



World Thinking Day 2023

Our World, Our Peaceful Future

The Environment & Peace



Communications

Toolkit



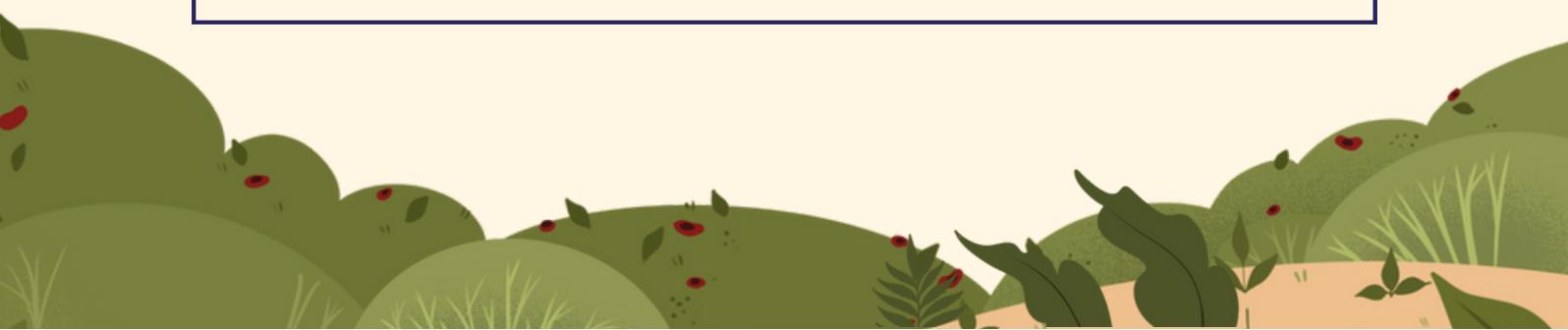


IN THIS TOOLKIT YOU WILL FIND

- Key information about World Thinking Day and the World Thinking Day fund
- Key messages, themes and tips to support your World Thinking Day 2023 campaign and help you communicate with your audience clearly and effectively.
- A link to the World Thinking Day 2023 communication assets.

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WHAT IS WORLD THINKING DAY?

World Thinking Day has been a day of international friendship since 1926. Every year on **22nd February** Girl Guides and Girl Scouts from different parts of the world come together to connect, learn and celebrate the global Movement.

ABOUT THE WORLD THINKING DAY FUND.

In 1932, six years after World Thinking Day first began, fundraising for our international Movement became a part of World Thinking Day. At the 7th World Conference, a Belgian delegate pointed out that a birthday usually involves gifts, and today we continue to honour this tradition of giving a gift each year so that even more girls around the world have a chance to participate in Girl Guiding and Girl Scouting.

The [World Thinking Day fund](#) offers girls and Member Organisations life-changing opportunities to transform their communities and world through events like the Juliette Low Seminar.



WORLD THINKING DAY 2023

A three-part journey

Last year we began our **three-part journey** about environmental issues that are affecting 'Our World and Our Future', this year marks the **second year of the three-part journey**.

Each year we are building on this environmental theme and exploring the links between the environment and other global concerns.

World Thinking Day theme 2023

This year's World Thinking Day theme: **Our World Our Peaceful Future, The Environment and Peace**, focuses on the role climate change plays in disrupting global peace and security. Through this theme we are considering how we can learn from and work with nature to create a more peaceful and secure future for girls everywhere.

Earn the World Thinking Day badge

The World Thinking Day activity pack features the story of a girl named Miku who embarks on a quest to find peace and balance within her world.

The pack is inspired by folktales from all five regions and we have created a series of short stories and activities to complete to earn the World Thinking Day Badge.

Download the World Thinking Day activity pack and **order the badge** from our shop.



Join the Walk The World Challenge

Are you ready to Walk The World with your Girl Guiding and Girl Scouting sisters?

This year, to raise money for the World Thinking Day Fund we will be walking around the world in our Walk The World Challenge.

Together as a global Movement we aim to walk **66 millions steps**, this is how many steps it would take to walk all the way around the earth! The challenge will start on 22nd February on World Thinking Day and finish on the 22nd of April on Earth Day. With millions of Girl Guides and Girl Scouts working together, let's see how many times we can circle the globe!

Get your friends, family and people in your life to donate money for the steps you take, raising money as you walk for the World Thinking Day Fund.

Learn more about the Walk The World challenge and find out how you can get involved!



KEY MESSAGES

Below you'll find the main themes from the World Thinking Day 2023 campaign that you should communicate to your audience.

A day of global celebration

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.

Girls connecting with nature

Complete the World Day Activity pack with your group to explore the theme and to earn the World Thinking Day badge. This year's activity pack has been created to help girls explore peace within the environment and examine the different levels of relationships to nature - personal, communal global.

Earn the World Thinking Day badge

Through this year's theme: **Our World Our Peaceful Future, The Environment and Peace**, we want girls to explore bringing peace through nature in their lives and communities. By completing the activity pack girls are encouraged to explore what they can learn from the natural world in terms of stewardship, peace, and community building.

Donate to the World Thinking Day fund

Get ready to **Walk The World** as a global Movement and raise funds for the World Thinking Day Fund. This World Thinking Day we are launching a challenge to collectively walk **66 million steps** as a Movement. We want as many people to get involved as possible! Take part in the challenge with your group and donate to the World Thinking Day fund to fund life-changing opportunities for girls and young women.

Share your celebrations with us

We would love to see your World Thinking Day celebrations leading up to and on the day! Share your celebrations with us on social media using the **#WTD2023 #OurPeacefulFuture**

Share pictures of your walks and stories about your local environment with us using the **#GirlsWalkTheWorld #WTD2023** you can take pictures or send us drawings or be as creative as you want!

Don't forget to:

- Tag us in all your posts **@wagggsworld** on **Instagram**, **Facebook** and **Twitter**.
- Use **#WTD2023 #OurPeacefulFuture** in your World Thinking Day posts on social media
- Use **#GirlsWalkTheWorld #WTD2023** in your Walk the World challenge posts on social media



OFFICIAL BRANDING

Each year we have a different theme and design for World Thinking Day. When creating your World Thinking Day Communications use logos, hashtags and design assets in line with the **2023** World Thinking Day theme.

[Find this year's assets here](#)

SOCIAL MEDIA TIPS

Maximise engagement on your social channels

Respond to your comments

Be social and talk to your audience. If you are not able to respond to all your comments liking comments is a good way to acknowledge your audience's post.

Add a call to action

When you create a post ask your audience questions in your post captions. Invite your audience to like, share and tag their friends and encourage discussion.

Use Instagram and Facebook stories

Use stories to interact with your audience and take the **#WTD2023** theme a step further. Features such as polls, quizzes, and questions allows audiences to share their opinions.



SOCIAL MEDIA SUGGESTED TEXT

Below you'll find suggested text that you can use to support your World Thinking Day content. You are welcome to edit this and use your own text to suit your audience.

- **#WTD2023** is soon approaching! On this day we come together as a Movement to celebrate our amazing global community! Tag a friend in the comments that you met at a national or international Girl Guiding and Girl Scouting event. **#OurPeacefulFuture**
- What are your plans for **#WTD2023**? Let us know in the comments below. **#OurPeacefulFuture**
- What are your favourite nature sounds? Explore this and more through the 'Use your senses to connect with the world' activity from the **#WTD2023** activity pack. Download today:
<https://www.waggs.org/en/resources/world-thinking-day-2023-activity-pack/> **#OurPeacefulFuture**
- Can you turn leaves into a beautiful symphony? Or maybe stones? Explore this and more through the 'Music all around us' activity found in the **#WTD2023** activity pack! Download today:
<https://www.waggs.org/en/resources/world-thinking-day-2023-activity-pack/> **#OurPeacefulFuture**

- What's your favourite activity from the #WTD2023 activity pack? Tell us in the comments and explore the pack:
<https://www.waggs.org/en/resources/world-thinking-day-2023-activity-pack/> #OurPeacefulFuture
- Did you know we fundraise every year for World Thinking Day as a Girl Guiding and Girl Scouting Movement? Join us in our Walk the World Challenge and help to raise funds for the World Thinking Day Fund with your unit!
Find out more: <https://campfire.waggs.org/wtdwalktheworld>
#WTD2023 #GirlsWalkTheWorld
- Can you walk 3,000 steps with your group or maybe 5,000? Or more? Join your Girl Guiding and Girl Scouting sisters in our **#WTD2023** challenge as we collectively walk around the world as a Movement. To find out how you can get involved visit:
<https://campfire.waggs.org/wtdwalktheworld> **#GirlsWalkTheWorld**
- 66 million steps
60 days
1 Global Movement
#GirlsWalkTheWorld
Are you up for the challenge?
#WTD2023
Find out more: <https://campfire.waggs.org/wtdwalktheworld>
- What interesting things have you seen on your walk? Share your drawings and photos using **#GirlsWalkTheWorld**
To join the challenge visit:
<https://campfire.waggs.org/wtdwalktheworld> **#WTD2023**