

OCTOBER **HER**

GLOBAL G.L.O.W.
OctobHer Toolkit

OCTOBHER

OCTOBER 2021: GIRLS IGNITE CHANGE

October 11 marks International Day of the Girl (IDG), an important opportunity to promote gender equality and amplify girls' voices while advancing a dialogue on the unique challenges girls around the world continue to face. While we look forward to commemorating IDG 2021, we also recognize that this is a topic that deserves more than just one day!

We are excited to continue *OctobHER: International Month of the Girl*, a month-long celebration dedicated to bringing together girls, thought leaders, partner organizations, and allies to celebrate girls and address the critical issues that continue to hinder progress towards gender equality.

This year's theme and activities are being developed in partnership with a leadership committee of G.L.O.W. girls from around the world. After asking about the issues impacting girls in their communities, it became clear that every issue is a girls' issue and **girls are the solution**. They aren't waiting for tomorrow, they're changing their communities today. In honor of their boldness, this year's theme, **Girls Ignite Change**, will center on the key questions - what do we want the future to look like for girls and what can we collectively each do today to make it possible?

Let's unite to create change!

Website landing page: www.globalgirlsglow.org/octobher

Campaign Hashtag: #OctobHERglow

SOCIAL MEDIA CAMPAIGN: 14-YEAR-OLD ME

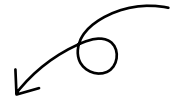
Think back to when you were 14 years old. How did you spend a typical day? What clothes did you wear, music did you listen to, activities did you enjoy? **If you had the chance to tell your 14-year-old self one thing, what would it be?**

As part of our OctobHER celebration, we invite everyone to reflect on the past and share a throwback photo or video of themselves at 14 years old, using the hashtag **#14YearOldMe**.



We will also be curating a special Spotify playlist of songs that remind our followers of their own life at 14. Look out for more details coming soon to our Instagram (@global_glow).

How You Can Help



- On October 1, post your own **throwback photo or video** to social media, with words of advice for your 14-year-old self. Use the hashtag **#14YearOldMe**
- Respond to Global G.L.O.W. Instagram prompts throughout the month
- Contribute your favorite song from when you were 14 to our **#14YearOldMe** playlist

SURPRISE! We will be randomly selecting five social media users who participate in the **#14YearOldMe** campaign to receive commemorative Global G.L.O.W. friendship bracelets upon the conclusion of OctobHER

OCTOBER 2021: OTHER WAYS TO PARTICIPATE

Find assets [HERE](#) for you to post on social media throughout the month, using the hashtag #OctobHERglow

1. Share on Social Media

OctobHER: International Month of the Girl is a **global movement**, and we want to engage as many people as we can to celebrate girls and address the critical issues impacting them today. To do this, we need your help creating awareness and advocacy.

Sample post copy:

Instagram/Facebook: As a proud supporter of @global_glow, I am excited to celebrate OctobHER: International month of the Girl with them all month long! Follow their Instagram, or head to globalgirlsglow.org/octobher to learn how you can get involved and help amplify the voices of girls. #OctobHERglow

Twitter: As a proud supporter of @globalgirlsglow, I am excited to celebrate OctobHER: International month of the Girl. Head to globalgirlsglow.org/octobher to learn how you can get involved and help amplify the voices of girls. #OctobHERglow

2. Fundraise on Social Media

Did you know that just \$5 could pay for one week of GLOW Club and mentorship for one girl? Help us support more club members by fundraising for Global G.L.O.W. on Facebook and Instagram.

HOW:



On Facebook, add "Raise Money" to your post and select Global G.L.O.W. as the recipient. On Instagram, select "Add a Fundraiser" on your post underneath where you create your caption and add Global G.L.O.W.

3. 11 Days of Action: Join us on October 8

As part of our partnership with the Working Group on Girls, we are sponsoring day 8 of their 11 Days of Action campaign on **Friday, October 8**. Join our important social media discussion on girls' lack of access to digital technology and its impact on their education. **Note:** Be sure to check back for more updates on specific events happening on this day.

International Day of the Girl: October 11

The United Nations formally adopted the resolution to declare the International Day of the Girl Child on December 19, 2011. Since then, it's been a day to honor girls' rights and promote their empowerment.

This year, the theme of International Day of the Girl is centered on the digital divide, and we look forward to sharing more about this important issue on October 11 and beyond.

We invite you to celebrate International Day of the Girl with us by:

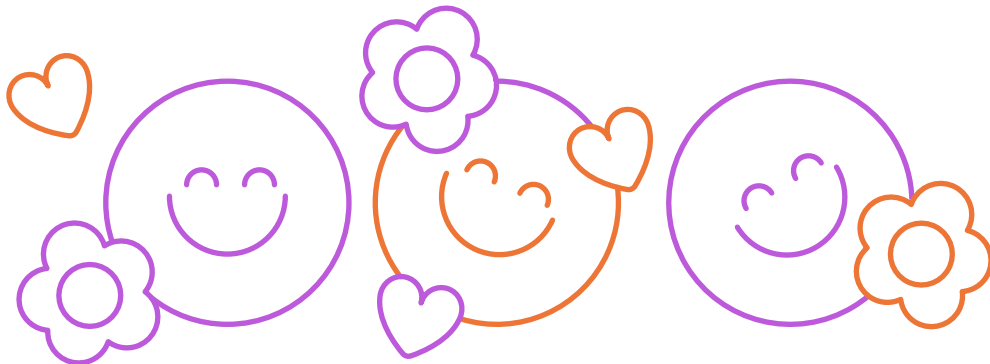
- Share stories of inspiring adolescent girls or girl-led organizations (including Global G.L.O.W.!) who are developing innovative solutions or leading efforts towards positive social change, including gender equality, in their communities and nations. Use the hashtags **#DayoftheGirl** and **#OctobHERglow**
- Virtually attend commemorative events, like Girls Speak Out, which will feature voices of Global G.L.O.W. participants
- Engage with Global G.L.O.W. on social media all day long. Each of our clubs around the world will be celebrating as well, and we will post photos and videos of these happy celebrations for the world to see

International Day of the Girl Activity: I Am Proud to Be a Girl!

The Global G.L.O.W. team created a special curriculum for club members to help guide their International Day of the Girl celebrations, and we invite you to join them in completing the following special activity:

When you have some time to yourself, grab a journal or notebook and respond to the following prompt: **“I am proud to be a girl (or woman!) because...”**

Really take your time and reflect! If you have daughters or will be seeing other girls on this day, we suggest asking them to respond to this prompt as well. Discuss their answers and be sure to share yours as well.



GLOBAL
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Fundraise for
Global G.L.O.W.

SETTING UP YOUR FUNDRAISING PAGE

Set your goal

Setting a goal for your fundraiser is your first step. Research suggests that an initial goal of \$200 is a good place to start. Once you've reached your goal, you can increase it and raise more funds.

PRO TIP: To jumpstart your campaign, be the first one to donate! Showcasing that you're not only a supporter but also a donor will encourage your network to give.

Tell your story

Your story is the first thing people will see when visiting your fundraising page, so your goal is to make it as impactful as possible.

It's important to communicate how our organization's mission has impacted your life in a meaningful way and why you've decided to fundraise on our behalf. And don't hesitate to pull at their heartstrings; people are more likely to give if there's an emotional connection.

Sample Copy: Global G.L.O.W. works with local schools and NGOs in 23 countries (including the U.S.) to provide out-of-school programming that mentors girls to advocate for themselves and make their communities stronger. Did you know that just \$200 could pay for one week of GLOW Club and mentorship for one girl? Help me in reaching my goal of \$XXX because when girls are strong, healthy, and educated, they change their communities and transform societies.

Share with your network

The success of your fundraising campaign depends heavily on the amount and ways that you're sharing your campaign with friends, family, and colleagues. Sharing your fundraising campaign via your Facebook page, Twitter, Instagram, or LinkedIn, in addition to your own personal email list, is at the heart of every campaign. Leveraging these networks is how you'll meet—and hopefully exceed—your fundraising goals.

PRO TIP: Get personal and select a handful of your closest family and friends to reach out to as you announce your campaign. Close friends and family are more likely to donate, so getting them on board will let the rest of your network see that people are already supporting the cause.

Twitter

Hey friends, I've signed on to help @globalgirlsglow raise funds to ignite the power of girls. Help make a lasting impact by donating today: [shortlink]

Facebook

Hey friends, I've signed on to help @globalgirlsglow raise funds to ignite the power of girls. Are you down to help make a lasting impact? Please share with your friends and family and donate today: [shortlink]

Fundraise on Social Media

If you would still like to fundraise without creating a Fundraise page or team, you can still help us support more club members by fundraising for Global G.L.O.W. on Facebook and Instagram.

How: On Facebook, add "Raise Money" to your post and select Global G.L.O.W. as the recipient. On Instagram, select "Add a Fundraiser" on your post underneath where you create your caption.

Sample Copy: Global G.L.O.W. works with local schools and NGOs in 23 countries (including the U.S.) to provide out-of-school programming that mentors girls to advocate for themselves and make their communities stronger. Did you know that just \$200 could pay for one week of GLOW Club and mentorship for one girl? Help me in reaching my goal of \$XXX because when girls are strong, healthy, and educated, they change their communities and transform societies.