

World Thinking Day 2016

Communications Pack



World Association
of Girl Guides
and Girl Scouts



World Thinking Day 2016 is now less than a month away. We hope you're getting excited to connect and celebrate our global Movement together! In this pack, you will find:

- **Key messages**
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 - Facebook Cover photo and Twitter Banner
 - Email Footer
 - #Connect10Million Frame
 - A poster advertising the Connect activity pack and the World Thinking Day badge for you to print and share

Please make use of all these materials, share them with others in your organization, and together we can spread the word about World Thinking Day and the amazing Movement to which we all belong!

Key Messages

- World Thinking Day, celebrated on 22 February each year, is a day of international friendship and solidarity.
- This year's theme is Connect: The Girl Guide and Girl Scout experience is a lifelong adventure of connecting with the world around us and the people we meet. On World Thinking Day, we will explore and celebrate the meaningful connections that make our lives better - whether to the people closest to us, to a place we care about, or to a Girl Guide or Girl Scout friend on the other side of the world.
- World Thinking Day is the perfect opportunity to show the world how amazing it is to be a Girl Guide or Girl Scout, and to encourage young people to get involved. The World Thinking Day 2016 activity pack has many ideas and activities on involving new members and engaging the community in order to grow our reach as a movement.
- World Thinking Day is also an important opportunity to raise funds to support the wonderful work we do all year round. The World Thinking Day Fund supports WAGGGS to deliver life-changing opportunities for girls around the world. Fundraising for the World Thinking Day Fund has been an annual tradition for Girl Guides and Girl Scouts since 1932. In 2016, we invite you to donate to the fund online, through our JustGiving Page, CAF Donate button or at www.waggs.org/WTDFund
- For the past seven years, World Thinking Day has centred around the Millennium Development Goals and how, together, we can change our world. This year's World Thinking Day is a bridge to the new work WAGGGS will be launching around the recently adopted Global Goals for Sustainable Development, which replace and expand on the Millennium Development Goals. By committing to work together as One Movement on these new Global Goals, we can make a real contribution to creating a better world for girls.
- This year on World Thinking Day, we will be launching a competition with Verizon, inviting Girl Guides and Girl Scouts to share their most innovative ideas for using technology to support global progress on the new Global Goals for Sustainable Development.

Ways to Connect Online

Call to Action: Twibbon!

This year, we're asking members of the Movement worldwide to connect online by adding a frame to their profile pictures on social media, and challenging them to get five friends to add the frame to their profile picture.

Add the frame to your own profiles at www.twibbon.com/support/world-thinking-day-2016, we challenge you to get as many of your followers and friends as possible to add the frame to their profiles!

The frame is available in the Graphics section of this pack, and on the WAGGGS website for you to download and share.

GLOW pen pal connections forum

The theme for this year is Connect. One easy way For Girl Guides and Girl Scouts to connect with other members of the Movement around the world is with pen pals. We have created a forum on our GLOW platform for leaders to connect and work together on building pen pal relationships across the globe.

Group leaders can access the forum by joining GLOW at glow.waggggs.org, then following the links through:

Courses ---> GLOW Learning / Aprendizaje / Apprentissage ---> World Thinking Day ---> World Thinking Day 2016 ---> Connect Forum / foro

There are already leaders from the Dominican Republic, UK, Sri Lanka, USA, Colombia, Australia and more making connections. Don't miss out, join the forum and help build international friendships!

Ask a World Centre

Our World Centres are connecting online, and want to include as many people as they can! Take the chance to ask your questions for our World Centre staff and volunteers. It could be about life in India, activities in Switzerland, traditions in Mexico or travelling in the UK - the topics are up to you!

To join the conversation, tweet using #AskAWorldCentre or send a message to one of the World Centres' Facebook pages at any time between now and the live answer session. Stay tuned for more details!

Fundraising

The World Thinking Day Fund

Fundraising has been a part of World Thinking Day since World Chief Guide Olave Baden-Powell wrote to a million Girl Guides and Girl Scouts around the world in 1932.

WAGGGS continues to use the funds raised as part of World Thinking Day to work to deliver life-changing opportunities for girls around the world. From our leadership events to our global advocacy and support to our Member Organizations, the World Thinking Day Fund contributes to everything WAGGGS does to support Girl Guiding and Girl Scouting around the world.

In 1932, Olave Baden-Powell asked girls to send a penny each to support WAGGGS' work. In 2016, we are able to be a little more high-tech! We invite you and your members to donate online at www.waggggs.org/WTDFund or using the CAF Donate button.

Alternatively, make fundraising a social event with JustGiving!

[The World Thinking Day JustGiving page](#) is a simple and secure way for you to fundraise for World Thinking Day. Sign up and create your page, then ask members, friends and families of your organization or group to donate direct to the World Thinking Day Fund through JustGiving.

Fundraising Ideas

It can be hard to ask people for money, so here are some ideas to help get you started...

- Do a big challenge together! It could be a hike, abseiling, or climbing – what are local landmarks you could use?
- Host a special event day for local children with a small entrance fee – you could use some activities from the World Thinking Day 2016 pack
- Organize a community treasure hunt or quiz night with a cost for each team to take part and a prize for the winners
- Make origami boxes that everyone takes home and has a month to fill with coins
- Plan a special event, such as a gourmet dinner, gala ball, dance, or afternoon tea, and sell tickets.

Social Media

With 22 days to go, it's time to get excited about World Thinking Day! The posts below are suggested content, designed to work with WAGGGS' online and offline communications. You are welcome to edit them or come up with your own to suit your own channels!

WAGGGS will be sharing photos of activities tweeted using the #Connect10Million hashtag throughout February, encourage groups, troops and units in your countries to share photos of their activities.

Hashtags: #Connect10Million #WTD2016 also #Connect, #OneMovement

WAGGGS profiles:



Facebook - <https://www.facebook.com/wagggs/>



Twitter - https://twitter.com/wagggs_world



Tumblr - <http://wagggswtd.tumblr.com/>

Sample content



Facebook

- 22 days until World Thinking Day!! We're getting excited to #Connect10Million with the World Association of Girl Guides and Girl Scouts on 22 February - download the Connect activity pack at www.worldthinkingday.org

How will you #Connect with 10 million Girl Guides and Girl Scouts around the world for #WTD2016? Do you have Guiding and Scouting friends in other countries? Comment and let us know!

- We've added a #Connect10Million frame to our profile picture, add yours at twibbon.com/support/world-thinking-day-2016.

Let's make Facebook buzz with #WTD2016! We challenge you to get 5 friends to add the frame to their profile pictures - how many people do you think we can connect with?!

- We love seeing photos from your World Thinking Day activities – keep posting them using #Connect10Million! Did you know you can also submit your #WTD2016 photos, cards and messages to the World Thinking Day Tumblr and connect with WAGGGS? Visit <http://wagggswtd.tumblr.com> to get started!

- This year's World Thinking Day theme is Connect! Our shared Girl Guide and Girl Scout experience is a lifelong adventure of connection with the world around us and the people we meet.
- The 2016 theme and activity pack invite us to explore and celebrate the meaningful connections that make our lives better, whether to the people closest to us, to a place we care about, or to a Girl Guide or Girl Scout friend on the other side of the world. #Connect10million
- Where in the world do you have friends from Girl Guiding & Girl Scouting? We'd love to know how many countries our members have connections with this World Thinking Day!



- How will you be celebrating #WTD2016? Share your #Connect10Million photos!
- 22 days until #WTD2016!! We're getting excited to #Connect10Million on 22 February, download the activity pack at www.worldthinkingday.org
- Where in the world are your Girl Guiding /Girl Scouting friends? How many countries do our members have connections with on #WTD2016?!
- We've added a #Connect10Million frame to our display pic, add yours at <http://twibbon.com/support/world-thinking-day-2016> ... - Let's make Twitter buzz with #WTD2016!
- Will you wear your scarf on 22 February to celebrate World Thinking Day? #WTD2016 #OneMovement #Connect10Million
- Did you know fundraising is part of #WTD? You can fundraise together online at <http://campaign.justgiving.com/charity/waggs/wtd2016>
- What makes Girl Guides/Girl Scouts so awesome? What's the best thing you've ever done with Girl Guides/Girl Scouts? #Connect10Million

Top tips for Facebook and Twitter...

Spread posts out, look at the insights/analytics and find out when most of your followers are online. Usually it will be first thing in the morning, at lunchtime, and when they finish school or work!

- Have some fun! Do something a little bit unexpected, people don't go on social media to be serious, they do look to laugh together with the world.
- Make it a conversation – if people are asking you questions, commenting, sending you messages, get back to them. Social media is about building a community and being social.

Graphics

The official World Thinking Day Card

Designed around the Connect theme, please feel free to share the official World Thinking Day card with friends, connections and members around the world this World Thinking Day. All we ask is that you don't modify the card for your own use; we are one Movement wishing one another a happy World Thinking Day.

The message below is from the WAGGGS World Board to Girl Guides and Girl Scouts around the world on this special day. We'd love to see it translated into local languages, and reaching lots of our Girl Guiding and Girl Scouting family!



Dear Girl Guides and Girl Scouts

On behalf of everyone at the World Association of Girl Guides and Girl Scouts, we would like to wish you a happy World Thinking Day 2016. In 1926, the 7th World Conference chose the birthday of Lord and Lady Baden-Powell to celebrate our Movement, global Girl Guiding and Girl Scouting. 90 years later we are proud to continue this tradition and show our support for our fellow members, our friends and our family around the world. The theme this year is 'Connect', and we hope that you will take this opportunity to really explore the connections in your life; connecting with yourself, your friends, WAGGGS and the world. It is a time to remember that we are all connected not only as friends, Girl Guides or Girl Scouts, but as human beings; that we are all global citizens. Our mission at WAGGGS is to encourage and foster these global connections, and to ensure that each and every girl is able to achieve her fullest potential and become a true agent of change. However you choose to spend this day, please be sure to share your activities, your ideas and your experiences with our 10 million members in 146 countries on Facebook, Twitter or Tumblr using #Connect10Million.

We wish you all the best for 2016 and look forward to celebrating World Thinking Day together.

*Best wishes,
the WAGGGS World Board*



Facebook Cover Photo and Twitter Banner

Find the World Thinking Day Facebook Cover photo and Twitter Banner on the WAGGGS website at www.waggs.org/resources



Email footer

Download the image below into your email footer to spread the word about World Thinking Day. The image links to www.worldthinkingday.org



#Connect10Million Frame

Download the #Connect10million frame, as used with Twibbon for Facebook and Twitter profile pictures on the WAGGGS website at www.waggs.org/resources



Poster

We've created this poster to download, print and share to let people know about the World Thinking Day activity pack and how to earn their World Thinking Day 2016 badges! Download your copy of the poster at www.waggs.org/resources

