

World Association for Girl Guides and Girl Scouts

World Thinking Day 2020



What is World Thinking Day?

World Thinking Day began in 1926, offering an important opportunity to raise funds that transform the lives of girls and young women, creating life-changing opportunities worldwide. We've created this pack to make sure World Thinking Day continues to be accessible and inspiring.

This communications pack contains everything you need to plan a media campaign, create content and a content calendar, easily access key messaging, post social assets, encourage others to fundraise, earn your World Thinking Day badge and have an unforgettable day.

Communications Objectives

1. Involve more Girl Guides and Girl Scouts than ever in World Thinking Day
2. Engage girls and leaders on how they can use the World Thinking Day Activity Pack
3. Help all girls feel connected to their global sisterhood
4. Fundraise to generate donations to the World Thinking Day fund

Core messages

A journey in three parts

Last year's World Thinking Day celebrations started a journey through a set of three themes: leadership, diversity, equity and inclusion, and peacebuilding. World Thinking Day 2020 celebrates the second of these themes, through activities that explore Diversity, Equity and Inclusion.

Diverse threads woven together are stronger

The 2020 Activity Pack, Living Threads, has been co-created by girls for girls, to build understanding of the concepts of diversity, equity and inclusion, and apply them to daily life. For each activity, girls will gain one thread; woven together these threads create a bracelet. Once complete, this bracelet represents a commitment for each girl to make her community more inclusive. The action and the commitment is truly #InOurHands.

Fundraising to transform lives

Since 1932, an important part of celebrating World Thinking Day is raising funds for the Movement - last year the fund raised £128,000! Every year, the World Thinking Day Fund collects coins from supporters around the world to help transform the lives of girls and young women.

How to: 10 principles for an effective media campaign incorporating the theme 'Living Threads'

1. Consistent Message

Keep a consistent presence and message across communication channels – whether that's through the press, different social media channels like Facebook and Instagram, or through the types of community members who take part in World Thinking Day.

2. Research cultural trends

Keep up to date with trends and topical hooks both in the local area and globally. These topical issues will be useful to direct communication for World Thinking Day.

3. Invite Discussion

Create opportunities for everyone to get involved in discussion. Instagram story or Facebook polls are a great way to do this; as are posts that invite people to comment their opinion below. This will generate empowerment across your audience, making their voices heard and mirroring the values of World Thinking Day.

4. Engage the community

Reflect the values of the Living Threads theme to engage local communities to come together and take part in something bigger. We want all young people to increase their understanding of Diversity, Equality and Inclusion and apply this to their everyday lives.

5. Engage Key Influencers

Whether this is in a digital space or within the local community, there are opportunities to involve influencers who share beliefs with World Thinking Day.

How to: 10 principles for an effective media campaign incorporating the theme 'Living Threads'

6. Imagery

The World Thinking Day imagery should be diverse and involve a variety of locations and people to reflect the inclusive values of Guiding and Scouting Movement. The imagery and artwork should always link back to the WAGGGS World Thinking Day brand identity.

7. Drive Impact

Measure results by traffic to your social media to view and track which parts of the campaign are creating impact. This will give a better understanding of what type of content works best with the audience and steer a direction of content.

8. Think Big

As this campaign is about inclusivity, diversity and equity, Girl Guides and Girl Scouts can play a key role in responding to certain cultural events which will be discussed at World Thinking Day, including topics like climate crisis, gender-based violence or equal pay. This kind of content could take the form of blog posts, leaflets or online thought pieces.

9. Emotional wins

Include rich personal stories of girls who have made a difference, so people know exactly what they are fundraising for and feel an emotional connection.

10. Make sure the day is captured

Whatever events are happening, make sure they are captured for content which can be sent out throughout the day and share them with @wagggsworld!

5 initial thought starters for media campaigns from quick wins to bigger campaign ideas

Quick Wins

1. Maximise Instagram and Facebook Stories

Stories are a good way of being interactive with the audience. Live polls get people to vote and share their opinion on a debate. Empower girls to share their thoughts on the social media platform and be celebratory and inspiring in tone of voice. Interactive content such as moving images will grab audience's attention and create click through.

2. Partner with the community

As Living Threads is about inclusivity, there are opportunities to partner with local women-led organisations in your area. Look for local artists to showcase on social media or businesses that deserve more attention.

3. Create a competition

Create a competition which inspires people to tell their friends about World Thinking Day and tag them in the post for a chance to win a prize.

Bigger campaigns

1. Inclusion

Create events in the local community – like thread bracelet days where the games found in the World Thinking Day pack are played. Encourage people to share what they've done with their bracelet and their friends on social media.

2. Diversity

Use World Thinking Day as a way of highlighting the big impact Girl Guides and Girl Scouts make by speaking on bigger issues. The hashtag #InOurHands is a call to action to motivate people to engage with the campaign and share the achievements they've made with feminist issues, big or small. Whatever a girl has achieved positively contributes towards feminism, and the hashtag #InOurHands encapsulates this.

Calendar

6 weeks before

Teasers and Anticipation – Build up to World Thinking Day. Content should highlight the day and the Living Threads theme, with teaser information to create energy and excitement that World Thinking Day is near. This excitement can be created by reaching out to community members to get involved with partnerships or creating content on social channels with posts that inspire and spark interest in the event.

3 weeks before

Conversation – Create conversation with the girls and community to talk about World Thinking Day and spark some excitement! Mobilise girls to engage their community and network, posting on social media and create local community events.

1 week before

Last minute planning and engagement – create helpful hints and tips to get ready for World Thinking Day.

On the day

Share the event by connecting with others, recording key events happening to create hype and excitement, recording the badging.

1 week later

Thank the community who got involved in World Thinking Day 2020.

Download social media content, messages and images on the [World Thinking Day 2020 Communications Resources page!](#)