

**STAND
TOGETHER
FOR PEACE!**

#WTD2021



Peacebuilding
بناء السلام
Consolidation de la paix
Construcción de paz

WORLD THINKING DAY 2021 – COMMUNICATIONS TOOLKIT

Introduction: Stand together for peace

Welcome to the Communications toolkit for World Thinking Day 2021! We hope you will join us to celebrate World Thinking Day (WTD) and stand together with over ten million Girl Guides and Girl Scouts to call for and create peace, in our lives and in the world. Peacebuilding is at the heart of Girl Guiding and Girl Scouting and is as vital and relevant today as ever. In order to help you have a fantastic WTD we have created this communications toolkit, with tips and suggestions for spreading the message and enhancing your WTD activities. With many of us not able to have face to face activities this year, lots of the information in this pack has been adapted to support moving your activities online. There is also information to support Members who will be holding activities predominantly offline or who are not able to use some online tools. In this pack you will find:

- A brief summary of the themes and messaging for WTD 2021 (for more in-depth information, please refer to the WTD Activity Pack)
- Images and key communications messages, for you to adapt and use as you need
- A suggested communications calendar
- WTD communications online – tips, suggestions and template text to use and adapt.
- WTD communications offline – suggestions for comms that don't need an internet connection
- WTD Fund – information and ideas

If you need any additional support or information, Kirsty Mitchell the Membership Communications Manager will be happy to help! Send an email to comms@waggs.org

Starting out - 2021 theme

A journey in three parts

This year marks the end of a three-year journey for World Thinking Day, through three different themes: leadership; diversity, equity and inclusion; and peacebuilding. World Thinking Day 2021 celebrates the third of these themes, through activities that explore the meaning of peace, and how we can work to be peacebuilders.

Peacebuilding: Activity Pack

The World Thinking Day 2021 activity pack “Stand Together For Peace” is packed full of activities which you can use to learn about Peacebuilding, and to gain your WTD 2021 badge. There are three sections to the activities this year: Stand strong, stand up, and stand together. Activities in the pack have also been adapted this year to be suitable for carrying out on an online platform, where face-to-face guiding is still not possible.



Why Communications?

Organising the right communications activities can make a huge difference to your World Thinking Day! This pack will help you to plan activities and actions that will let people know what your group is doing, support fundraising efforts for the World Thinking Day Fund, and celebrate your successes. Making sure you have consistent, powerful and relevant communications can make a huge difference.

When you start thinking about your communications, it is important to think about what your objectives are. This WTD here are some communications priorities:

- We want to involve more guides in WTD than ever!
- We want to make girls feel connected to their global sisterhood, by showing how many of us around the world are taking part
- We want to provide a platform to speak and think about issues affecting girls in each country
- We want to generate donations directly online or through National Association
- We want to grow volunteers from the network

Peacebuilding: the key messages

Together, we stand together for peace. Through this year's World Thinking Day Activity Pack, we will do this in three ways:

STAND STRONG

- Understand what peacebuilding means.
- Explore the issues and actions that can lead to conflict and those that lead to peace.
- Empower ourselves to be peacebuilders.

STAND UP

- Explore conflict situations from different perspectives.
- Practise adapting their behaviour to resolve conflict and build peace.
- Explore the link between discrimination, exclusion, and peace.

STAND TOGETHER

- Make choices rooted in our values.
 - Consider the ripple effect of our actions, and how they may impact different groups.
 - Take action towards creating a more welcoming and peaceful society.
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Calendar

By planning out your communications activities in advance, you can make sure your messages are reaching the right people, at the right time. Don't forget, this pack contains some WTD images which you can use in your activities, including social media posts. Below is a suggested communications calendar, to help you plan. This calendar is predominantly for online activities, but please take a look below for some suggestions of offline communications you could organise.

6 weeks before:

WTD is coming! – Although it might seem far in advance, you can start talking about WTD around 6 weeks before, to introduce the theme and start getting people excited for what you're planning. Content should highlight the day and have teaser information to create energy and excitement that World Thinking Day is near. You could share images and information on social media, or you could think about ways to introduce your audience to the theme and get them excited.

3 weeks before:

Start conversations – Start to create conversations that can help get the girls in your community talking. This might include sharing questions or polls on social media, encouraging them to comment and share their ideas and thoughts. You could also encourage girls to start thinking about creating their own local community events or activities, and share information about those.

1 week before:

Get ready to launch – share some more engaging content online to show you're ready for the launch, and to make sure that everyone in your community understands the message. You can keep creating a buzz, to make everyone excited about what is coming up and show what your plans are.

On the day:

Let's go! – Share what you and your communities are up to, and celebrate the achievements and outcomes from what you've been planning. Make sure to also record the key events that are happening to create hype and excitement, take photos and videos where able, and record the badging.

1 week later:

Say thanks – Celebrate and thank the community who got involved in World Thinking Day. With their permissions, share success stories and photos from activities that happened.





Key messages

Here you can find some suggested posts around WTD key messages, which you can use for promoting your day. You can use these as they are, on social media, or adapt them to best suit your audience.

Introduce World Thinking Day to your audience

On 22 February, join us in coming together for World Thinking Day! Every 22nd February we celebrate this special day of friendship, fundraising, and collaboration. Together, we can make the world a better place for girls and women.

Together, we are a movement for girls. This World Thinking Day, millions of people will unite to fundraise for a future of diversity, equity and inclusion. Will you be one of them?

This is the 95th year of World Thinking Day, and we'd love you to join in! Celebrate, discuss, fundraise – do whatever you can to help make <Country/Region> a better place for girls. How will you get involved on 22 February?

Stand up for peace!

Around the world today, millions of people suffer due to active conflicts. Together, we want to be a positive influence on society and help to build a better, peaceful future for all.

We believe peacebuilding is the key to a sustainable and equal future for all. We stand strong, stand up and stand together for peace.

Everyone has a right to live in peace. Why not share your message of peace with us in the comments below! To build peace we must work together as a community; one person alone cannot achieve peace. Join us to stand up, stand strong and stand together.

Earn the World Thinking Day Badge

Join us, as we leave footprints of peace in places where peace is often hard to find.

Help us complete the peace puzzle! Are you ready to join in with WTD Activities? [Download the Activity Pack now here.](#)

Are you ready to achieve the World Thinking Day badge? Get ready to share messages of peace with us this World Thinking Day.





Fundraise for WTD

It's time to take action. This World Thinking Day, we're uniting with millions of people around the world to bring peace to more girls' lives. You can be one of them! Will you raise money for us and help fund life-changing projects?

This World Thinking Day, let's show how powerful we are as a movement for girls! Every penny you raise will help us support girls around the world.

How are you planning to fundraise for World Thinking Day? Remember, any money you raise will help empower girls to believe and achieve in life.

Want to fundraise for us this World Thinking Day? There are so many ways you can help – like a sponsored walk, a quiz night, an auction, fancy dress, a bake sale – however you like!

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Social media assets

We have created a selection of WTD images, which you can use in your communications. [Click here to take a look and download the images now](#)

Hashtags and accounts

The hashtags this year are:

#WTD2021

#WorldThinking Day

#StandTogetherForPeace

We love it when you tag us in your World Thinking Day posts! Our accounts are:

Facebook: <https://www.facebook.com/wagggsworld>

Twitter: @wagggsworld

Instagram: @wagggsworld

Go offline – other ideas for your communications

With a lot of us still in lockdown, and groups of Girl Guides and Girl Scouts not able to meet face to face, a lot of guiding activities have gone online. However, it doesn't all have to be online and we know that lots of you will be conducting face to face activities where possible. Here are some suggestions of communications activities you can do to promote WTD which don't need an internet connection:

Sharing information with local newspapers or community news outlets

If you are planning activities which you think will be of interest to your local community, why not contact your local newspaper or news source to let them know about it? You could prepare a press release to send to them which gives information about what you are planning and why. If you do send in a press release, make sure you send it to the news outlet in advance on the day, to make sure they have time to speak with you if they have any questions, and to fit it into their print schedule.

Sharing information with radio stations or podcasts

There will be many local radio stations or podcasts which may also be interested in your World Thinking Day activities. Prepare a statement for yourself which sets out your plans, including important information like the date and time activities will be taking place. You can call your local radio station to speak with journalists, and share the information you've prepared with them.

Using community notice boards

If you have an activity planned which you want people to know about, why not put up posters on local community notice boards. These can often be found in local shops or religious institutions, just make sure you have permission before doing so!

Conduct a phone poll

If you are not meeting face to face, and are also not able to undertake online activities, why not use your phone network to get involved? Where possible, you could contact your girls and community via text message to encourage them to celebrate World Thinking Day with you, asking a question for them to respond to. You could then collect the responses to create a collage for display in your next meeting, or at a community event. Here is a sample text message which you could share*.

“This 22nd February is World Thinking Day! This year, the theme is peacebuilding. Reply to tell me what peacebuilding means to you! We will include your response on a collage, which we will share at our next guide meeting.”

“This 22nd February is World Thinking Day and this year we are talking about peace. Write what peace means to you on a piece of paper, and then send me a photo of yourself in your guide uniform holding up the paper. We add your photo to our collage, which we will share at our next guide meeting.”

**Please only contact people who have given express permission for you to do so regarding Girl Guiding matters.*

Fundraising – a WTD Legacy

The tradition of fundraising for World Thinking Day was started in 1932, when Lady Olave Baden-Powell asked for Girl Guides and Scouts around the world to donate just one pence to support the Movement. Today, we raise money every year to support the World Thinking Day fund, which in turn works to change the lives of women and girls around the world.

With help from the World Thinking Fund, the Nigerian Girl Guides Association received advocacy training from 20-22 June as part of the Stop the Violence campaign. The Nigerian Girl Guides Association launched their campaign in 2018 calling for an end to child sexual abuse. They are now campaigning from state to state for domestication of laws that protect girls from being violated and punish perpetrators of crimes against children.

With support from the World Thinking Day Fund, WAGGGS provides unique opportunities for Girl Guides and Girl Scouts to advocate for the rights of girls and young women and champion gender equality at a local, national and international level.

Mirna Fernandez from Bolivia shares her story of empowerment after participating in COP (The Conference of the Parties) and other global advocacy opportunities

“WAGGGS changes lives through advocacy by putting girls and young women at the heart of the discussions that will affect their own future. My experience on environmental advocacy with WAGGGS gave me the essential tools to understand and influence key global challenges towards sustainability and gave me the strength to motivate more young people at the local and global level as a Girl Guide leader, a youth representative and as a university professor.”