



**WEAR IT WILD**

**SCHOOL FUNDRAISING GUIDE**



# UNIFORM 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 School. We want to see students and teachers dress tough like a tiger, get flashy like a flamingo or strut their stuff like a snow leopard! Come together for a memorable Wear it Wild event that raises vital funds to bring our world back to life.



This guide will help you to create a ROARsome event that everyone can enjoy and provide the chance to explore environmental issues.

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

### WHY SHOULD YOUR SCHOOL WEAR IT WILD

Nature is declining at an alarming rate. The Living Planet Report (WWF's flagship research series) shows that our planets wildlife populations have plummeted by 69% since 1970. We're all in a race to bring our world back to life. And it's a race we can still win.

It's sure to be a memorable event that everyone can enjoy whilst learning about our planet and amazing wildlife. When you sign up, you'll be able to take advantage of our curriculum-linked resources, including assembly ideas, classroom activities and worksheets.



# HOW DO WE GET INVOLVED

Get your fundraising started by signing up and creating a fundraising page on behalf of your school- it's quick and easy, secure and the money comes directly to WWF. You can share your fundraising page with students and their families to raise even more money!

## WHAT YOU NEED TO DO

1. Sign up for Wear it Wild at [wwf.org.uk/wear-it-wild](https://www.wwf.org.uk/wear-it-wild)
2. Create your fundraising page and personalise it with your schools information and fundraising target.
3. Spread the word to pupils and their parents, letting them know your Wear it Wild date and what they need to do to take part. Share your fundraising page to get donations rolling in.
4. Download fantastic fundraising resources and activities to help you plan your roarsome day. These include engaging curriculum-linked resources for early years, primary and secondary pupils; including assembly ideas, classroom activities and worksheets.
5. Share photos and videos of your school wearing it wild using the hashtag **#WearItWild** and tag **@WWF\_UK**

## WHAT YOUR PUPILS NEED TO DO

1. Make a small donation to your JustGiving page to dress in their wildlife inspired clothing. We suggest £2 per pupil.
2. Get creative and wear an item of wildlife inspired clothing!





# SPREAD THE WORD

We've prepped a message perfect to send to parents, students and staff, asking them to take part in Wear it Wild.



Hello everyone.

Did you know that wildlife populations worldwide have declined on average by 69% since 1970? We're all in a race to bring our world back to life. And it's a race we can still win.

That's why **[insert school]** want you to join us to take part in WWF's Wear it Wild event on **[insert date]**!

Simply come to school wearing an item of wildlife-inspired clothing and donate **[insert amount]** via our JustGiving page **[add your fundraising page]** to take part.

It won't just be the GRRReatest school day of the year. We'll also be learning about environmental issues and using WWF's educational resources to learn more about our world.

We can't wait to see everyone in their PAWsome outfits!



# MAKE IT THE GRRRREATEST SCHOOL DAY EVER

## WILD IDEAS

Sign up for your free fundraising pack and download fantastic fundraising resources and activities to help you plan your roarsome Wear it Wild event. We've also got engaging curriculum-linked resources for early years, primary and secondary pupils; including assembly ideas, classroom activities and worksheets

DOWNLOAD YOUR  
RESOURCES



### HUSH IT

Get everyone together for a roarsome cinema screening! There are plenty of wildlife-inspired family favourites to choose from – from The Jungle Book and The Lion King to Free Willy and Finding Nemo.

### MAKE IT

Take the DIY challenge and get students to create their own animal masks in the classroom.

### STRUT IT

It's time to put your best fierce foot forward. Host a catwalk competition in the school hall and strut your stuff, for your world! Like all good talent shows, the audience donates a small sum in order to vote for their favourite runway look.

### BUZZ IT

Hold a spelling bee with pupils collecting donations for the number of wildlife-connected words they spell correctly. Zebra, gazelle, chimpanzee, rhinoceros ... and even teachers may struggle with hippopotamus!

## 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 for 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 for our essential pollinating insects.



For a future where people and nature thrive | [wwf.org.uk](http://wwf.org.uk)

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