

IMPACT

World Thinking Day 2018 Communications Pack

This year, World Thinking Day is all about Impact: The impact of Girl Guiding and Girl Scouting on you, your community and the world.

Together, on 22 February we will celebrate the global Movement we're all part of. Whether there are five or 500 of you celebrating together, you'll be making sure Girl Guiding and Girl Scouting continues to have an impact, both now and into the future. To help share this and make sure World Thinking Day has an impact everywhere, we'd love to have your support!

This pack and the related materials are for you. They're designed to help you shout out about your celebrations, and share the great things about Girl Guiding and Girl Scouting in your community with more people. Please make use of all the materials, share them around your organisation and together we can spread the word about World Thinking Day and help grow our amazing Movement.

Key messages

We've created these key messages for you to use in your communications work in the lead up to and beyond World Thinking Day. Please do share them through your organisation. Together, we'll make a global impact with Girl Guiding and Girl Scouting everywhere!

- World Thinking Day is celebrated by Girl Guides and Girl Scouts across the world on 22 February each year. It is a day of international friendship and solidarity
- This year, the theme is Impact. Every girl has the potential to make change in her community and her world. Girl Guiding and Girl Scouting gives girls the space and encouragement to do so
- The World Thinking Day 2018 activity pack has been designed to enable groups to consider what impact means at an individual, local, national and global level, and to begin to take action to change their world
- There are around 800 million girls around the world, but only 10 million Girl Guides and Girl Scouts. Showing the impact that Guides and Girl Scouts have on their community is a chance to encourage more young people to get involved
- Since 1932 World Thinking Day has also been an important opportunity to raise funds to support WAGGGS' work across the world. The World Thinking Day Fund supports WAGGGS to deliver life-changing opportunities for girls around the world. Donations can help us to grow and reach more girls and young women. In 2018, we invite you to donate to the fund online, through our JustGiving page, CAF Donate button or at www.wagggs.org/WTDFund

Show your impact on social media

This year, we'll be using three hashtags:

#WTD2018

#ThisIsImpact

#WorldThinkingDay

Be sure to tweet or share photos of your group and your activities using the hashtags.

We'll be following the hashtags on Twitter and Instagram, and sharing some of your posts on the WAGGGS channels. Look out for your photos on the profiles below!

 @waggs_world

 @waggs_world

 fb.com/waggs

***Note:** Please make sure before you share a photo of anyone you have permission from their parent or guardian, or from them if they are over the age of 18. Please check with your national association for photo permission guidance.

World Thinking Day Mosaic

In the week of World Thinking Day we'll be creating one big mosaic with lots of your photos. We'll share this to show the impact of Girl Guiding and Girl Scouting everywhere.

We will be using photos shared with the hashtags **#WTD2018** and **#ThisIsImpact**. You can also send it to comms@waggs.org or via Facebook messenger at [fb.com/waggs](https://www.facebook.com/waggs).

Please note you will still need permission to share these photos online.

Sample messaging

Not sure where to start? Make use of these sample messages to shout out about World Thinking Day and the impact that Girl Guiding and Girl Scouting has all over the world!

Invite new people along!

- #ThisIsImpact! We're doing *[short description of what you're up to]* for World Thinking Day on 22 February this year. Why not join us? *[give contact details or the time and place of your public event]* #WTD2018
- How awesome are our *[Girl Guides/Girl Scouts]*? They're making an impact every day. Come & join us on 22 Feb. *[contact details]*
- 800 million girls around the world, but only 10 million Girl Guides & Girl Scouts 🤔 try out *[Guides/Girl Scouts]* on #WorldThinkingDay! *[Contact details]*

***Note:** It's important to keep your group safe. Never publish details online of when and where you meet on a regular basis. But make it easy for people who want to join to get in touch and be sure to respond when they do!

Shout out about World Thinking Day

- We're making an impact for #WTD2018. What makes you say #ThisIsImpact? www.worldthinkingday.org
- Did you know Girl Guides and Girl Scouts all over the world celebrate World Thinking Day on 22 February every year? #ThisIsImpact #WTD2018
- #WorldThinkingDay is a day for international friendship and solidarity. We're celebrating with Girl Guides & Girl Scouts everywhere 💙💛

Show off your activities and the impact your group has

- We've been making an impact for #WorldThinkingDay! Check out [section name] doing [description of activity]
- Add a picture of your group!
- This #WorldThinkingDay, we're thinking about our Girl Guide & Girl Scout friends all over the world 💙💛 #WTD2018
- Every girl has the potential to make change. We say #ThisIsImpact! [Add a photo of your group making an impact in the community]

Help us make a global impact

A great big birthday party!

As 22 February was also Olave Baden-Powell's birthday we're throwing a big online birthday party. We're looking for groups all over the world to take part. More information will be available closer to the day. For now, if you're interested in getting your group in on the party, please contact comms@waggs.org and let us know!



Making the news

We'll be writing some exciting news stories, featuring girls of all ages from all over the world. Look out for these closer to the time, we'd love you to help us spread the word about how amazing our global Movement is and the fantastic impact girls have everywhere.

We'll also be sharing a press release template and some top tips to make the news in your community. Download the template from www.worldthinkingday.org and click Resources. If you'd like help reaching the media in your country, please contact comms@waggs.org

Resources

Make use of graphics and posters to let more people know about World Thinking Day and our global Movement. Why not invite friends along to your group's celebrations? Download these materials and more from www.worldthinkingday.org and click Resources

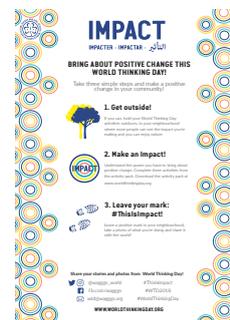
Profile Picture frame



Social Media Headers



Poster



Raise funds for the World Thinking Day Fund

In 1932 Olave Baden-Powell wrote a letter to all Girl Guides and Girl Scouts around the world, explaining how World Thinking Day and the World Thinking Day Fund support our great Movement to remain thriving and united across the world.

Now, more than 80 years later, the World Thinking Day Fund is still very important to WAGGGS. Your donations to the fund each year mean we can provide life-changing opportunities for more girls and young women.

You can help us raise money to support more girls to make an impact. Use your channels to speak up about the World Thinking Day Fund. We've written some example messages for you to share, whether it's on Facebook, Twitter, Instagram, in your newsletters, or when you're speaking to others.

- Since 1932, World Thinking Day has been an important opportunity to raise funds to support WAGGGS' work across the world. The World Thinking Day Fund supports WAGGGS to deliver life-changing opportunities for girls around the world. Donations can help us to grow and reach more girls and young women. In 2018, we invite you to donate to the fund online, through our JustGiving page, CAF Donate button or at www.waggs.org/WTDFund
- Did you know? You can have an impact this World Thinking Day, by donating to the World Thinking Day Fund. Each year, the Fund supports WAGGGS to provide more life-changing opportunities for girls and young women all over the world - Donate today at www.waggs.org/WTDFund
- The World Thinking Day Fund helps create life-changing opportunities for girls and young women all over the world. Add your support today at www.waggs.org/WTDFund

Any questions?

Contact the Communications Team at WAGGGS.

Call us on +44 207794 1181

Email us on comms@waggs.org

Thanks for speaking out with us. Happy World Thinking Day! #ThisIsImpact