

EARN UP TO
\$10
PER BOOK



NATURE BOOK FUNDRAISER



YOUR
wild
BOOKS
yourwildbooks.com

YOUR Wild BOOKS

HOW TO RAISE MONEY WITH YOUR WILD BOOKS

Fundraising with us is easy. You sell our range of beautiful nature play books to the families in your community and you get to keep up to \$10 per book for your fundraising projects. If you sell 100 books, you'll get up to \$1,000!

We have three books to choose from - two activity books and one nature journal. Each of the activity books includes easy to follow instructions and engaging photography for more than 20 nature based craft activities each. These books are best suited to children aged 3-12 years, while the nature journal is suitable for those aged 7-107.

We provide you with everything you'll need to make your fundraiser a success, including the order form (customised to your school and fundraising goal), plus promotional posters and a copy of each book to go on display. We've done our best to make it as easy as possible for you so that minimal time is required by school staff.

Read the step-by-step guide to this fundraiser on the next page to see just how easy it is.

HELPFUL TIPS

We suggest setting a fundraising goal to share with your community because people are more likely to get involved if they know what they are raising money for. Choose a goal that resonates with children and parents. For example "Raising \$2,000 for new garden beds so students can grow plants to attract native butterflies and bees".

Fundraisers that run for 2 weeks generally achieve the best results.

HOW TO GET THE WORD OUT

While we provide some great promotional material to get you started, it is up to you to get your fundraiser noticed in the community. Please utilise your parent email list and include reminders about the fundraiser at least twice during the fundraising drive. Put up posters around the school to help remind people to place their order.

We suggest that you share the fundraiser on the school's social media and ask parents to share on their personal social media and collect orders from friends and family. This will increase your reach significantly.

RESOURCES + SUPPORT

We will send you the key resources once you complete step one of the fundraiser (see next page). If there is anything else you might like to make your fundraiser a success, please let us know. We're here to help and we've got plenty of experience working with schools.

Brooke Davis

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HOW DOES THE FUNDRAISER WORK?

STEP ONE

Let us know that you'd like to run a fundraiser via email brooke@wildimagination.com.au and include:

- Name of your school/kindy and logo if you have one
- Contact name, email and phone number
- Address for billing and shipping
- Number of students enrolled
- Date you'd like to start the fundraiser
- Name of the project that you will be fundraising for so we can include it on the order form (optional but highly recommended)

STEP TWO

We'll email you a customised order form, which you can print and send home with all your students.

We will also send you a poster you can print and display in classrooms and common areas.

You can also include both of these items in any newsletters or emails you send to parents.

We will post you a FREE copy of each of the books to keep at the front office or sign in desk while the fundraising drive is happening so that families can look through the books before buying them. You get to keep the display books for your library or as a teaching resource once your fundraiser is complete.

STEP THREE

Your fundraiser will run for 2 weeks. Send the order form home with students on a Monday. Parents are requested to return their order forms and money to the front office.

Remind the families regularly during the fundraiser to place their order before the end date. Communicate via email, noticeboards and social media.

STEP FOUR

Once the fundraiser is finished, the school tallies the orders and advises us of the number of books required via email to brooke@wildimagination.com.au. We'll invoice you and ship the books once payment is received. Shipping is free within Australia. Please inquire for international shipping rates.

STEP FIVE

When the books arrive at your school, you distribute them to the families that ordered. Easy peasy!

IMPORTANT INFORMATION

Minimum order 30 books.

If you'd like to order copies of our nature journal for class use, you can purchase *Your Wild Journal* books at the discounted rate of \$18 per book. Usually \$25. This offer is only available for fundraising schools.

MORE GREEN TIME. LESS SCREEN TIME.

Your Wild Books is dedicated to bringing more nature play and connection to people all around the world.

Being Australian owned, we understand the importance of supporting local business and giving back to local communities.

By choosing this fundraiser, you will be choosing to benefit your community and beyond. Here are our top reasons to get involved:

- Our books encourage imaginative outdoor play, which is beneficial for wellbeing, creativity and social skills.
- Children develop a deeper connection to the environment through nature play.
- The activities in our books encourage use of natural materials so that parents and schools don't need to purchase additional craft supplies. This not only helps financially, but it also benefits the environment by not using additional resources.
- The books make a wonderful gift so families can buy more than one.
- Easy ordering process and quick delivery.
- The fundraiser aligns to core curriculum of *Sustainability* and teachers can use the activities in the books to build upon this topic.
- Free shipping within Australia.
- We value diversity and inclusion and the children selected to be in our books reflect this.
- Our books are printed locally in Australia using sustainably sourced Australian paper and vegetable based inks.
- 1% of book sales is donated to our major charity partner, the Indigenous Literacy Foundation.
- We use recycled and recyclable packaging.
- All our deliveries are carbon offset.
- We are a 100% Australian owned and operated business that supports other Australian businesses that strive to do good for the environment.

MAKE IT EVEN BIGGER!

Here are some ways you can make your fundraiser with us even bigger and raise more money for your school. These three ideas extend upon the nature play theme and encourage creativity and connection to the environment.

COLOURING COMPETITION

We can provide a colouring in page from our *Your Wild Journal* book for you to print and sell \$5 each. Students colour the page at home and submit their entry to the office. Entries are judged by staff, parents or students and the winner receives a prize.

NATURE ART CHALLENGE

Students pay a \$5 entry fee, then they get 10-30 minutes to create a masterpiece using only natural objects and clay. The entries are judged by staff, parents or students and the winner is awarded a prize. Natural items could be collected by parents and students prior to the challenge. Include sticks, pine cones, gum nuts, leaves, feathers, flowers, shells, rocks and other nature you can find.

MUD PIE COOK OFF

Using the same format as the 'nature art challenge' above, students pay \$5 to enter the cook off and the best mud pie is judged and awarded a prize. Collection of flowers, leaves, seed pods, gum nuts and other nature would need to occur prior to the cook off. You can ask for dirt to be donated by your local garden store to make the mud pies.

PRIZE IDEAS

We suggest to keep with the theme of nature and sustainability when sourcing prizes for contests. You are welcome to purchase prizes from our website, we have a range of goodies that complement our books - make sure you ask us for a special 15% off discount code. You could contact your local plant/hardware store, zoo or wildlife park to donate a voucher for your fundraising. You could also create a gift basket that is filled with interesting pieces of nature and some clay. It doesn't need to be expensive or elaborate, just be creative!



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