



WEAR IT WILD

SCHOOL FUNDRAISING GUIDE



WWF-AUSTRALIA

WWF is Australia's most trusted conservation organisation. At WWF-Australia, we work in Australia and in our Asia-Pacific backyard to protect endangered species and habitats, meet the challenge of climate change, and build a world where people live in harmony with nature.

EARTH HOUR

Earth Hour is the world's largest movement for the environment. Its purpose is to raise awareness and support action to reverse climate change and nature loss. Earth Hour started right here in Australia in 2007, when people across the country switched their lights off to symbolise their support for stronger action against climate change, and a healthy future for people and nature. Now, millions of people in over 7,000 cities across 190+ countries take part each year!



WWF-Australia acknowledges the Traditional Custodians of Country throughout Australia and their continuing connection to land, waters and culture. We pay our respects to their Elders - past, present and emerging.

UNIFORM DAYS ARE SO TAME...

IT'S TIME TO

GET FIERCE!



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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 fierce like a quoll or a tiger, get cosy like a koala or embrace any leopard print or stripes in your wardrobe. Let your imagination run wild and encourage students to show off their best animal-inspired outfits while raising funds and awareness of the importance of protecting nature.

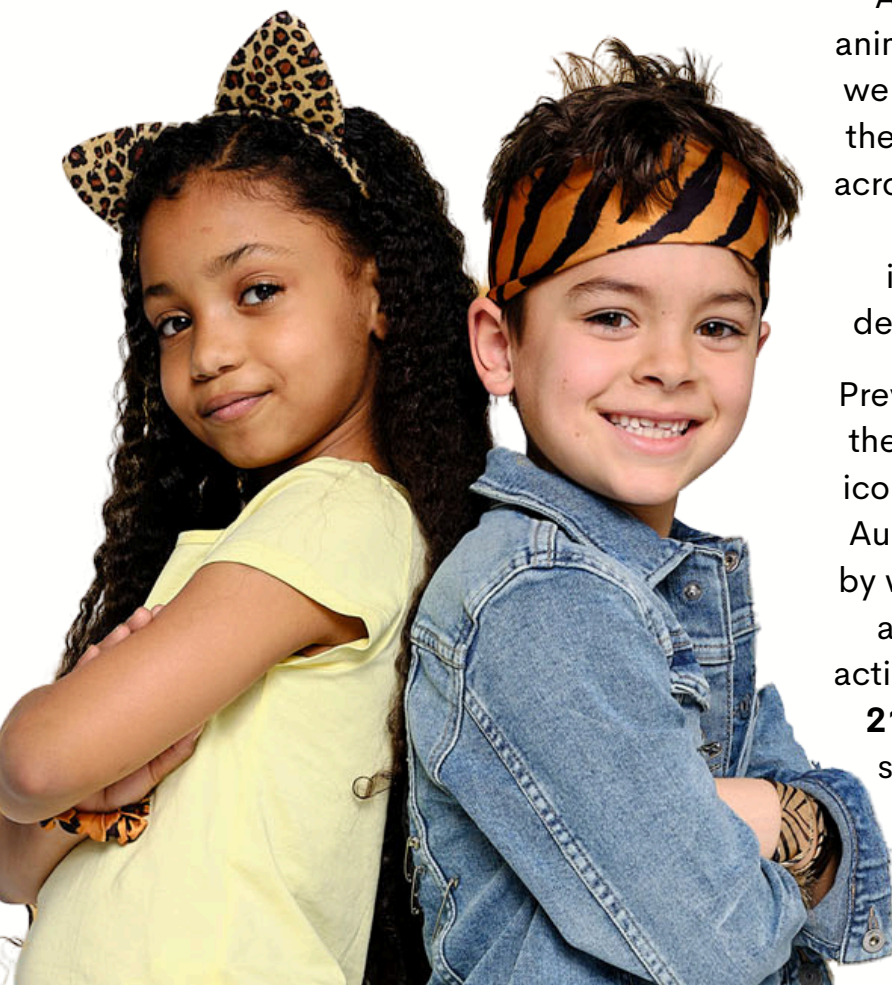
This guide will help you to create a ROARsome event that everyone can enjoy and provide the chance to explore environmental issues with students.

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

Australia is home to an incredible array of animals and plants found nowhere else. Sadly, we have one of the highest extinction rates in the world. Wildlife populations are in decline across the country, and over 1,900 species are threatened with extinction due to the introduction of invasive species, habitat destruction, and a rapidly changing climate.

Preventing extinction is not enough to protect the future of Australia's precious wildlife and iconic landscapes; we must reverse it. WWF-Australia aims to Regenerate Nature by 2030 by working to actively reverse species decline across the country. By your school taking action this **Earth Hour Schools Day on Friday 21 March** (or any date in March), you'll be supporting this mission and contributing to a healthy future for people and nature in Australia and around the world.



BE

REWARDED

FOR YOUR FUNDRAISING



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Raise funds to help protect and restore nature and be rewarded with exciting prizes

Koalify for Rewards



Raise \$250

Raising \$250 will give you the chance to symbolically adopt a koala and give it a home right in your classroom! Plus, you'll receive a special adoption certificate and a cuddly koala plush to remind you of your new furry friend.

Raise \$500

By raising \$500 your class can symbolically adopt a platypus and support the conservation of these unique animals. You'll receive an official adoption certificate and a charming platypus plush to celebrate your new aquatic buddy.



Raise \$750 or more

Get ready for a wild surprise! By raising \$750, your class will unlock a mystery adoption pack. Could your new classroom friend be roaming jungles, swinging through trees, or swimming in the ocean? You'll have to wait and see!



HOW TO GET INVOLVED



Get started by signing up and creating a fundraising page for your school – it's quick, easy, secure and the money comes directly to WWF-Australia. 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 www.earthhour.org.au/event/wear-it-wild
2. Personalise your fundraising page with your schools information. Add why you care about nature and your fundraising target. We recommend setting the target at \$2 per student at your school. e.g. if your school has 250 students you would set your goal at \$500.
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 link to your online fundraising page with your school community to get donations rolling in.
4. Download ROARsome resources, lesson plans and activities to help you go wild.
5. Share photos and videos of your school *Wearing it Wild* using the hashtag **#WearItWild** **#EarthHour2024** and tag **@WWF_Australia**

WHAT YOUR STUDENTS NEED TO DO

1. Make a small donation at school or on your fundraising page at earthhour.org.au to dress in their wildlife-inspired clothing. We suggest \$2 per student.
2. Get creative and wear an item of wildlife inspired clothing on your *Wear it Wild* date!





SPREAD THE WORD

MESSAGING FOR PARENTS, STUDENTS AND STAFF

In the land of the koala, the quoll and the platypus, we have some of the most unique mammals on the planet - 86% can't be found anywhere else. Sadly, Australia has the highest mammal extinction rate in the world, and these iconic species are at risk of disappearing forever.

That's why **[insert your school's name]** want you to join us as we *Wear it Wild* this Earth Hour on **[insert date]**.

Simply come to school wearing an item of wildlife-inspired clothing and a gold-coin donation, or help us fundraise online via our fundraising page **[add link to your fundraising page]**.

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

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



Make it the

GRRREATEST

school day ever!

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Download fantastic fundraising resources by signing into your fundraising page at www.earthhour.org.au to make your *Wear it Wild* event ROARsome. We've also got engaging curriculum-aligned lesson plans for early years, primary and secondary pupils.

[**CLICK HERE TO DOWNLOAD!**](#)

Get Inspired

Buzz it

Hold a spelling bee with pupils collecting donations for the number of wildlife-inspired words they spell correctly. Bandicoot, marsupial, quoll, quokka, rhinoceros, gazelle... and even teachers may struggle with hippopotamus!

Make it

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

Hush it

Get everyone together for a ROARsome cinema screening. There are plenty of wildlife-inspired family favourites. Our top pick is *Kung Fu Panda 4*!

Strut it

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



Make an **IMPACT** beyond the hour

Every dollar you raise helps to Regenerate Nature by 2030.

Here's how your school's donations could be used to support the work of WWF-Australia:



Two months of supplemental feeding for an eastern quoll.

\$50

\$100

A metre of fox-proof fencing to protect threatened species.



© WWF-Aus / Adam Krowitz

Create safe wildlife habitat corridors by planting trees in key locations so koalas can move safely between forest areas.

\$250



\$500

Could improve conservation research and strategies to help restore platypus populations.



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Thank you for

WEARING IT WILD

this Earth Hour Schools Day

