

# JOIN #TEAMGIRL

INTERNATIONAL DAY OF THE GIRL 11 OCTOBER 2016

 [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)  [@waggs\\_world](https://twitter.com/waggs_world)

## Digital Communications Pack #TeamGirl #IDG2016

**CELEBRATE INTERNATIONAL DAY OF THE GIRL 2016. JOIN #TEAMGIRL. CHANGE THE WORLD!**

### Introduction: What is the International Day of the Girl?

In 2012, the United Nations declared 11 October to be the annual International Day of the Girl (IDG) - a day to celebrate girls' potential and speak out for girls' rights.

Every year, WAGGGS celebrates IDG, and this year, the theme will be girls' role in achieving the Global Goals for Sustainable Development and creating a better world, now and in the future.

WAGGGS' #TeamGirl campaign will highlight girls and young women tackling real issues and making a positive difference in their communities.

This is a great opportunity to be part of a global campaign that gives you - and the girls and young women you work with - the chance to show the world the work we do to empower girls to change the world.

### Contents:

In this pack you will find:

- Campaign theme
- Campaign schedule
- Campaign messages
- How to get involved in the #TeamGirl campaign
- Sample social media messaging and schedule
- Graphics and banners
  - #TeamGirl banners and graphics
  - Downloadable posters on the Global Goals
- Information about the Global Goals
- Information about WAGGGS

## Campaign Theme:

The campaign will bring to life 5 girls' stories, each from one of the 5 WAGGGS regions, each working on one of the Sustainable Development Goals. These are:

3 GOOD HEALTH



Lucy Nkhoma, Malawi

Goal 3: Health & well-being  
Focus: HIV/AIDS and sexual & reproductive health

5 GENDER EQUALITY



Chamathya Fernando, Sri Lanka

Goal 5: Gender equality  
Focus: Gender-based violence

8 GOOD JOBS AND ECONOMIC GROWTH



Naouel Ghali, Tunisia

Goal 8: Decent work  
Focus: Girls' employment and entrepreneurship

13 CLIMATE ACTION



Mirna Fernandez, Bolivia

Goal 13: Climate Action  
Focus: Climate change education

16 PEACE AND JUSTICE



Olympia Tsamasfyra, Greece

Goal 16: Peace & Justice  
Focus: Refugees & inclusion

### Closer to the day, we will be sharing:

- Full case studies on each of our 5 IDG champions.
- A press release pack, including a general campaign press release and 5 press releases on our 5 champions and their stories.

## Campaign Schedule:

Each week leading up to IDG, we will be focusing on one of our 5 champions and her story.

Date	Action
5 SEPT	Campaign launch and start of social media activity
6-11 SEPT	Goal 3 case study launch
12-18 SEPT	Goal 5 case study launch
19-25 SEPT	Goal 16 case study launch
26 SEPT – 2 OCT	Goal 13 case study launch
3-9 OCT	Goal 8 case study launch
10 OCT	Social media activity building up to the big day tomorrow
11 OCT	International Day of the Girl 2016!

## Campaign Messages:

Our overarching message for the #TeamGirl campaign is:

**GIRLS ARE ACTIVELY LEADING THE CHANGE TODAY TO CREATE THE WORLD THEY WANT TOMORROW.**

Following on from the overarching message, key messages for different audiences have been developed:

- FOR A GENERAL AUDIENCE, TO RAISE AWARENESS OF WAGGGS' BRAND – “WAGGGS: HELPING GIRLS CHANGE THE WORLD. #TEAMGIRL”
- FOR POTENTIAL DONORS, TO RAISE FUNDS – “BE A TEAM PLAYER AND HELP FUND THE CHANGE. SUPPORT #TEAMGIRL”
- FOR GIRLS AND YOUNG WOMEN, TO ENGAGE THEM IN THE CAMPAIGN – “JOIN #TEAMGIRL, CHANGE THE WORLD”

## How To Get Involved:

### Earn the IDG Badge

This year, WAGGGS will be offering a new IDG badge. Through this badge programme, girls will:

- Learn about the new Global Goals for Sustainable Development and why they matter for young people
- Develop teamwork skills and think about working together to make change
- Choose one of the 17 Global Goals and, together with four friends, make a pledge to take action on that Goal in their community
- Share their pledge with WAGGGS and with the world using **#TeamGirl**

The IDG activity pack is available on the WAGGGS website at [www.waggggs.org/teamgirl](http://www.waggggs.org/teamgirl)

### Spread the word about #TeamGirl

We invite you to be part of the **#TeamGirl** campaign by:

- Encouraging your Girl Guides or Girl Scouts to earn the IDG badge and to share their pledges on social media using **#TeamGirl**
- Promoting community action projects on the Global Goals within your association
- Supporting WAGGGS' media outreach, including sharing the stories of our 5 IDG champions and of girls across the Movement taking action

### Support #TeamGirl

We're looking for supporters for **#TeamGirl**. Help girls change the world by:

- Pledging your support for **#TeamGirl** at [www.waggggs.org/teamgirl/support](http://www.waggggs.org/teamgirl/support). We'll keep you up to date on the latest from **#TeamGirl**
- Buying a **#TeamGirl** t-shirt at [www.waggggs-shop.org](http://www.waggggs-shop.org)
- Fundraising for WAGGGS – your donations mean that we can open up opportunities to lead and develop to more girls and young women around the world

**JOIN #TEAMGIRL**



## Social Media Messaging:

The following is a selection of social media messaging that can be adapted to suit individual Member Organizations and groups:

### LAUNCH 5 SEPTEMBER

**Twitter** - Join our new campaign - **#TeamGirl #IDG2016**. Be part of the team that changes the world **#GlobalGoals** [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)

**Twitter** - **#TeamGirl** launches today. We want to see your **#TeamGirl** photos. Here's ours:



**Facebook** - Today we're launching our new **#TeamGirl** campaign to mark next month's International Day of the Girl. **#TeamGirl** is about showing that by working together, girls can achieve the Global Goals for Sustainable Development and change the world for the better. Here's how you can get involved: [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)

### FUNDRAISING

**Twitter** - Girls are vital to making the **#GlobalGoals** a reality. Help us help them by supporting **#TeamGirl** [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)

**Twitter** - Show you're part of **#TeamGirl** today and make a better tomorrow for girls [www.waggs-shop.org](http://www.waggs-shop.org)

**Facebook** - Don't forget to buy your **#TeamGirl** t-shirts to show your support in enabling girls and young women to make the changes needed to ensure the Global Goals are achieved. Together we can fight poverty, gender inequality and climate change. **#IDG2016** [www.waggs-shop.org](http://www.waggs-shop.org)

### PLEDGE YOUR SUPPORT

**Twitter** - Pledge your support for **#TeamGirl** at [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl). Help change the world **#IDG2016**

**Facebook** - Pledge your support for **#TeamGirl**! Join people around the world supporting girls taking action to make the future they want to see a reality [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)

**GOAL 3**  
**6-11**  
**SEPTEMBER**



**Twitter** - Show your support for good health for all, post your **#TeamGirl** pictures here. **#GlobalGoals**



**Twitter** - Choosing **#Goal3** for your **#TeamGirl** challenge? Everything you need is right here: [bit.ly/2bkrjnN](http://bit.ly/2bkrjnN)

**Facebook** - Do you feel passionate about girls' access to health care? Do you believe every girl has the right to basics such as sanitary towels? Then Global Goal 3 – good health and well-being is for you! Join **#TeamGirl**, do something in your community with your friends to help achieve good health for all and become part of a sustainable tomorrow [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)

**GOAL 5**  
**12-18**  
**SEPTEMBER**



**Twitter** - We are working to achieve **#Goal5** gender equality with our **#Stoptheviolence** campaign. **#TeamGirl**

**Twitter** - Demand gender equality for all girls by joining **#TeamGirl** **#GlobalGoals** **#IDG2016**

**Facebook** - If you agree that all forms of violence against girls and women must stop then join **#TeamGirl** and select gender equality as your Global Goal of choice. Make a stand now, and don't forget to ask your friends to join you. Girls together can make a change. [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)



**GOAL 16**  
**19 - 20**  
**SEPTEMBER**



**Twitter** - Help ensure peace and justice for girls by joining **#TeamGirl**. Do something today for the **#GlobalGoals**. [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)

**Twitter** - **@UN** holds summit for refugees and migrants today. **#GirlsCan** make a difference **#UN4RefugeesMigrants #TeamGirl**

**Facebook** - Today world leaders are meeting to discuss the large movements of refugees and migrants with the aim of bringing countries together behind a more humane and coordinated approach. Let's not forget girls in these issues - their experiences and the positive difference they can make. **#TeamGirl**.

**GOAL 13**  
**26 SEPTEMBER**  
**- 2 OCTOBER**



**Twitter** - Take action on climate change, post your **#TeamGirl** pictures here. **#GlobalGoals**



**Facebook** - Girls are taking action in their communities to ensure that climate issues are addressed. Collectively, these actions will help to ensure that **#Goal13**, Action on Climate Change is achieved. Here's what they're doing [bit.ly/2bCJ3ez](http://bit.ly/2bCJ3ez)

**GOAL 8**  
**3 - 9 OCTOBER**



**Twitter** - Join **#TeamGirl** and help ensure girls get good jobs. Do something today for the **#GlobalGoals**. [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)

**Facebook** - Be part of the team that helps to ensure girls have the opportunity to get good jobs in the future. Be part of **#TeamGirl** and have your say today about your tomorrow. [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)



## IDG DAY WEEK – 10-14 OCTOBER

**Twitter** - Are you ready for International Day of the Girl tomorrow? Take the **#TeamGirl** challenge [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)

**Twitter** - Happy International Day of the Girl! **#IDG2016!** Go **#TeamGirl!** [share a photo with this tweet]

**Facebook** - Happy International Day of the Girl! **#TeamGirl** encourages girls and young women to team up and make a contribution in their communities. Girls are not just the leaders of tomorrow but the leaders of today – taking action to create the world they want to see. [www.waggs.org/teamgirl](http://www.waggs.org/teamgirl)

### Social Media Banners & Graphics:

Download all the banners and graphics from our website at [www.waggs.org/resources](http://www.waggs.org/resources)

- Facebook Cover Photo and Twitter Banner
- Global Goals poster
- Global Goals individual icons

### Global Goals:

In September 2015, world leaders from 193 countries gathered together at the United Nations headquarters in New York to adopt the 2030 Agenda for Sustainable Development. The 17 Global Goals for Sustainable Development represent an ambitious agenda to end poverty, fight climate change, and tackle all forms of inequality.

Girls and women are disproportionately affected by these challenges. But girls are also the key to building resilient communities and creating change.

The Global Goals will only ever be achieved if all of us - governments, businesses, charities, and communities - invest in girls and women and give them the tools they need to lead and thrive.

### WAGGGS:

The World Association of Girl Guides and Girl Scouts is the largest voluntary Movement dedicated to girls and young women in the world. Our diverse Movement represents ten million girls and young women from 146 countries.

For more than 100 years Girl Guiding and Girl Scouting has transformed the lives of girls and young women worldwide, supporting and empowering them to achieve their fullest potential and become responsible citizens of the world.

