



International Women's Day Celebration Toolkit March 8, 2022

GLOBAL
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A Day of Community, Connection, & Conversation

International Women's Day (March 8) is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity.

For the Global G.L.O.W. community, it's an opportunity to come together to celebrate our collective power and the future women leaders GLOW works with. This year we're inspired by the quote:

"Here's to strong women. May we know them. May we be them. May we raise them." – Unknown.

We hope you'll take a moment to connect with the strong women and girls in your life. Thank you for celebrating with us!

"I believe that we are all human, we're all here for a reason, and we have to help each other. And that's what a community is for - helping each other and working as one."

- Nuri, 18, Detroit Public Schools, Detroit

GETTING STARTED

Setting Goals

- Decide how many people you want to attend - 10, 20, etc.
- Decide if you're having a friend-raiser (introducing Global G.L.O.W. to your friends) or a fundraiser (you plan to ask them to donate an amount meaningful to them).
 - **Friend-raising Ideas:**
 - Have your guests sign a contact list to be added to the newsletter (where they'll hear girls' voices) and to be invited to future Global G.L.O.W. events.
 - Ask everyone to pledge to answer a call to action (find someone to mentor, have a conversation with a girl, read one [story of strength](#) about a girl on Global G.L.O.W.'s website).
 - Get one new person to agree to host their own house party in the future.
 - **Fundraising Ideas** (Asking for donations can feel awkward - we're here to help!)
 - Share the costs - a year of GLOW Club for a girl is \$200 - for \$17/month they can provide an entire year of mentorship and safe space to a girl.
 - You can set a goal for the group of collectively funding a club of 15 girls for a year at \$3,000 or 25 girls at \$5,000.
 - Remember, because our social enterprise partner funds all of our administrative costs (salaries, office supplies, etc), **100% of all gifts go directly to fund girl's futures.**
 - Ask everyone to "donate their age" in a one-time donation.
 - Ask everyone to become a monthly (recurring) donor at any level.

THE MOST IMPORTANT THING IS THAT YOU CHOOSE GOALS THAT YOU ARE COMFORTABLE WITH.

We can help!

Once you've decided to host a house party, begin by contacting Global G.L.O.W.'s team at giving@globalgirlglow.org. A staff member will be in touch with you throughout the process and can help support: producing digital invitations, creating a personal donation page, providing informational materials, talking points or videos, or a team member if one is available.

What type of party should you host?

Any party you throw should be a reflection of you, your friends, and the things you value about Global G.L.O.W. This is about community and connection - keep it traditional or go unusual!

- **It's more fun together** - find a co-host. Consider asking a friend of two to help coordinate and invite their own friends.
- **What to eat?** BBQ? Potluck? Hors d'oeuvres? Catered sit-down dinner? How much do you plan to spend on food?
- **Who to invite?** Is it women-only or are partners and spouses invited?
 - Consider Mother/Daughter events. Host a tea, brunch, or cocktails where you can share what Global G.L.O.W. has taught you and why you are involved. Come up with ways to get involved together.
 - Do you participate in a cycling, dining, mahjong, or walking group? How about a book club? Turn your club into an opportunity to celebrate International Women's Day with friends.
- **What to say?** Global G.L.O.W. can send you materials, talking points and links to inspiring videos from the girls because nothing is better than hearing directly from them.
 - Consider inviting a speaker. Remember, every issue is a girls' issue!
 - Create connection with open, brave conversations. Consider some of the following questions and topics:

- What is bias and how does it play out?
- What unique challenges have you faced in your career as a woman? How did you overcome them?
- What is your hope for the next generation of women and girls?
- What is one thing you believe needs to be accomplished to achieve generation equity for girls in our lifetime?
- Which mentors or role models have positively impacted you in your career, and what's one lesson that they taught you?
- What role do you think everyone in the room can play a role in forging gender parity?
- What advice would you give your 14-year old self?

Find more talking points on page 5

COVID-19

Hosting an event is optional and dependent on your comfort level. Please check CDC and local guidelines to determine what measures are appropriate for your location. Encourage self-monitoring, communicate frequently, and proceed only if you feel comfortable.

SAMPLE PARTY AGENDA

6:00 - 6:30pm Greet guests; ask that they sign-in (have sign-in sheets and pens ready). Give everyone time to socialize over drinks.

6:30 - 6:40pm Briefly welcome your guests and remind them that the evening's event is either a Get to Know GLOW (friendraiser) or fundraiser for Global G.L.O.W. in honor of International Women's Day. Let them know you'll be sharing more in a bit, and encourage them to get to know one another and have fun! More mingling, plus food or passed appetizers.

6:40 - 7:15pm More mingling, plus food or passed appetizers. Now's the time for a quick icebreaker (GLOW Together), introductions, or game if that's your style.

7:15 - 7:45pm Grab your guests' attention and share with them your reason for hosting an event to celebrate International Women's Day and Global G.L.O.W. A personal story about your connection to our mission, focusing on one or two of the issues most important to you, is a really effective way to get started. If there is a speaker in attendance, you can introduce them to your guests and they will speak for a set amount of time, with time for questions. Finally, ask your guests to donate or to commit to your action of choice. Pass out Global G.L.O.W. materials (be sure to reach out to giving@globalgirlsglow.org for these). Make sure they know it's not required but that it's very much appreciated.

**Hosting a Mother/Daughter event? Discuss ways you can get involved together.*

7:40 and on. Have a great time bonding over your shared passion for supporting the next generation of women leaders and discuss next steps. Continue the party and thank guests before they leave.

“Nobody can succeed as an island, so when girls join their voices as one, education of the girl will be taken to higher heights.”

- Club Member, World Economy Skills And Agro Development, Cameroon

SAMPLE EMAIL INVITATION, CUSTOMIZE FOR YOUR EVENT

Dear <FIRST NAME>,

You're invited for an evening of community, connection, and conversation in celebration of International Women's Day.

Please join friends and advocates for women and girls on **March 8**, as we come together to celebrate our collective power and the future women leaders in Global G.L.O.W. programs. [Global G.L.O.W.](#) is a 501(c)(3) organization working to ignite the power of girls as a force for global transformation and is a cause near and dear to my heart. When I think of celebrating the strong women in my life, I think of my friends and GLOW girls.

See you March 8th at <TIME>
<HOST'S NAME> Residence
<ADDRESS>

Delicious finger food, wine, and other beverages will be provided.
Please RSVP before <DATE>. Seating limited.

With thanks,
<YOUR SIGNATURE>

“Taking control and collective action are the most important drivers of sustained improvements in women's rights and are a powerful force to end poverty.”
Club Members, Nigeria Reads, Nigeria

TALKING POINTS

Whether covering the rise of women creatives, the status of equal pay, scientific prizes awarded to women, the number of women leading in government, or women in the boardroom - insightful statistics and associated visuals are very engaging. Use the ones below or any others that compel you to advocate for gender parity.

International Women's Day (courtesy of www.internationalwomensday.org)

- International Women's Day (March 8) is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity.
- The day has occurred for well over a century, with the first International Women's Day gathering in 1911 supported by over a million people in Austria, Denmark, Germany and Switzerland. Today, International Women's Day belongs to all groups collectively everywhere.

- Movements like #MeToo, #TimesUp and the significant global rise in International Women's Day activity in every corner of the world - along with the many female-focused days and initiatives around the world - mean gender is firmly on the agenda. As expectations rise and information spreads faster and wider than ever before, everyone faces unprecedented scrutiny from consumers, communities, investors, governments, and the media in terms of their support for and treatment for women.
- Gender-related conversations and activity are certainly on the rise. Over the years, the term "International Women's Day" was the most discussed topic on Facebook by millions (even more than the Super Bowl). And back in 2018, Pantone's 'Color of the Year' was purple (i.e. women's color). Everywhere, gender is on the mainstream radar and impacting the narrative. Stereotypes, discrimination and bias are more likely to be called out. Men's role in society is more varied and gender roles are more fluid.

Global G.L.O.W.

Vision: A World Where Girls Thrive

Mission: To ignite the power of girls as a force for global transformation

What's the 30-second Global G.L.O.W. elevator pitch?

Girls around the world face challenging barriers because of gender inequity.

Global G.L.O.W. ignites the inherent power of girls through mentorship-driven after-school clubs in marginalized communities. We operate globally in partnership with local organizations who tailor their clubs to meet girls' needs. Our curricula build the skills, knowledge and support for girls to confidently pursue lives of their own design. Through girl-led initiatives and leadership opportunities, we amplify girls' voices to drive social change.

When girls thrive, they start a rising ripple effect that changes societal norms and transforms the world.

Why invest in girls?

- "The evidence is overwhelming—when girls thrive, they start an upward spiral that transforms societal perceptions and norms and breaks the shackles of poverty." - *Kylie Schuyler*
- Each extra year of secondary school can increase a girl's future earnings up to 25%. (USAID)
- Limiting educational opportunities for girls results in a \$15-\$30 trillion loss in productivity globally. (World Bank)
- COVID-19 is causing a dramatic increase in girl school drop-out rates, teenage pregnancy, early childhood marriage, and gender-based violence. The effects of this time will reverberate for years to come. Our mandate to serve more girls is more urgent than ever.