



# EQUALITY NOW STUDENT TOOLKIT

Thank you so much for deciding to support Equality Now. You are taking the first steps to being part of an organization putting the rights of women and girls at the top of the agenda on a global scale. Your support is extremely valuable to us and the women and girls we are all working for!

To help start your organization we've made a handy toolkit - in which you can find the following:

- Step by step information on how to build a productive and effective Equality Now club, designed especially for students.
- Tips/Ideas on fundraising, club leadership, and organization.
- A template to help you organize a timeline for your events.

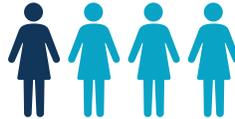
We are excited for you to join our network and are looking forward to seeing all of the important work that comes out of your Equality Now club/organization. Best of luck!



## GENDER EQUALITY STATISTICS



Over a lifetime, one in three women will experience physical or sexual violence regardless of age, background, or country.



One in four girls in Kenya is married by the time she turns 18

15

The average age of a sex trafficking victim is 15

513,000

Women and girls across the US have experienced or are at risk of undergoing female genital mutilation.

10

In Sudan, with permission from a parent, girls as young as 10 can be married off.

27%

Of countries in the world have sexist nationality laws in which their governments simply decided that a woman should have fewer rights than a man to pass on her citizenship to her children or her foreign spouse or to acquire, change or keep her nationality.

## ABOUT EQUALITY NOW

Founded in 1992, Equality Now is an organization grounded on the belief that gender equality is the key to a more equal world for all. Everyday, women and girls around the world face systematic inequalities, often resulting in violence and sexual exploitation which violates their basic human rights. This kind of inequality is bad for everyone, not just for women: research shows that where women and girls are treated unfairly, there is more societal conflict and less economic stability. The mission of Equality Now is to use a combination of legal advocacy, international partnership building, and community mobilisation to hold governments accountable for improving laws that allow women and girls to live free, fulfilling and safe lives. Equality Now has four main areas of focus: Ending Sex Trafficking, Ending Sexual Violence, Achieving Legal Equality, and Ending Harmful Practices which include Female Genital Mutilation (FGM) and Child Marriage. With offices in New York, London, Nairobi, Amman, and Washington D.C, Equality Now prides itself on being an organization that effectively brings justice and equality to women and girls around the world.

*“The Law is a statement of your worth by your government. Laws that treat men and women, girls and boys unequally relegate women and girls to a lower status in society. Failure to outlaw practices that harm women and girls leaves them with no recourse for violations against them. The law is the way to hold your government accountable for your protection.”*

**-Yasmeen Hassan**



## 1 STEP ONE: CREATE

**Create your team.** Pull together a few motivated students who are willing to help lead the project. Discuss why you are passionate about equality and women's rights, and why you believe other students at your school should be too. As a club, what do you broadly want to achieve? Once you get together consider the following:

- Begin by asking yourself what kind of place is my school? What is the demographic, who will be most willing to join the club and who will not be?
- How can you reach students who normally wouldn't be involved in student activism?
- What are the issues that your club/fundraiser wants to focus on?



## 2 STEP TWO: GET STARTED

### Plan Ahead

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- Get to know your school's club policies/guidelines, then outline a club constitution. If you need a faculty advisor for your club, you can start by asking your teachers. If they can't advise you, ask them if they can connect you with other faculty who might be interested in advising.
- Begin planning the logistics of structuring your club.
- Assign roles: President, Treasurer, Event planner (You can decide your structure!)
  - President: lead and support the whole club.
  - Internal Vice President: ensure the board function efficiently. Team building.
  - External Vice President: outreach and collaborate with other student groups.
  - Communications Chair: social media marketing and taking notes during board and important meetings.
  - Finance Chair: fundraising and recording club expense.

### Planning Events

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- Some event options: Speaker event, Round table discussion, Movie screening, Art & Feminism ( drawing, music, performance, etc. ), OpenMic.
- What topics do you want these events to focus on? Focusing on current events can be a good way to engage with your audience. You can also discuss topics that are relevant to Equality Now's work: Child Marriage, FGM, ERA, Online sexual exploitation.
- What kind of fun/social activities do you want to have vs. more serious events
- Think about the deadlines/time of year you'd like to hold these events. Perhaps around the holidays, or the beginning of the year. Creating a mini-calendar is very helpful and provides direction. (We provided a template for you in packet)
- What is your budget? Would you rather spend a lot of money on a few bigger events or do many smaller events?



## Plan Your Outreach

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- Begin by planning campus events that will attract followers
- Table' in highly concentrated areas (hallways if permitted, dining halls, student centers)
- If bake sales and tabling sound outdated, plan other things! Movie screenings, submitting articles to your school newspaper, or open discussions often attract people. Reach out to local organizations/businesses to ask if they would like to help sponsor an event (for ex. Certain % of a pizza pie goes to EN if we order # pies)
- Create incentives for potential members. For example, create a 'stamp card' (similar to those where if you order 4 ice coffee's the 5th is free) but with your club. So if you attend 4 Equality Now meetings, on the 5th one you'll receive a prize. This allows incentive for people to keep coming, and with time people will be more likely to become invested.



## HERE ARE SOME TIPS AND IDEAS...

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- **Create a lively social media presence; an Instagram, a Twitter or a Facebook page for events is always helpful. Here are some general tips on social media advertising.**
  - Find out if there’s a Facebook group for your school. If yes, join it and advertise events there!
  - When advertise events, make it as inclusive as possible. For example, mention “you don’t need to have any knowledge on the issue to come to this event / no prior experience required.”
  - If you are bringing free food/drink, stress that!
  - A series of weekly events is a good way to secure a good number of audiences every week. For example, you can host events such as WordsOnWednesday, FeministFriday, OpenMicMonday.
- **Some common Equality Now Hashtags include: #MakeEqualityReality, #ListenToSurvivors, #MisogynyBoresMe; #LawsDon’tReverseThemselves, #EndFGM, #EndSexTrafficking**
- **Collaborate with other clubs.** From other human rights clubs to more social clubs, having a good relationship with other campus organizations is always beneficial.
- **Make a book club.** Think of books concerning your topics that people actually want to read!



# EQUALITY NOW RECOMMENDS

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## Books

*I Am Nujood, Age 10 and Divorced* by Delphine Minoui and Nujood Ali

*The Handmaid's Tale* by Margaret Atwood

*Sister of My Heart* by Chitra Banerjee Divakaruni

*Sold* by Patricia McCormick

*Paid For: My Journey Through Prostitution* by Rachel Moran

*Saving Zoë* by Alyson Noël

*Behind the Beautiful Forevers: Life, Death, and Hope in a Mumbai Undercity*

*I am Malala* by Christina Lamb and Malala Yousafzai

*Half the Sky* by Nicholas Kristof and Sheryl WuDunn

## Media

*THT*, podcast

*I am Jane Doe*, movie

*The Traffickers; "The Girl in the Window"*, TV show

*Hot Girls Wanted*, documentary

*Roll Red Roll*, documentary

*The Hunting Ground*, documentary

*The Handmaid's Tale*, TV show

*Saving Zoë*

## News

[New York Times Women's Rights](#)

[HuffPost Women's Rights](#)

[The Guardian Feminism](#)



## 3 STEP THREE: FOLLOW THROUGH

### Hold Meetings

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- Make your plan a reality! Have an internal board meeting so you can plan your upcoming events. Have a general meeting open to everyone so you can attract more members.
- Remind your members, supporters, or general community ahead of the date, and show up ready to go. Whether you're running a club or planning for a fundraiser/event, meetings are an important step in working towards action.
- Follow a meeting plan so that your meetings are organized and attendees are continuously engaged. *(see attached meeting plan template)*

### Maintain Interest

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- Keep your community aware of your presence, updated on your/Equality Now's news *(see Resources section)*, and interested/invested in your plan. Reach out regularly via an email list and/or social media.
- Get feedback from the community on what they like about your club or idea and what they would like to see from it. This could happen in the form of a survey, end-of-meeting Q and A, etc.
- Direct attention to any general or Equality Now-related news sources/resources that will allow your community to see progress or issues related to your actions/goals.

### Share your progress and accomplishments with us!

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- Stay in touch with Equality Now through email ([info@equalitynow.org](mailto:info@equalitynow.org)) and/or social media (Twitter: @EqualityNow / Facebook: Equality Now) so that we can see what you're doing and how we can help.



## FUNDRAISING

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*If you would like to fundraise for Equality Now, here are some general tips!*

*Prior to organizing a fundraiser, determine the restrictions regarding fundraising at your school, as this could limit factors such as location or audience.*

### **1. Brainstorm**

With your club, determine how you would like to fundraise. Examples include hosting speakers, film and TV screenings, or marathon/sports events. (Consider your budget! If you don't have one, request donations if your school permits it.)

### **2. Develop Content**

Familiarize yourself with Equality Now resources, including the Fact Sheets and Annual Reports (available on the website), to ensure your content aligns with that of the organization.

### **3. Promote**

Utilize Equality Now materials to promote your event. Contact [info@equalitynow.org](mailto:info@equalitynow.org) for more resources.

### **4. Fundraise**

Create a Facebook page with a goal amount, use Give Lively or donate directly on Equality Now's website, this will encourage guests to participate.

## RESOURCES

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*Here are some helpful places to look for information and news from Equality Now*

[Equality Now Factsheets](#)

<https://www.equalitynow.org/blog>

<https://www.equalitynow.org/press>

[Sign up for Equality Now's newsletter](#)



# TEMPLATES

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## Club Meeting Agenda Template

### Introduction

- Casual statement of welcome, collect contact information from any new members/attendees to add to contact list for club updates

### Updates

- Show and/or summarize a recent Equality Now news story (from Equality Now blog/social media or related to Equality Now's work)

### Share any club related news

- Upcoming club/school/local event, recent fundraiser or survey results, new meeting time, etc. Ask members to share updates/news they may have

### To-Do List

- **Introduce Topic of the Day (to be decided before meeting):** Share background information on the topic using Equality Now website and/or other research
- **Engage Club Members in Topic of the Day Discussion:** show a related documentary or read/listen to a related interview, have members share their thoughts/awareness of the issue, bring in guest speaker, brainstorm questions for further research or ideas for taking action
- **Event Preparation:** If you are planning an event and do not have an event prep to-do list, create one\*. Consult your to-do list and work on the tasks to stay on schedule. If there is an event committee, check in with them on progress/needs.
- **Other Tasks:** Any non-event tasks (creating a survey to send out to school, planning an assembly announcement, writing an email to Equality Now, etc.)
- **Wrap Up:** bring the meeting to an end, make a note of how much you got through for any continuing projects, make any reminders about next meeting date/time and important upcoming events/deadlines

*\*see event planning template in toolkit*

## Event Planning Schedule Template

<u>Tasks</u>	<u>Deadlines</u>	<u>Month/Day</u>	<u>Finished?</u>
Choose event size, type (how many people attending, what kind of event)	Weeks or Months in Advance		
Decide on budget and/or funds needed, come up with school-sanctioned ideas for fundraising			
Create a sub-committee to be in charge of event tasks			
*If applicable* Reach out to speakers/performers/item suppliers with Equality Now/event fact sheet and request			
Confirm date/time and book/reserve location	3 Weeks Before		
Send invitation/email to send to potential guests			
Create Facebook event for people to RSVP to	2 Weeks Before		
Hold fundraiser or have club members reach out to their networks for donations			
Reach out to Equality Now for materials to display/give out to guests			
Create posters/flyers to put up around school if allowed	1 Week Before		
Coordinate club member volunteers to help out at event (create sign up sheet)			
Send out reminder email	1-2 Days Before		
Set up tables/decorations/supplies before event	Day of		