



International Day of the Girl 2017 Club Toolkit

Celebrating the every day #GIRLHERO like you!

#GIRLHERO

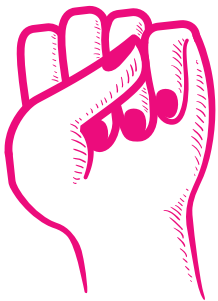
GirlUp.org/GIRLHERO

What is International Day of the Girl?

International Day of the Girl (IDG) on **October 11** is everyone's favorite day of the year at Girl Up! Whether its your club's first or sixth time celebrating this big day, International Day of the Girl is a moment for everyone around the world to come together in solidarity and highlight **#GIRLHERO** leaders like you who are doing incredible work to advance gender equality. It's also a day to recognize and recommit ourselves to the continued work we need to do to ensure the most vulnerable girls like refugees, receive an education.

In alignment with this year's United Nations Day (Oct 24) theme, "Global Goals, Local Leaders," Girl Up wants to highlight the everyday **#GIRLHERO** just like you. Our **#GIRLHEROES** are leading the fight to advance the rights of girls around the world and empowering their communities to join forces along the way. Whether it's educating your peers about the issues girls face in developing countries, organizing SchoolCycle fundraisers to give girls in Malawi bikes to go to school, or advocating to your elected officials about girls' rights, like access to education for refugee girls – **you exemplify what it means to be a #GIRLHERO.**

In this toolkit, you'll learn about the ways that you and your club can take action to celebrate IDG and continue making progress towards gender equality. Find more resources, including an IDG syllabus at GirlUp.org/GIRLHERO



Did you know?

On December 19, 2011, the United Nations General Assembly adopted Resolution 66/170 to declare October 11 as the International Day of the Girl Child, to recognize girls' rights and the unique challenges girls face around the world.

7 Ways to Celebrate International Day of the Girl

Part 1: Learn

1 Teach-Ins

Ever attended a teach-in led by one of your peers/classmates? Teach-ins are workshops led by young people for other students, teachers, family members and community members. Browse through our 2017 Girl Up IDG Syllabus at GirlUp.org/GIRLHERO to educate yourself and your peers about various social justice issues that intersect with gender equality, access to education and eliminating poverty.

What better way to learn than from your peers? Whether it's debating the pros and cons of microloans, the various definitions of intersectional feminism or the importance of inner strength and mental health, Girl Up leaders are best equipped to keep shining as **#GIRLHEROES** when they're educated on various issues.

2 Invite a local #GIRLHERO to speak

Access to mentors and exposure to role models helps strong girls become strong women. Is there a local **#GIRLHERO** in your school, church, or community you'd like to invite to speak at your school or at your next club meeting? There's **#GIRLHEROES** all around us, so why not invite them to come speak to your club and learn from them about how they achieved **#GIRLHERO** status? See below a guideline on how to prepare for inviting a guest speaker.



Part 2: Act

3 Stand for refugee girls

On October 3, 2017, the U.S. House of Representatives passed H.R. 2408 Protecting Girls Access to Education in Vulnerable Settings Act. We are now one step closer to ensuring refugee girls receive an education. In order to make sure the bill gets to the desk of the U.S. President, we need the U.S. Senate version of the bill, S. 1580, to pass as well. Will you send a letter to your U.S. Senator telling them to support the bill? Send a letter now at GirlUp.org/GIRLHERO

*If you don't live in the U.S., no worries! You can still stand for refugee girls' right to an education by signing the #WithRefugees petition from our partners at UNHCR. Learn more are GirlUp.org/GIRLHERO

4 Post on social media using #GIRLHERO and #DreamBigPrincess

Ever seen those cool Instagram photo frame cut outs? Create your own and ask your club members to help you host a photo/boomerang booth at your school during lunch time or after school. Ask people to take a photo/boomerang with their #GIRLHERO and upload it on social media. Tip: Use the hashtag #GIRLHERO, tag Girl Up and/or your club too! See below for some examples from UC Berkeley Girl Up Club. We'll be retweeting/reposting all your posts! For more ideas, check out our club social media toolkit below or GirlUp.org/GIRLHERO



Bonus: Girl Up is partnering with Seventeen Magazine for their #PerfectlyMe Campaign the week of IDG. Stay tuned for more information from Girl Up about how you can participate!

Part 3: Fundraise

5 Fundraise for SchoolCycle

There is no better way to celebrate International Day of the Girl than by fundraising for a cause that keeps girls in Malawi in school. This year, Girl Up has set a fundraising goal of fundraising for 1,000 bikes to give to girls in Malawi through our partners UNFPA. Your club can directly ensure that 10 girls receive bicycles by fundraising \$1,250 (that's \$125 a bike!). Check out our club toolkit for more ideas and information or join the SchoolCycle group in the Girl Up community. Create your club fundraising page at GirlUp.org/SchoolCycle.



Check out more SchoolCycle stories at

<https://girlup.exposure.co/>



Part 4: Serve

6 Volunteer at a local after school program

Spread the #GIRLHERO magic by volunteering with girls in your community. Many elementary and middle schools have after school programs and would love for volunteers to help tutor their youth. Do you have a special talent that you could teach to younger girls? Ask about volunteering to teach a dance lesson, poetry class, or sports to younger girls. Weave in talking about Girl Up while you're volunteering so that more girls and boys can learn about gender equality!

7 Volunteer at a local women's shelter or soup kitchen

Strengthening girls' and women's empowerment is a must for International Day of the Girl. Check out your local women's shelter and inquire about how you can help. Some shelters might suggest that you volunteer as a child care provider so that women residents can pursue employment opportunities and know that their children are cared for while they're away. Alternately, you might be asked to help prepare and serve meals. Make sure to find out their volunteer requirements and sign up well in advance!

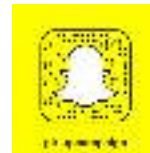
Make sure to check out our Day of the Girl story relay on October 11 and follow Girl Up on social media!



@GirlUp



@girlupcampaign



International Day of the Girl

Social Media Club Toolkit

To help you celebrate the big day, see below some examples for social media posts using the hashtag **#GIRLHERO** to encourage your family and friends to share their **#GIRLHERO** too!

Hashtags:

#GIRLHERO
#DreamBigPrincess
#DayoftheGirl

Tag us on social media:

Instagram/Snapchat: [@girlupcampaign](#)
Twitter/Facebook: [@GirlUp](#)



- @_____ is my #GIRLHERO because _____ (example of how she inspires/motivates you) Who is your #GIRLHERO? Upload a photo/video of them on social media and tag them! Via @girlupcampaign
- Today is International #DayoftheGirl and I want to give props to my #GIRLHERO (name) for motivating me to _____. @girlupcampaign
- Snaps to @_____ for being my #GIRLHERO (elaborate on your #GIRLHERO)
- It's finally here! International #DayoftheGirl is on October 11 and I'm asking you to upload a photo/boomerang and tag your #GIRLHERO @girlupcampaign



- .@_____ is my #GIRLHERO because _____. @GirlUp
- Share who your #GIRLHERO is on #DayoftheGirl! Upload a photo, video or boomerang and tag @GirlUp. Learn more at [GirlUp.org/GIRLHERO](#)
- .@GirlUp created a #DayoftheGirl syllabus to learn more about gender equality and #GIRLHEROES. Download it here [GirlUp.org/GIRLHERO](#)
- Be a #GIRLHERO and send a letter to your U.S. Senator to support #HR2408 to educate refugee girls @GirlUp [GirlUp.org/GIRLHERO](#)



- (tag person) is my #GIRLHERO because _____. @GirlUp
- Every girl is a #GIRLHERO! October 11 is International #DayoftheGirl and I encourage all my friends and family to share who their #GIRLHERO is. Learn more at [GirlUp.org/GIRLHERO](#)
- It's International #DayoftheGirl and I want to give a shout-out to my #GIRLHERO (name) because (insert reason) Share and tag your #GIRLHERO! Learn more at [GirlUp.org/GIRLHERO](#)
- It's #WCW and International #DayoftheGirl so I want to give a shout-out to my #GIRLHERO (name) for (explain why). See who else is a #GIRLHERO at [GirlUp.org/GIRLHERO](#)
- #WCW and #GIRLHERO goes to (name) because (explain why).

Invite a local #GIRLHERO to speak



We all know women and girls that wow us. Whether they have careers in journalism, nonprofits, government, science or business, these are the kind of leading ladies we're dying to hear from. So, why not invite them to come speak to your club?

- 1 Identify your local #GIRLHERO** - No matter what her profession, choose a woman making a difference in your community.
- 2 Nail down logistics** - Extend an invite to your #GIRLHERO to determine what date/time works best for her. Give her a few different options that work for your club. (It doesn't need to be scheduled exactly on IDG, but try to aim for a day around it.) You can host at your school (get permission first), at a public space like a library, or if possible, at the #GIRLHERO's workplace.
- 3 Advertise the event** - If this is a public event, print flyers, post on social media (tag your club Instagram/Facebook/Twitter accounts), make announcements in class and invite other Girl Up supporters like neighbors, parents and friends in your community! Make sure to tag Girl Up and use #GIRLHERO so we can share it!
- 4 Attract local media** - Research your local paper, radio station or television network to see which reporter may be the best contact. Email first, with the "who, what, where, when, and why" of the event in the body of the email, and be sure to tell the reporter why people in your community should care about the issue. Follow up with a call if you haven't heard back in a day or two.