Opportunities** (e.g. what's new, exciting or different about this idea?) and

**Threats** (e.g. does it clash or compete with another event/idea?).

- Use the SWOT analysis grid on the next page to help you decide which idea will raise the most funds for WWF. Use a separate sheet for each idea.
- When all the ideas have been analysed and rated, compare the grids to decide on which idea you will take forward as your final event idea.

Team name: \_\_\_\_\_

Wear it Wild event idea: \_\_\_\_\_

<p><b>Strengths</b></p> <p>List of positives/arguments for:</p>	<p><b>Weaknesses</b></p> <p>List of negatives/arguments against:</p>
<p><b>Opportunities</b></p> <p>What outside influences could benefit the activity? E.g. is there any potential for local business sponsorship?</p>	<p><b>Threats</b></p> <p>What could cause problems for the activity? E.g. is it too weather dependent?</p>

**SWOT**

Now evaluate and rate this idea where 5 is ready to take forward, and 1 is rethink (needs changing).

1      2      3      4      5

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## Wild Ideas Strike Plan

### PERSONAL EFFECTIVENESS animal ace: Polar bears

Polar bears have adapted to live in the cold Arctic and can survive freezing temperatures, biting winds and icy water, with their dense fur and a thick layer of fat to keep them warm. Polar bears usually feed on the sea ice during spring and early summer before it melts. Then they fast for around four months whilst on shore, until the sea ice refreezes and they can resume hunting again..



© naturepl.com / Andy Rouse / WWF

Team name: \_\_\_\_\_

Idea name: \_\_\_\_\_

Now that you've got your top Wear it Wild venture idea, use the grid below to develop your idea into a truly innovative and unique Wear it Wild fundraising event.

**What?** Explain your idea here and decide how you'll find out if it is possible to do the activity (think about: facilities, cost, timing, how to collect money and health and safety). Remember to include your Wear it Wild theme here.

**Who?** Who will take part? Who will buy your service/product to help raise funds for WWF? Also consider who you will need to ask for help and who will take responsibility for making it happen?

**Where?** At school, in the village hall, exactly where will your event take place? Will you need a contingency plan for bad weather?

**When?** When will your event take place, during or after school, in the week or at the weekend? What date would work best? How long will you need to allow yourself for planning and organising?

**How?** How will you organise and promote your fundraising event? How will you make your charity fundraiser stand out from the rest? How will you make it fun for those taking part? How can you make the event eco-friendly?

# Self-evaluation Sheet

Venture: \_\_\_\_\_

Your name: \_\_\_\_\_

The species we're working to protect all have unique and special characteristics. The skillsets below are represented by species that have already mastered the art – can you work as efficiently as a pride of lions, innovate like orang-utans and problem-solve like elephants?

Based on the characteristics and skills below, rate your performance in this venture for each of the following by circling one number from 1 to 5, where 1 is 'no, not at all' and 5 is 'yes, definitely'. If you didn't need to use a particular skill in this task then circle n/a (not applicable).

N.B. Try to be honest with yourself so you know where you've done really well and where you might need to focus more attention next time.

## COMMUNICATION Animal ace: Bottlenose dolphins



© Andrey Nekrasov / WWF

I listened to others	n/a	1	2	3	4	5
I contributed to the discussion	n/a	1	2	3	4	5
I gave clear and concise explanations	n/a	1	2	3	4	5

## DECISION-MAKING Animal ace: Adélie penguins



© naturepl.com / Steven Kazdowski / WWF

I considered how my decisions would affect me	n/a	1	2	3	4	5
I considered how my decisions would affect others	n/a	1	2	3	4	5
I explained the reason(s) for my decisions clearly	n/a	1	2	3	4	5

## INNOVATION Animal ace: Orang-utans



© naturepl.com / Anup Shah / WWF

I contributed ideas	n/a	1	2	3	4	5
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© Zig Koch / WWF

## EVALUATION Animal ace: Macaws

I can identify what went well	n/a	1	2	3	4	5
I can see what didn't go well	n/a	1	2	3	4	5
I can learn from my mistakes	n/a	1	2	3	4	5



© WWF-US / Elissa Poma

## TEAM WORK Animal ace: Lions

I undertook my allocated tasks	n/a	1	2	3	4	5
I encouraged and supported	n/a	1	2	3	4	5
I addressed any issues in a positive way	n/a	1	2	3	4	5



© Martin Harvey / WWF

## ORGANISATION Animal ace: Leafcutter ants

I managed my time well	n/a	1	2	3	4	5
I prioritised what needed to be done	n/a	1	2	3	4	5



© naturepl.com / Andy Rouse / WWF

## PERSONAL EFFECTIVENESS Animal ace: Polar bears

I was focused on the task	n/a	1	2	3	4	5
I used my strengths	n/a	1	2	3	4	5



© Martin Harvey / WWF

## PROBLEM SOLVING Animal ace: Elephants

I made practical suggestions	n/a	1	2	3	4	5
I adapted ideas to find a solution	n/a	1	2	3	4	5

Which two skills do your team mates think you demonstrated well in this task and say why in the boxes below:

<b>Skill 1</b>          	<b>Skill 2</b>          
--	--

## Perfect Pride Top Tips

### TEAMWORK animal ace: Lions

In the Serengeti, nearly one-third of lion hunts are successful when a pride works together. When hunting, lionesses have specific roles - some play the role of 'centre' and others the role of 'wing', and the wings chase the prey towards the centre.

Cubs learn to hunt by watching the adults in the pride - and then develop their skills by playing and practising their stalking and pouncing manoeuvres with adults and other cubs.



© WWF-US / Elissa Poma

Just like a pride of lions, a team is more successful when it works together – remember this if you want your fundraiser to be a success. Sometimes it's not always easy!

### Teams need:

#### **A clear plan:**

Agree what you want to achieve and check regularly how everyone is getting on.

#### **To make the most of people's strengths:**

Using peoples' natural talents and strengths can often mean the difference between success and failure. Get to know your team!

#### **Communication:**

Communication is key to success and everyone should feel that they can, and are, contributing to discussions, generating ideas, planning and telling each other what you are doing and when.

#### **To recognise mistakes can be made:**

Even the top people in the biggest companies in the world make mistakes. Acknowledge when something has gone wrong, learn from it, and work together to find a solution.

## Turbocharge It!

### PROBLEM-SOLVING animal ace: Elephants

Elephants will dig for water when there isn't any surface water – making water available for other species as well as themselves.

Despite their cumbersome appearance, elephants are able to manipulate very small objects with their trunks. Asian elephants have been observed picking up peanuts, shelling them, and then eating the nuts.



© Martin Harvey / WWF

For your **Wear it Wild** event to be a success you'll need to raise as much money as you can so you can give vital funds to WWF. So you'll need to cover your costs and make a profit!

To make sure you can raise as much as possible for WWF, use the simple tables below to work out estimated costs, price and profits of your event / product sales ideas:

Event estimation	Total
A. How many people will attend / take part?	
B. How much will it cost per person to attend / take part?	
C. How much will the idea cost your team to run?	
Total profit: $(A \times B) - C =$	

Product sales estimation	Total
D. How much will you charge for your item?	
E. How many of this item do you aim to sell at this price?	
F. How much does the number of items stated above cost you to provide?	
Total profit: $(D \times E) - F =$	



Based on the outcomes from your estimations, are there ways you can increase your profit even more?

Some of the handy hints below may offer ways you can cut costs to help turbocharge your fundraising.

## **Make it Wild!**

Ensure the purpose of your event is clear. People will be more willing to donate if they understand why you are raising funds. Here's a link to some of our promotional materials to help you.

[wwf.org.uk/wearitwildresources](http://wwf.org.uk/wearitwildresources)

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## **DIY:**

Consider making items from scratch, as this is often cheaper than buying ready-made items.

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## **Be savvy:**

Negotiate a deal with any suppliers; explain that your event is for charity, they may offer a special discount.

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## **Recycle:**

Consider ways in which you could use recycled or donated goods to add value to your event without incurring additional costs.

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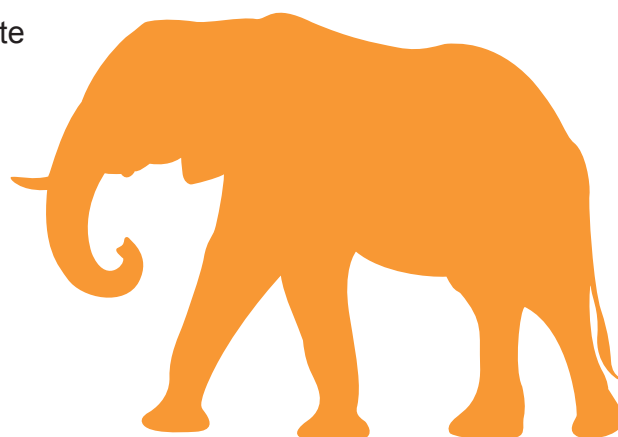
## **Make it fun!**

When people are happy, relaxed and enjoying themselves they are far more likely to donate to a good cause.

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## **Re-calculate:**

Find out how many people are likely to attend/participate so you can budget/calculate quantities needed and reduce any potential waste.



## Wear It Wild Event Planner

### ORGANISATION animal ace: Leafcutter ants

A leafcutter ant colony is made up of different classes of ant (known as castes), including the queen and workers. Each individual within the colony carries out a specific job depending on its size and caste. 'Soldiers' act to protect the colony. Tiny 'minima' workers work inside the nest, and the larger worker ants with powerful jaws cut and transport leaf fragments back to the nest.



© Martin Harvey / WWF

#### Fundraising idea:

#### Team roles and responsibilities (use one box per person):

- Who will do what before, during and after your event?
- It's best to make the most of people's strengths and skills

Team member	Role	When

#### Timings:

Think about

- How much time you need to set up and tidy up!
- What would suit your participants best?

#### Location:

Think about

- How will you set the space up?
- If it's outside, what will happen if it rains?
- Do you need access to water and electricity?

**Target audience** (who do you want to come to your event and to know about it?)

**Resources required:**

Think about

- Do you need any decorations and extra chairs and tables?

**Promotion**

Think about

- How will everyone know about the event?
- Use the Panda pointers: successful event promotion guide to make a big splash!

**Wild and fun additions** (any final extras to make your event especially memorable?):

**Additional team notes:**

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## Panda Pointers: Successful Event Promotion

The more people there are at your event the more likely it is that you'll raise lots of money. This is your chance to promote your event as the must-attend, unmissable, highly anticipated event of the season.

Get creative and innovative with eye-catching images, great slogans, and memorable photos!

### For each stage of promotion, you should consider:

1. Why? – your aim/objective
2. Who? – who you are talking to (your target audience)
3. What? – your key message(s)

You want to generate lots of interest, enthusiasm and excitement for your **Wear it Wild** fundraising event. You need to consider how you can get information about your event across clearly, at the right time, and in a way which will grab people's attention!

### How will you do that? Consider these channels:



**Local magazines** are often written and designed a couple of months before they come out, so contact them early on



**Local radio** can be used to keep your event at the front of people's minds



**Posters and flyers** can be displayed and distributed in and around the event location



**School newsletters** can be a good way to let parents and students know of an event



Don't forget to consider how you can use **social media** and **social networking** before, during and after the event. You could entice people to attend or buy a product or service by telling them how great it is, and what a good cause WWF is. Ask your friends to share an event invite through social media channels. You can also provide updates on activities and share photos of the fun. Finally, don't forget to thank people for their support and announce how much has been raised.



Use the **Jungle chatter** template to plan which types of media (e.g. newspapers, magazines, radio, Pinterest etc.) you plan to use to promote your **Wear it Wild** fundraising event.

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## Native Press Ad

Every area has some kind of local media, including newspapers, radio stations, social media groups and even TV stations. It's much easier to get a fundraising activity featured in local media than it is in national media, and it's a great way of generating buzz and excitement amongst those who are local enough to attend your event.

Use the native press ad template below to help structure a press release for your **Wear it Wild** fundraising event and remember to use your **Panda Pointers: Successful Event Promotion**.

### PRESS RELEASE

**WHO?** (is involved?)

**WHAT?** (is happening?)

**WHERE?** (is it happening?)

**WHEN?** (is it happening?)

**WHY?** (should anyone be interested?)

Attach an image or photo that you may be using as part of your event promotion.

Local media will sometimes run a story or interview if they know they'll get a great photo that shows local people having fun and raising money for a good cause. Here are some do's and don'ts to help you make the most of any opportunities:

#### Do...

- Prepare; memorise and use key messages when speaking
- Listen carefully to questions and answer to the best of your ability
- Say if you are not sure or don't know the answer to a question
- Reinforce key points about your event (see Who? What? Where? When? Why?)

#### Don't...

- Assume the reporter or the audience know anything about your event; always explain clearly when answering questions
- Lose your focus; make sure you keep information clear and concise
- Waffle unnecessarily
- Say anything which may offend or is not true

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## Hoot, Bellow and Howl

### You've done it! Congratulations!

While your fundraising activity may have finished, your work isn't quite done yet (don't worry, you are nearly there.) You just need to...

- Make time to evaluate your performance, both as individuals and as a **'Learning after'** team exercise.
- Celebrate your success and reflect on areas where you would do things differently if given the chance. You could even create a final vlog for reflection.
- Add up all your takings and deduct any costs or floats from your totals.

### Give people one last chance to donate if they want to.

Some people may have intended to help, but were unable to attend the event, for example.

- Bank all of the money you've raised and ask the fundraising treasurer to fill in our paying in form (download at [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild)) then send a cheque made payable to WWF-UK, The Living Planet Centre, Rufford House, Brewery Road, Woking, Surrey GU21 4LL
- Create a flyer/banner/totaliser or letter to share your success with those who participated. This should thank them for their support, remind them of what the money will be spent on and give the final amount that's been raised.
- Display photos of your event in school and share them with us **#WearItWild** or email them to [wearitwild@wwf.org.uk](mailto:wearitwild@wwf.org.uk) we'd love to see them!

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

**£50** – could help to provide training for 25 farmers in Kenya so they can deter elephants from raiding their crops.

**£120** – could pay for one camera trap to help monitor wild giant pandas.

**£250** – could fund a pair of binoculars for researchers to monitor lions - to learn more about their needs and behaviour.



– £200  
– £190  
– £180  
– £170  
– £160  
– £150  
– £140  
– £130  
– £120  
– £110  
– £100  
– £90  
– £80  
– £70  
– £60  
– £50  
– £40  
– £30  
– £20  
– £10



## Learning after

### EVALUATION animal ace: Macaws

Macaws are intelligent, social birds that often gather in flocks of 10 to 30 individuals. Their loud calls, squawks, and screams echo through the forest canopy. Macaws vocalise to communicate within the flock, mark territory, and identify one another. Macaws also mimic sounds in their environment, and some species can even mimic human speech, practicing new words and phrases until perfect.



© Zig Koch / WWF

Remember to complete this sheet individually first, then share it with the rest of the team so any differences can be discussed amongst you.

Team name: \_\_\_\_\_

Your name: \_\_\_\_\_

1. What was your event?

2. What was your fundraising goal and how did you get on?

3. Based on your observations of the event or feedback you received, did the participants have a good time?

Not really

Some satisfaction

Most enjoyed it

All had a blast

**4.** Overall, how well did your team work together on this challenge?

Poorly      Adequately      Well      Extremely well

**5.** What are three things you did well as a team?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**6.** Give an example of something you learned about while working as a team that you did not know before you started this Wear it Wild challenge.

**7.** Give an example of a skill or quality you brought to the team during the Wear it Wild challenge, and why did this benefit the team?

**8.** What could have gone better during your Wear it Wild event?

**9.** What would you change as a team if you had to create another Wear it Wild event?

**10.** How much did you enjoy completing this challenge as part of your team?

Not at all      A little enjoyment      It was fun at times      I had a blast