

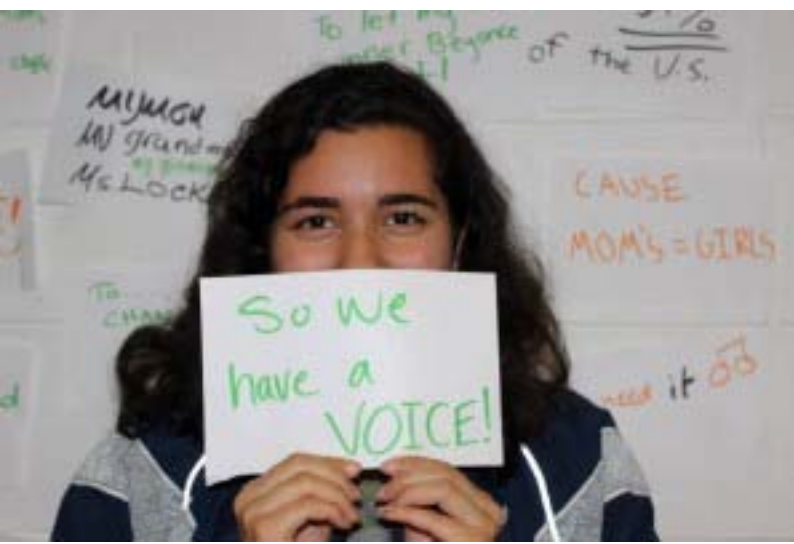


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# DAY OF THE GIRL

## 2014 Rally Toolkit

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DAY OF THE GIRL  
US movement - OCTOBER 11TH

***Our vision: To have 11 rallies in 11 cities on Day of the Girl 2014 (October 11th).***

**What is the Day of the Girl?:** The Day of the Girl is a response to an urgent problem facing our world today: the neglect and devaluation of girls around the world. On October 11 of every year, we envision dynamic groups across the world (led by girls, of course!) acting to highlight, discuss, celebrate and ultimately advance girls' lives and opportunities across the globe. When girls come together to talk about what really matters to us, we can teach ourselves and other people—adults, boys, and other girls all across the world—new ways of thinking about gender issues, which will empower us take action to change the status quo.

In 2011, the United Nations declared October 11th as the International Day of the Girl Child. Over the past two years, this movement helped young female change-makers secure over 100 county proclamations across the country. In 2013, US President Barack Obama officially declared the Day of the Girl thanks to very dedicated Day of the Girl-US activists.

**Now the big question...**

## **How do we do this?**

There's no better way to be seen and have your voice heard than planning a rally! It's a great way to learn how to organize and coordinate around the issues you care about. We know you're up for the challenge! To make it easier we broke it down into steps for you. We recommend giving one person the responsibility of making sure each step gets done.

What we picture: Aim for a 2 hour event with around 200 (or more!) people in attendance. This is a chance for organizations concerned with girls' rights and other Day-related focuses to share their message. Consider including dance, music, and poetry elements in addition to speakers. Make the rally an interactive experience for everyone.





# What's the role of the Day of the Girl-US Action Team?



## Let's Get Started!!!

The Day of the Girl Action Team will support and guide the young women and girls organizing the rallies in as many ways possible. While the message, the speakers, and overall organization of the rally is up to the discretion of the rally hosts, the Action Team plans to provide financial support and advice to make your cities rally successful. Hosts can apply for grants which will be reviewed and awarded by the Action Team. Though we expect hosts to raise some of their own funds, the Day of the Girl Indiegogo campaign (add link when available) will be source of grant money. Additionally, the Action Team will help hosts contact other local advocacy groups that will get involved with the rally.

### 1. Find an issue:

What's a problem affecting girls that's really important to you?

Is there a law in your local or state government that negatively affects girls? Is there a great bill about to be proposed that you want to get behind? Are certain stores or organizations in your area misrepresenting girls? Are your school's policies fair to both genders? Are there any specific girls' issues that your community really needs to learn more about? Or do you want to involve multiple organizations that can educate rally-goers that will present information on various issues?

Issue Examples:

- Girls in Stem
- Girls in Politics
- School Pushout
- Title IX
- Sex Trafficking in the US
- Negative Media Images

### 2. Get a base of supporters to help you plan:

Are there community groups and organizations that focus on girls issues that you can contact and get involved? Email contacts from these groups, explaining your plan, and asking them to pledge their support, either by coming to the event or helping with planning. Face-to-face meetings are always more effective and encouraging than emails - meet with the representatives of these organizations to make sure they understand their involvement.

Where to find supporters:

- Youth Group
- School Clubs
- Girl Scout Troops
- Local Businesses
- Day of the Girl Youth Action Network Facebook Group



# Sample Email to Community Organizations

Dear \_\_\_\_\_,

Hello, my name is \_\_\_\_\_ and am part of the group organizing the (name of city) Day of the Girl rally (check out [www.dayofthegirl.org](http://www.dayofthegirl.org)).

The United Nations declared October 11 as the International Day of the Girl Child in 2011. The Day of the Girl is a response to an urgent problem facing our world today: the neglect and devaluation of girls around the world. On October 11 of every year, we see dynamic groups across the world (led by girls, of course) acting to highlight, discuss, celebrate and ultimately advance girls' lives and opportunities across the globe. When girls come together to talk about what really matters to us, we can teach ourselves and other people—adults, boys, and other girls all across the world—new ways of thinking about gender issues, which will help us take action to change the status quo.

We're interested in knowing if (insert name of organization) would like to have a role in the (name of city) rally. This would be a chance for (insert name of organization) join forces with other organizations committed to girl and women issues to create change.

There are many ways for (insert name of organization) to get involved. You can host a booth to share information about (insert name of organization), have a representative on the Planning Team, or just attend the rally.

Please email me at (email address), and we can set up a time to talk and answer any questions you may have! We look forward to working with you!

Sincerely,  
Name  
Email address

## Keep the Momentum Going!



DAY OF THE GIRL

OCTOBER 11TH - [dayofthegirl.org](http://dayofthegirl.org)

### 2. Find a Place:

- Determine a time for rally to start and end
- Look for public places that has space for many people and can be set up for speakers or a march. (Some places have sound systems to use already, other places you may have to rent a sound system.) Remember the space must be available on Day of the Girl, Saturday, October 11, 2014.
- Permits: Call your local police station to find out if you need a permit to hold the event and how to obtain one.
- Think about: public parks, pedestrian friendly streets, in front of government build-

### 3. Contacts for the Event:

- Get Speakers: Ask local politicians, business owners, news casters, athletes, artists, and activists who are involved to give speeches. Don't forget yourselves and other girl activists - this is your rally, make your voices heard!
- Information booths: Ask local organizations to set up booths to educate participants about the areas they focus on. Make sure people leave feeling like they made a difference by giving them the opportunity to get involved by signing petitions and becoming educated on issues.
- Food: Ask local restaurants to donate food. Make sure you give them free advertising in return.
- Advertise: Flyers EVERYWHERE, put ads in local newspapers, on local online websites, on the radio, and contact news stations
- Press: Contact local newspapers and television stations to get the word out about the rally.

# Closer to October 11th:

## 1. Create a Schedule:

Figure out the flow of the event and let speakers know what time they are expected.

### Here's a Sample:

10:00am - team arrives and sets up

10:30am - people (and reporters, hopefully!) arrive and sign in

10:30am - 11:00am - free time for people to wander around and explore booths/activities

11:00am - 11:05am - officially begin the event! thank everyone for being there, run down of the day, etc

11:05am - 11:10am - first speaker

11:10am - 11:15 am - second speaker

11:15 - 11:20am - third speaker/performance

11:20am - 11:50am - march/some other significant action

11:50 - 12:00am - wrap up, lunch time, keep activities/booths open

# It's almost time for the rally!!!

## 2. Designate roles:

Think about having an emcee, greeters, sign coordinators, media coordinator. Make sure everyone knows their job and the schedule for the rally.



## 3. Make a list of everything you'll need.

Here's some things to keep in mind:

- sound system
- podium
- chairs
- signs
- tables
- table cloths
- tape
- scissors



## 4. Talk to the Media:

Email local papers to let them know about the Day of the Girl rally. Put the event on community calendars. Send out emails regarding the event on listserves.





# Sample email to media:

Dear (name of media outlet),

The members of (name of your organization) invite (name of media business) to observe how the Day of the Girl is being celebrated in (name of city).

On October 11 Day of the Girl will be celebrated with 11 rallies taking place in 11 cities to recognize the day. The Day of the Girl is a response to an urgent problem facing our world today: the neglect and devaluation of girls around the world. On October 11 of every year, we envision dynamic groups across the world (led by girls, of course) acting to highlight, discuss, celebrate and ultimately advance girls' lives and opportunities across the globe. When girls come together to talk about what really matters to us, we can teach ourselves and other people—adults, boys, and other girls all across the world—new ways of thinking about gender issues, which will help us take action to change the status quo.

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On Saturday, October 11, 2014 the (name of city) Day of the Girl rally will be at (inset location) from (insert time) to celebrate girls' rights and recognize the struggles that still exist. The (name of city) rally will feature (mention speakers, musicians, and artists). This event is free and open to all members of the community.

Thank you for your interest. To learn more about Day of the Girl, go to [www.dayofthegirl.org](http://www.dayofthegirl.org). Please contact me if I can answer any questions.

Name

Email

## On the Day of the Girl Rally

1. Set up early.
2. Have a meeting before the rally with everyone involved in the planning of the rally to make sure everyone is ready and on the same page.
3. Have a sign up sheet for participants to put contact information on so they get more information on Day of the Girl.
4. Take lots of pictures! They will be of use in the future.
5. Enjoy the energy of the rally!

## After Day of the Girl

1. Tell your Day of the Girl Action Team contact about how the rally went. Send us photos from the event to be put on [dayofthegirl.org](http://dayofthegirl.org).
2. Send thank you notes to the speakers.
3. Follow up with press. Even though a newspaper may not send a reporter to the event, they may be interested in writing about the rally after it has happened.

# Ready?

The Day of the Girl Action Team is so excited to see 11 rallies in 11 cities on October 11. Best of all, we're super excited to have you be part of this movement. It may seem like a lot, but you can do it if you break it down into small steps and designate jobs. Please contact your Day of the Girl Action Team contact if you have questions or need some advice.

Please go to [www.dayofthegirl.org](http://www.dayofthegirl.org) for more inspiration and to apply for a rally leadership position.

