



FOR  
YOUR  
WORLD



# WEAR IT WILD

## CORPORATE FUNDRAISING GUIDE

**DRESS DOWN DAYS ARE SO TAME...**

**IT'S TIME TO  
GET FIERCE!**

This is your fundraising guide full of tips and ideas on how to Wear it Wild at work. We'll show you how you can Brave it. Rock it. Nail it. Boss it. Strut it. Bring your teams together for a memorable Wear it Wild event that raises vital funds for our world.

Whether you're back together in the office, flexible working or working regionally, there are always ways to connect with your team and Wear it Wild. We'll give you some great ideas in this guide.

If we're going to save our world, we need to be fiercer, braver and louder than we've ever been before. Are you ready for the challenge?

## **WHY SHOULD YOU WEAR IT WILD?**

Nature is declining at an alarming rate. The Living Planet Report (WWF's flagship research series) shows that our planet's wildlife populations have plummeted by 68% since 1970. We need to act now, to halt this number before it's too late.

Wear it Wild is the perfect opportunity to get your staff involved in fundraising for our world. It promotes creativity, is a great catalyst to start conversations about why fundraising in aid of WWF is so important and, it's fun! We can't wait to see how you decide to Wear it Wild.



# HOW DO WE GET INVOLVED?

Get your fundraising started with JustGiving – it's quick and easy, secure and the money comes directly to WWF. You've also got the option to create a Team JustGiving page, allowing you to join individual fundraising pages together and keep track of your combined fundraising total.

## WHAT YOU NEED TO DO

1. Sign up for Wear it Wild at [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild).
2. Create a JustGiving page [here](#).  
From your page, select 'Create a Team'.
3. Personalise your team page with your business information including your fundraising target.
4. Share your team page with your colleagues, asking them to sign up and either donate to the team page or link their individual JustGiving pages to your team page.
5. Keep your team fundraising page updated. Ask for pictures of everyone taking part in Wear it Wild, to share internally and keep everyone regularly updated of your total raised!

## WHAT YOUR COLLEAGUES NEED TO DO

1. Sign up for Wear it Wild at [wwf.org.uk/wear-it-wild/sign-up](http://wwf.org.uk/wear-it-wild/sign-up)
2. Get all staff to donate to your team page for donning their wildlife inspired clothing and watch your total soar!
3. Share pictures of themselves wearing it wild, tagging your business, @WWF\_UK and using #WearItWild

...and that's it! Everyone is ready for Wear it Wild!

JUSTGIVING  
HELP TOPICS

GUIDE TO  
TEAM PAGES



# SPREAD THE WORD

We've prepped a message perfect to send to colleagues, asking them to take part in Wear it Wild:

“ Hello everyone,

Did you know we've lost an average of 68% of wildlife populations globally since 1970? Our relationship with nature is broken – but we know what needs to be done if we're going to turn it around.

That's why on *[insert date]*, we want you to take part in Wear it Wild!

Simply wear an item of wildlife-inspired clothing and fundraise for WWF.

We want to see you wear it. Brave it. Rock it. Nail it. Boss it. Strut it. We want to see you work it. Because if we're going to save our world, we need to be bolder, braver and louder than we've ever been.

It's so simple to take part:

1. Sign up here and order your free fundraising pack!
2. Donate to the staff team JustGiving page for donning your wildlife inspired clothing *[add the link to your JustGiving page]*
3. Share your fierce photos, tagging *@[your business social media handle]* and **@WWF\_UK** and using **#WearItWild**

No matter how you Wear it Wild, get fierce for your world, by putting on wildlife-inspired clothing and donate to support WWF's vital work.

”

# MAKE IT YOUR BEST WEAR IT WILD EVENT

## IN PERSON, AT HOME OR A MIX?

Staff can Wear It Wild wherever they are – it's a great event to do and works so well for remote colleagues too, so everyone can get involved! Want to make it a regional team event?

You could set up a WhatsApp group and ask your team to share photos of how they're wearing it wild.

## COMPETITION TIME!

Whether it's for the highest fundraiser, best outfit or best wildlife themed accessory, adding a competitive edge is a great way to boost morale and donations raised.

## DOWNLOAD YOUR RESOURCES

When you sign up to Wear it Wild, you'll have access to downloadable resources, including posters, face paint sheets and a recipe guide! There are some great ideas on how you can boost your fundraising too.

DOWNLOAD  
YOUR RESOURCES

## SHARE HOW YOUR DONATIONS HELP

Every pound you raise helps us in the fight for our world. Here are some examples of how your donations could be used:

£50

could pay for a pinger to use on a fishing net to see if it reduces animals being caught in nets.

£100

could pay a farmer to plant and protect 35 native trees on their land.

£300

could pay to sow 6,000m<sup>2</sup> of a nectar-bearing, flowering plant mix to provide food for our essential pollinating insects.



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