



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 for the organisation as a whole.

WHAT YOU NEED TO DO

1. Sign up for Wear it Wild at wwf.org.uk/wear-it-wild
2. [Create a JustGiving page here](#). You can also 'Create a Team'.
3. Personalise your JustGiving page with your business information including your fundraising target.
4. Share your page with your colleagues, asking them to sign up and donate. Alternatively, if you want to get the Finance and HR teams competing, they can create and link their own JustGiving pages to your overall 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
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 WWF 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 donate to take part, to help us 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.

All you need to do is:

1. Donate to the staff team fundraising page here **[add your fundraising page]**
2. Whether it's a tiger stripe tie or full elephant onesie, dig out your best wildlife-inspired clothing
3. Share your photos, tagging @**[your social media handle]** and @WWF_UK and use #WearItWild

We can't wait to see everyone Wear it Wild and donate to support WWF's vital work with us."

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 6,000m² of a nectar-bearing, flowering plant mix to provide food for our essential pollinating insects.



© naturepl.com / Lynn M. Stone / WWF



For a future where people and nature thrive | wwf.org.uk

© 1986 panda symbol and ® "WWF" Registered Trademark of WWF. WWF-UK registered charity (1081247) and in Scotland (SC039593). A company limited by guarantee (4016725)