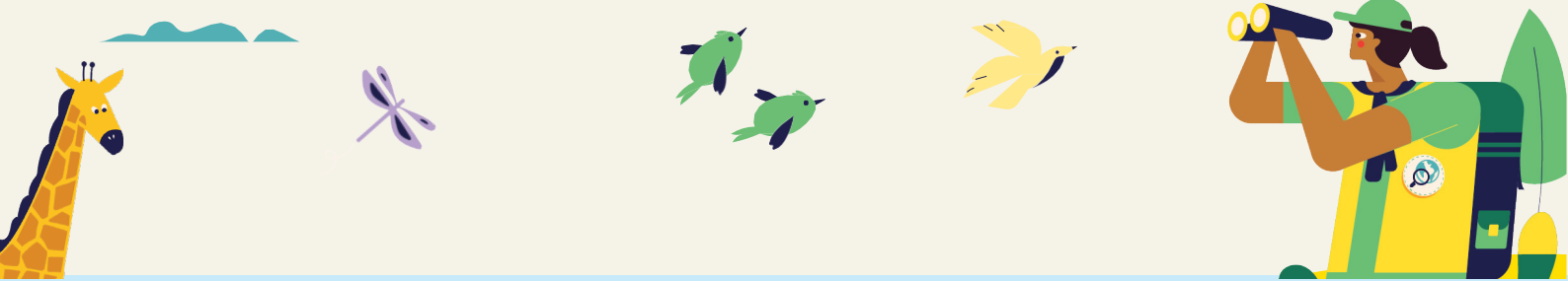


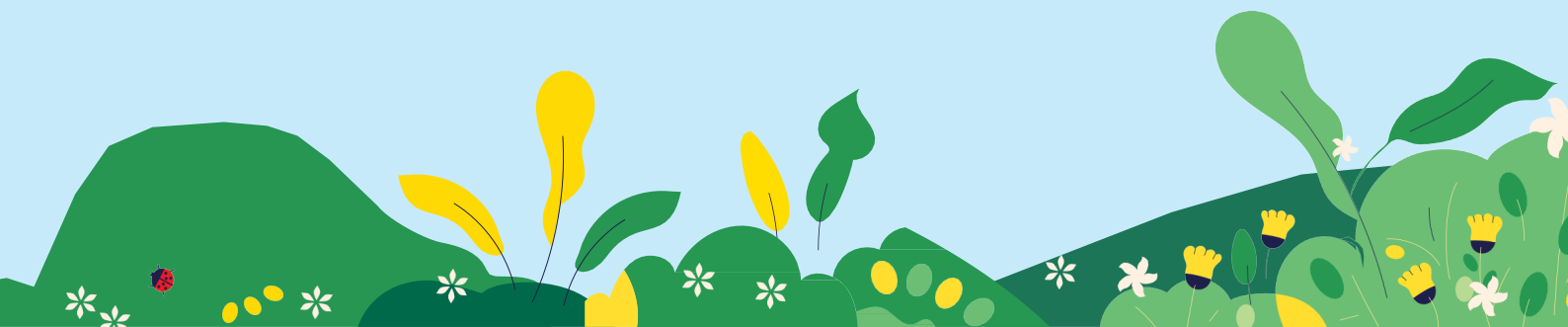


# World Thinking Day 2022 Communications Pack



In this Communications pack, you will find an introduction to this World Thinking Day's theme and tips on how you can spread the message and engage with our global movement:

- **World Thinking Day**
- **Key messages**
- **Tips when using social media**
- **Other ideas for your communications**



# World Thinking Day

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## World Thinking Day theme 2022-2024

On International Day of the Girl 2020, we asked Girl Guides and Girl Scouts from 100 countries and territories what issues they were most concerned about and what they wanted to change about the world. From this data, we learnt that the number one worry for Girl Guides and Girl Scouts under the age of 18 is the environment.

And so, the World Thinking Day theme over the next three years will be Our World, Our Future. Each year will build on this environmental theme and explore the links between the environment and other global concerns. The themes are:

- **2022: Our World, Our Equal Future; The Environment and Gender Equality.**
- **2023: Our World, Our Thriving Future; The Environment and Global Poverty**
- **2024: Our World, Our Peaceful Future; The Environment, Peace and Security**

## Our World, Our Equal Future; The Environment and Gender Equality

This year's activity pack focuses on seven female environmental changemakers, it highlights the impact of their work and explores how girls and women are impacted by environmental issues.

The activity pack is available to download from the WAGGGS website

The official badges is available to purchase from the WAGGGS shop



The activities within this year's activity pack can easily be adapted for online or in person delivery.



# Key messages

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## Voted for by Girls

This year's theme was influenced by what Girl Guides and Girl Scouts told us they were most concerned about and the things they wanted to change most about our world.

## A journey in three parts

This year's theme for World Thinking Day, will begin a three-part journey about environmental issues that are affecting our world and our future. World Thinking Day 2022 celebrates the first of these themes and explores how girls and women are disproportionately affected by environmental issues and climate change.

## Fundraising to transform lives

Since 1932, an important part of celebrating World Thinking Day has been raising funds for the movement. The World Thinking Day fund offers girls and Member Organisations life-changing opportunities to transform their community and world.

The COVID-19 pandemic has severely impacted Girl Guiding and Girl Scouting and has reduced the funds that many of us are normally able to raise to support the Movement. Last year the World Thinking Day fund raised £42,000, which is less than a third of the funds raised in previous years. We need your help to continue to support girls and young women reach their fullest potential.

As our world begins to recover and you are able to meet again with your units, troops and friends. We hope you will continue to donate to the World Thinking Day Fund as you have before. Your donations will ensure that more Girl Guides and Girl Scouts receive amazing opportunities and experiences, they would not have been able to access otherwise.



Did you know that you can fundraise for the World Thinking Day fund all year? All donations received up until December 31st 2022, will count towards the 2022 World Thinking Day fund.



# Tips when using social media

## Hashtags and accounts

We want you to share what you are doing leading up to World Thinking Day and on the day! Use the hashtag **#WTD2022** in all your World Thinking Day posts and stories and tag us on social media.

Instagram: @wagggsworld

Facebook: @wagggsworld

Twitter: @wagggsworld

## Social media stories

Instagram and Facebook stories are a great way to interact with your audience. Features such as polls, quizzes, and questions, allow audiences to share their opinions on debates and topics and encourages engagement. - It's also a great way to get to know how your audience thinks!



If you're struggling with content to post for World Thinking Day, sharing and reposting from WAGGGS' social media pages and other Member Organisations is a great start!

## Invite Discussions

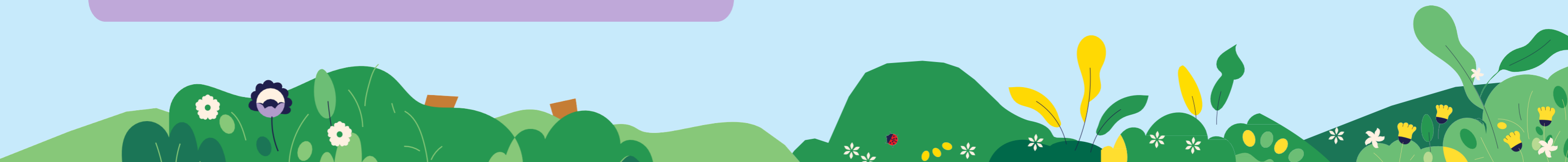
Create spaces for people to share their opinions surrounding environmental issues. Polls and questions are a great way to do this. Asking your audience direct questions through social media captions also encourages people to share their voices.



To maximise the number of click-throughs on your stories, use 'stickers' and 'gifs' (moving images) to grab your audience's attention.

## Be clear

The environment, climate change and gender equality can be a complex topic. Simplify information when sharing content, to inform your audience in a clear way. For example, sharing facts and statistics and creating quizzes via Instagram stories is a great way to do this.



# Other ideas for your communications

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## Your local community

If you have events or activities planned that you think might interest your community, reach out to local newspapers, radios and podcasts and let them know.

Highlight the female changemakers in your community. Share stories about women who are taking action to combat environmental issues in your local area.

## Capturing moments

Encourage your members to share their World Thinking Day celebrations with you. Whatever you are doing to celebrate World Thinking Day, we want to know, capture and share it with us. Email us at: [comms@waggs.org](mailto:comms@waggs.org)- Please check that you have permission before sharing any photos with us.

## Show what you're already doing

This is an opportunity to highlight what you are already doing to tackle environmental issues relating to gender equality and how people can get involved. You may want to highlight badges, programmes or resources that you have created.

