



WAGGGS



Grow

Crécer · Grandir · نمو

World Thinking Day 2017
COMMUNICATIONS PACK



World Thinking Day 2017 is all about growth. We've developed this pack to help you celebrate our global movement and to support growth in your national organization.

Together we can create the biggest World Thinking Day yet!

CONTENTS:

- **Key messages**
- **Promoting World Thinking Day**
 - » Spreading the message in your national organization
- **Social Media**
 - » Sample content
 - » Twibbon
 - » Tips & tricks
- **Fundraising**
 - » The World Thinking Day Fund
 - » Fundraising Ideas
- **Graphics**
 - » The official World Thinking Day card, including a message from the WAGGGS World Board
 - » Facebook Cover photo and Twitter Banner
 - » Email Footer
 - » #Letsgrow Frame
- **The Olive Awards**
- **When we Shine music video challenge**

This pack and the related materials have been developed to support your World Thinking Day celebrations. Please make use of all the materials, share them with others in your organization, and together we can spread the word about World Thinking Day and help to grow our amazing Movement.



KEY MESSAGES

- World Thinking Day is celebrated by Girl Guides and Girl Scouts across the world on 22 February each year. It is a day of international friendship and solidarity.
- This year's theme is Grow. We believe that every girl should have the chance to grow, learn and reach her potential. We believe that more girls should be able to be part of the Girl Guide and Girl Scout movement.
- We want to grow our World Thinking Day celebrations in 2017 and invite more girls and young women to experience what it means to be a part of our Movement.
- We want a world where all girls have a safe space to grow, and have many exciting, relevant, accessible and user-led experiences.
- There are approximately 800 million girls around the world and but 10 million of them are Girl Guides and Girl Scouts. We want to reach even more girls!
- World Thinking Day is the perfect opportunity to show the world how amazing it is to be a Girl Guide or Girl Scout, and to encourage more young people to get involved.
- The World Thinking Day 2017 activity pack will help you to think about growth in your community. It has been designed to be used throughout the year by your Girl Guide and Girl Scout groups to help you attract new potential members to meetings and grow our Movement.
- Since 1932 World Thinking Day has also been an important opportunity to raise funds to support WAGGGS' work across the world. The World Thinking Day Fund supports WAGGGS to deliver life-changing opportunities for girls around the world. Donations can help us to grow and reach more girls and young women. In 2017, we invite you to donate to the fund online, through our JustGiving Page, CAF Donate button or at www.wagggs.org/WTDFund



PROMOTING WORLD THINKING DAY

Everyone involved with Girl Guiding and Girl Scouting can help to promote World Thinking Day and to grow our Movement. Here are five simple ways you could help to shout out about this special day:

1. Over the next few months...

Encourage groups, troops and units in your national organization to get involved. You could post information about the activity pack on your website, promote World Thinking Day in a newsletter or link to the activity pack on your social media channels

2. From January...

Start the conversation. Whether it's in person or on social media, asking other people to share how they're marking World Thinking Day can be a great way to get people talking about the event. Start using the [#LetsGrow](#) Twibbon to build excitement on social media.

3. On the day...

Get involved on social media. Sharing pictures and messages about your World Thinking Day activities is a great way to tell people about Girl Guiding and Girl Scouting in your community and across the world!

4. On the day...

Talk to someone outside of the Movement about World Thinking Day – what it means to you, how you are celebrating. Talking to friends, colleagues, family or the public about Girl Guiding and Girl Scouting can help more people to understand the impact of our Movement.

5. After World Thinking Day...

The World Thinking Day pack has been designed to be used throughout the year. If you complete activities after the day, sharing pictures and stories on social media can still be a great way to show people all the fun of Girl Guides and Girl Scouts. Continue using the hashtag [#LetsGrow](#) on social media to help reach new people and grow our Movement.



SOCIAL MEDIA

The posts below are suggested content, designed to work with WAGGGS' online and your offline communications. You are welcome to edit these or come up with your own messages to suit your channels/audiences.

WAGGGS will be sharing photos of activities tweeted using **#LetsGrow** throughout February. We'd love to see lots of pictures from across the world, so please encourage groups, troops and units in your countries to share photos of their activities.

Hashtags: **#LetsGrow** and **#WTD2017**

WAGGGS profiles:

- Facebook - www.facebook.com/wagggs
- Twitter - [@wagggs_world](https://twitter.com/wagggs_world)

SAMPLE CONTENT

FACEBOOK

- It's not long until World Thinking Day!! We're proud to celebrate with 10 million Girl Guides and Girl Scouts across the world. **#LetsGrow** and give even more girls and young women the chance to join our incredible movement. Download the Grow activity pack at www.worldthinkingday.org and get involved.
- How are you celebrating **#WTD2017**? Comment and let us know!
- We've added a **#LetsGrow** frame to our profile picture, add yours at twibbon.com/Support/world-thinking-day-2017. Help us grow our celebrations for **#WTD2017**! We challenge you to get 5 friends to add the frame to their profile pictures - how many people can you inspire?!
- We love seeing photos from your World Thinking Day activities - keep posting them using **#LetsGrow**. Help us to inspire more girls and young women to join our amazing Movement!
- This year's World Thinking Day theme is Grow! We believe that every girl should have the chance to grow, learn and reach her potential.
- There are 10 million Girl Guides and Girl Scouts across the world. Our activity pack invites you to help more people access Girl Guiding and Girl Scouting in your community. Share how you're celebrating **#WTD2017** and **#LetsGrow**
- This year's World Thinking Day is all about growth. Tell us why you believe more girls and young women should join our global movement? Share your comments and **#LetsGrow**



TWITTER

- How will you be celebrating #WTD2017? Share your **#LetsGrow** photos!
- It's not long until World Thinking Day!! Download the **#WTD2017** activity pack at www.worldthinkingday.org and **#LetsGrow**.
- We've added a **#LetsGrow** frame to our profile, add yours at twibbon.com/Support/world-thinking-day-2017 - Let's make #WTD2017 the biggest yet!
- I'm wearing my scarf on 22 February to celebrate World Thinking Day. Are you? **#WTD2017**
- Did you know fundraising is part of **#WTD2017**? Fundraise together online and help us grow at www.justgiving.com/campaigns/charity/waggs/wtd
- You can help us reach more girls and young women by fundraising together online. Visit www.justgiving.com/campaigns/charity/waggs/wtd and **#LetsGrow!**
- What do you love about being a Girl Guide or Girl Scout? Share your stories and inspire more people to get involved **#LetsGrow #WTD2017**

CALL TO ACTION: TWIBBON!

- After the success of our 2016 Twibbon, we will be launching a **#LetsGrow** Twibbon for World Thinking Day 2017. You will be able to add this to your social media profile pictures from January.
- From January we'll be asking members of the Movement worldwide to promote growth online by adding a frame to their profile pictures on social media, and challenging them to get five friends to add the frame to their profile picture.
- You will be able to add the frame to your own profiles at twibbon.com/Support/world-thinking-day-2017 - we challenge you to get as many of your followers and friends as possible to add the frame to their profiles!
- The frame will be available from January on the WAGGGS website for you to download and share.





TOP TIPS FOR FACEBOOK AND TWITTER

- Be visual – people love to see great pictures and videos on social media. Using imagery will help boost engagement with your social media posts.
- Spread posts out, look at the insights/analytics and find out when most of your followers are online. Usually it will be first thing in the morning, at lunchtime, and when they finish school or work!
- Have fun! Showing the fun and excitement of our Movement can help inspire people to get involved. People don't go on social media to be serious, they want to smile and laugh together with the world.
- Make it a conversation – if people are asking you questions, commenting, sending you messages, get back to them. Social media is about building a community and being social.

FUNDRAISING

THE WORLD THINKING DAY FUND

On World Thinking Day in 1932, Olave Baden-Powell wrote to a million Girl Guides and Girl Scouts asking for a penny each to support WAGGGS' work. Since this time, fundraising has been an important part of World Thinking Day.

WAGGGS continues to use the funds raised as part of World Thinking Day to work to deliver life-changing opportunities for girls around the world. These donations allow us to support girls and young women to run projects and campaigns, attend training events, conferences, seminars and so much more.

By fundraising for WAGGGS you can help us to grow and give more opportunities to more girls across the world. Donating is simple. Visit www.wagggs.org/WTDFund to find information on how you can donate online.

For those who are running a fundraiser, why not set up a page on our World Thinking Day fundraising site, which offers a simple and secure way for you to fundraise for World Thinking Day. Sign up and create your page, then ask members, friends and families of your organization or group to donate direct to the World Thinking Day Fund. The website accepts donations in over 72 currencies and supports most major languages.

Certificates

Members and groups who send their donations to WAGGGS receive a thank you letter and certificate. We know that in most countries, donations are sent to the MO head office and we don't want to leave anyone out, so we have made the certificates available online. Leaders can download them and present them to their group once they have fundraised and donated to the WTD Fund. They are available in all 4 WAGGGS languages, and we are happy to send you the design files if you would like to adapt them for your language or country.

Fundraising Ideas

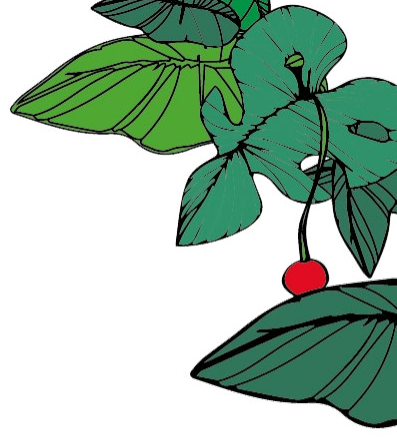
Want to fundraise and help WAGGGS to reach more girls globally? Take a look at our simple fundraising ideas to help get you started:

Quick fundraising ideas:

- Host a sponsored walk or a sponsored silence with your group, unit or patrol during one of your regular meetings. Girls could ask friends, family or their community for sponsorship money.
- Decorate World Thinking Day jars and ask girls in your group, unit or patrol to collect coins in these in the weeks before World Thinking Day. (Take a look at page 18 of the Grow challenge pack to take this idea further).

Have more time to fundraise?

- Host a World Thinking Day event for local children with a small entrance fee – you could use some activities from the World Thinking Day 2017 pack.
- Organize an international-themed quiz night with a cost for each team to take part and a prize for the winners. Questions about our global Movement could help show the world wide impact of our work.
- Want to get adventurous? Why not take part in a big challenge with other leaders? You could plan a trek or a camp or even challenge yourself by abseiling down a local landmark.
- Special events can be a great way to fundraise and reach people outside of Girl Guiding and Girl Scouting. You could plan a gala ball, an auction or a gourmet dinner and sell tickets.



GRAPHICS

THE OFFICIAL WORLD THINKING DAY CARD

From early February we'll be sharing an official digital World Thinking Day card with you. We'll be asking you to share it with friends, connections, members and those new to Girl Guiding and Girl Scouting around the world this World Thinking Day. The message below will feature in the card – it's from the WAGGGS World Board to Girl Guides and Girl Scouts around the world - and those who we hope will be joining us soon. We'd love to see it translated into local languages, and reaching lots of our Girl Guiding and Girl Scouting family!

"Dear Girl Guides and Girl Scouts,

On behalf of everyone at the World Association of Girl Guides and Girl Scouts, we would like to wish you a happy World Thinking Day 2017. Since 1926 World Thinking Day has been marked each year on the 22 February – the birthday of Lord and Lady Baden-Powell. It is a day that brings us together; to celebrate, to connect with our sisters around the world, to work together to ensure girls' voices are heard. This year's theme is Grow. We believe that every girl should have the chance to grow, learn and reach her potential. We believe that more girls should be able to be part of the Girl Guide and Girl Scout movement. World Thinking Day is an important opportunity for us to show the world how amazing it is to be a part of our global Movement. In 2017 we ask you to invite more people into our World Thinking Day celebrations to help us grow and support even more girls. However you mark this special day, please be sure to share your activities, your ideas and your experiences with our 10 million members in 146 countries on Facebook and Twitter with #LetsGrow and #WTD2017. Thank you for all that you do to help girls to reach their potential. We can't wait to work together to celebrate the biggest World Thinking Day yet.

Best wishes, the WAGGGS World Board"

FACEBOOK COVER PHOTO AND TWITTER BANNER

Find the World Thinking Day 2017 Facebook Cover photo and Twitter Banner on the WAGGGS website at www.wagggs.org/resources.



EMAIL FOOTER

Copy and paste the image below into your email footer to spread the word about World Thinking Day. The image links to www.worldthinkingday.org



#LETSGROW FRAME

Download the **#LetsGrow** frame, as used with Twibbon for Facebook and Twitter profile pictures on the WAGGGS website at www.wagggs.org/resources



THE OLAVE AWARDS 2017

For the Olave Award 2017, we want to celebrate Girl Guide and Girl Scout groups that are growing the Movement by reaching out to girls and young women in their communities who don't otherwise have access to Girl Guiding and Girl Scouting.

If individuals or groups in your national organization complete the World Thinking Day 2017 Challenge, they are on their way to applying for the awards.

Deadline for applications is 31st March 2017. Find out more at bit.ly/OlaveAwards2017



WHEN WE SHINE MUSIC VIDEO CHALLENGE FOR WORLD THINKING DAY 2017

In celebration of World Thinking Day, you're invited to download the free Mp3 song and music to When We Shine (www.whenweshine.org), then create a music video, either on your own or with the help of your Troop, Group, Council and/or Community, that best expresses the spirit of our Global Girl Scouts and Girl Guiding Community, Growing in Action!

This is an activity from the WTD 2017 activity pack called: Grow your dance moves, p.15.

Your music video must be submitted by March 22nd 2017 and the winners will be announced on March 31st, 2017.