

Campaign Toolkit

Through the Her Future campaign, WUSC is contributing to girls' empowerment to pursue educational pathways in crisis-affected areas. Canadians and people living in Canada can take small, everyday actions to have a tangible impact on the lives of **girls in fragile, conflict and crisis situations globally**.

Take Action!

By raising awareness of the challenges girls in crisis situations face in accessing education through volunteering, donating, and supporting the Her Future campaign, you will be helping to increase literacy rates, improve health outcomes, and empower girls to be agents of change in their lives. Get involved and help remove barriers to accessing education for girls so that they can achieve their goals. **Let's get started!**

LEARN MORE ABOUT WUSC'S GLOBAL IMPACT ON GIRLS' EDUCATION

- Pages 8-13 of WUSC's [Annual Report](#)
- WUSC has been implementing a [remedial education programming](#) in northern Kenya since 2011, in partnership with Windle International Kenya, to address critical systemic gaps, improve girls' academic performance, and positively influence attitudes towards girls' education.
- Through the **Kenya Equity in Education Project (KEEP)**, WUSC finds holistic solutions to girls' education in the Dadaab and Kakuma refugee camps, and host communities in Garissa and Turkana counties in northern Kenya. [Here's what we've learned works for girls' education](#) from the first five years of KEEP.
- Read our most recent blogs on our work in the area of education:
 - ["Do not underestimate girls' education."](#) Community reflections from our recent radio programming in Kenya;
 - [Using a gender lens to address COVID-19 response in refugee settings;](#)
 - [How cash transfers help girls continue their education in Kenya;](#)
 - [What works for girls' education;](#)
- UNHCR Education Report 2020 [Coming Together For Refugee Education](#)

VOLUNTEER OR DONATE

- Volunteer in Canada or abroad. Information about our e-volunteering, international volunteering and WUSC Local Committees' opportunities can be found [here](#).
- Contribute [an annual donation](#) to WUSC that helps provide girls in fragile, conflict and crisis situations with access to quality education and empower them to be agents of change.

ATTEND AN EVENT

- Find out about upcoming events hosted by WUSC and across the WUSC network [here](#).

RAISE AWARENESS

- Share information about the campaign with your family, friends, peers and colleagues (check our talking points section). Talking about this cause with people you know is a great way to create change. Call a friend and use this toolkit to guide your conversation
- Organize an [event](#) to raise awareness on girls' education in crisis situations
- Raise awareness on social media, using our hashtags, key messages, and shareables
- Advocate! Send a letter or an email to your local MP to ask them to be a champion for Official Development Assistance (ODA), raise awareness with their caucus, and ensure that investments in development are part of the Government's Budget
- Advocate! Send a letter or an email to your local MP and ask them to share their support for this campaign on social media. Make sure to include the campaign hashtags and suggested social media posts with them

JOIN OUR CAMPAIGN

Visit the [campaign landing page](#) to sign up for campaign updates and stories of impact. Here you can also find more information and resources to learn about the importance of Canadians and people living in Canada getting involved and making tangible changes to remove barriers to equal access to education for girls in crisis situations.

Want the latest news delivered straight to your inbox? [Sign up](#) for our newsletter.

KEY MESSAGES AND TALKING POINTS

- Girls are strong, resilient, and are powerful agents of change. When we help remove barriers to accessing education for girls in conflict and crisis situations, entire communities benefit. Learn more about the Her Future campaign. herfuture.wusc.ca
- Girls in fragile, conflict and crisis situations are two times less likely to access secondary education than their male peers. WUSC helps remove barriers to accessing education, allowing girls to further their strength and resilience. herfuture.wusc.ca
- Through fundraising and awareness-raising activities, WUSC Local Committees play an important role in supporting WUSC's goals and objectives, like increasing access to education for girls in fragile, conflict and crisis situations. Empower more advocates by encouraging friends to get involved. wusc.ca/volunteer
- By donating to WUSC, you're taking action to support programs that have a tangible impact on the lives of girls in fragile, conflict and crisis situations globally, increasing literacy rates and empowering girls to be agents of change in their lives. wusc.ca/donate
- Educated girls can also apply for scholarship opportunities like the Student Refugee Program (SRP). srp.wusc.ca

SAMPLE SOCIAL MEDIA CONTENT

We're looking for supporters to help spread the message that Canadians and people living in Canada can take action to remove barriers to education for girls in crisis situations in many different ways. Consider using the hashtags #HerFutureWUSC to help identify your posts with this campaign.

- Did you know that girls in crisis situations are two times less likely to access secondary education than their male peers? 📖 Through #HerFutureWUSC, you can help remove barriers to accessing education, allowing girls to enhance their strength and resilience. 🤝🤝🤝 herfuture.wusc.ca
- Are you looking for ways to make a real impact? 🌍 WUSC has directly supported 16,593 girls in crisis situations by removing barriers to education. 👩👧👦 Learn more about how you can make a difference through #HerFutureWUSC. herfuture.wusc.ca
- I [**donate to/volunteer with/support #HerFutureWUSC with**] WUSC because concrete actions drive real change. 🤝🤝🤝 Together, we can make a difference in the lives of girls in crisis situations . Will you join the #HerFutureWUSC campaign? wusc.ca/volunteer or wusc.ca/donate

Share the social media content on your Facebook, Twitter, or Instagram. You can also use Instagram Stories. Below are some additional tips to help your message stand out on Stories:

- Consider using easily readable bold fonts
- Make sure the text is clearly visible, for example by choosing dark text on a light background
- Consider using a filter such as “Oslo”
- Use mentions and hashtags as much as possible, keeping it small but clickable
- Avoid placing hashtags and mentions on the left or right sides, where someone would tap to go to the next Story
- Consider using related animations or stickers to make your stories stand out

CANVA TEMPLATES

Use our social media images to share why it is important for Canadians and people living in Canada to take action to help remove barriers to accessing education for girls in fragile, conflict and crisis situations, and ways supporters can get involved. You can download a series of shareables directly to use on social media platforms here.

[Click here to download](#)

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For more information about this campaign and what
WUSC does, please contact
campaigns@wusc.ca