



WITNET
GLOBAL NETWORK OF WOMEN

www.WITNET.org

Girls Day

April 28th, 2011.



Girls Day

Introduction

Information and communication technologies are everywhere and are important to every aspect of our lives. They make our lives richer and more comfortable. They connect people worldwide - anywhere, anytime. A career in the ICT sector has no limits anymore. Jobs range from traditional engineering or programming to designing new types of mobile phones or saving the environment. However, studies show that not enough young people are choosing careers in Information and Communications Technologies (ICTs) – especially not enough young women.

International Girls' Day is an initiative launched through Resolution 70 (Guadalajara) ITU with the idea creating a global environment that will empower and encourage girls and young women to consider careers in the field of information and communication technologies. It has placed the 4th (fourth) Thursday of every year to be the day girls and young women are particularly encouraged to consider careers in ICT and society is reminded to support them in their choice.

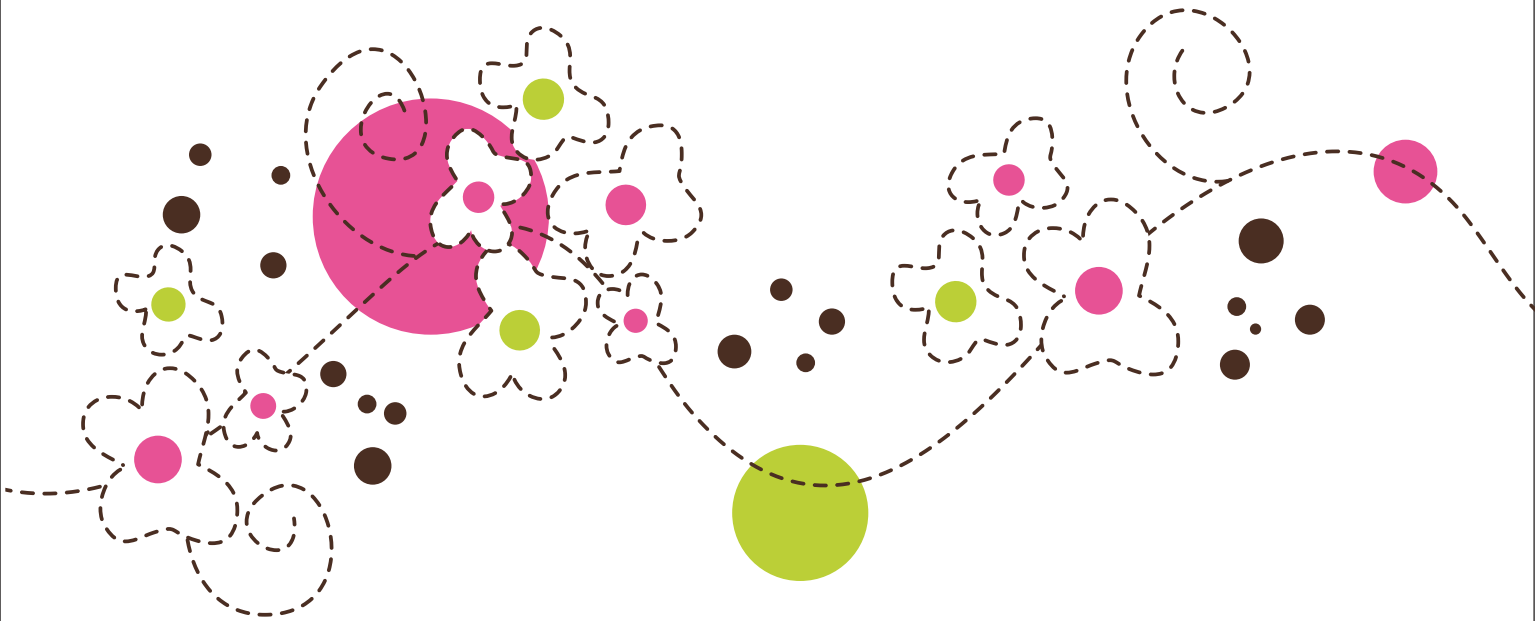
Pilot projects and campaigns have been launched in a number of countries for about 20 years, with the aim to change girls' and young women's behavior patterns with regard to their choice of career and to expand their spectrum of career options

The invitation to denote and celebrate this day is open to all, especially those that have a way to challenge today's (mis)conceptions and influence the minds of young women. Every effort should be taken to introduce young girls to career opportunities in technical fields, with both the public and private sector participating. Universities, Institutes, government bodies and private companies alike open their offices, laboratories and workshops to give concrete examples that show girls how interesting and exciting working in technical fields can be.

This year, in 2011, Girls' Day falls on April 28th. We invite you to participate in this initiative and celebrate Girls Day locally, on this day, any way you can: big or small, nation wide or in your local community, spreading information and organizing events; and try to get more young girls interested in taking up a career in ICT.

In order to help you with organizing the Day, we have put together this toolkit to give you ideas, hints and tips and guide you in celebrating this day – based on the time and support available.

We also call on you to send us feedback on how you have celebrated this day. Photos, new ideas and short reports are welcome! Please send us these by e-mail to girlsday@witnet.org .



Choose your celebration

The choice to celebrate Girls' Day is a choice to encourage girls and young women to consider taking up careers in ICT. This effort should not only focus on girls, but also raising awareness in their environment: parents, teachers, media and other influence in their lives should also be targeted with the campaign.

How you will choose to denote and celebrate this day is up to you – your time, finances available, partners that will lend a hand.

Each of these initiatives is listed below.

Here is a list of activities that you might consider:

- Prizes for students – The best way to get someone involved is to offer them a reward for participating. Think of activities that are engaging, involve technology and could be set up as competitions that would involve prizes for winners. There are a number of possible competitions, based on the age group targeted with the competition (best art work, best composition, best short story, best short message), on the topic you chose as the motif of the competition, as well as prizes that could be offered. Reach out to sponsors of potential prizes and see what could be available.



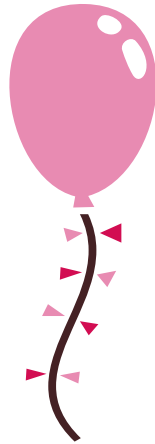
• Open day in companies – Engage companies into promoting ICT careers by creating an open day for girls to come and visit their ICT department. Some companies already have the tradition of “Bring Your Child to Work Day” – which in this effort could be more focused (i.e. Bring Your Daughter to Work Day). Some companies could consider a public outreach (a semi-social corporate responsibility event) where they could engage with a local school, inviting their students to visit them, getting to know them and perhaps even having a lady executive talk to the girls, letting (a number of) them follow her for a day, or even encourage closer “mentoring” relationships (see Mentoring Program Guidelines). Work should also here be done with the schools as well as the executives – to encourage girls to take part in such events, to ask questions; try to make them see that position as their future job.

• ICT fair- career fair- Invite girls to learn about Information Communication Technologies careers. Engage local female community leaders ICT to share their experiences, explain what is their impact in society, how their jobs look like, speak about education in ICT. Present schools and colleges that provide education in ICT. Invite research centers that deal with ICT to show their latest discoveries.

• Career party - Have women in ICT talk to girls about careers and the future. Create round table discussions on topics of how college education can help girls “make their mark in ICT”

• Launch a Mentoring initiative – if you have access to members of the network from your country, invite them to take part in Girls Day by providing mentorship for young women interested in having careers in ICT. Mentoring is a great way to encourage and guide young women to achieve their best. If you are interested in launching a mentoring initiative or joining the Network’s initiative – please refer to the Network’s web site for more details. Please have in mind that mentoring is a lengthy process that does not last only one day, but it can be planned to last a year and that results can be part of the promotional activities for next year. For more information on how to launch this initiative, please download the Mentoring Guidelines brochure on the Network’s web site (www.witnet.org).

• Create a Shadowing project - Shadowing is an initiative that is easy to realize and can last for a single (Girls’) Day. Girls are chosen to shadow (follow) for a day or a number of days a woman leader in ICT. They are then able to see, first hand, and experience what a career in ICT can entail, talk to the person they are shadowing about the various challenges, and exchange ideas with others working in the field. For more information on how to launch this initiative, please download the Mentoring Guidelines brochure on the Network’s web site (www.witnet.org).



Central Celebration

If you are representing central government in your home country consider having a central celebration that would link in all local celebrations. This is a good public relations opportunity to raise awareness throughout your country. Consider linking the central celebration with a number of smaller events that might take place around the central celebration.

The central celebration can consist of a Seminar for students and teachers, a media event, a conference on ICT for girls, a career day, or any one of the activities listed above.

Be inventive. Be innovative. Search for partners; let them develop ideas for the Day as well.

Linking all the different initiatives locally and those that you might be organizing is possible through establishing a unified visual identity, defining unified messages and having a media kit/press release that provide the basis to share information with. Plan ahead and distribute templates to all interested parties. Make them available on your website for download.

We encourage you to use the templates we provide at the end of this toolkit. Feel free to translate them into your own language and change them to best suit your needs.

Activities are the core of Girls Day. Getting Girls involved is crucial. Be sure to engage assistance of those that can help

School events

Schools can be as creative in organizing Girls Day as they have capacity and drive to organize a full day of events. The school should particularly try involve boys in the various activities, to shape young minds to accept gender equality in the classroom and involve parents (families) as environments where girls live in should be supportive all the time, not only during Girls day. We would like to recommend a parent-teacher committee for organizing Girls Day – so that parents are aware, involved and are participating in all aspects of this event.

Events can include:

- **Field trips – to ministries, agencies, companies, museums, science institutes etc. Allow girls to see first hand technology and leaders in the industry. Target places where there are women leaders – let them engage girls in a workshop**
- **Workshops – for building awareness on the importance of ICT in everyday life and how women (girls) can take a leading role as well.**
- **Displays - Make a display of successful women and careers in the hall of school. In form of collages, pictures, posters make it as a gallery so it is available for all students can see it.**
- **Science compositions – Let girls and boys alike research the internet and compose short biographies on famous women, leaders in ICT. Select a list of women - be sure to include as many local women as possible.**
- **Competitions – from game playing to composition writing, from quizzes to art work, competitions are ways to get children involved, aware and competitive on the subject. Ideas can range from who can text the fastest text message to the best/funniest/most innovative answer to a “usual” question.**
- **Invite a leader to your school - Have a woman leader speak at your school. Let her words inspire young girls to take a career in the field she has excelled in.**
- **Connect projects – Connect your Girls Day activities to others’ activities: companies, other schools, the central event,...**
- **Connect your school to the University for this Day! If you live close to a university with an ICT department – invite them to take part in your celebrations, too! Women university professors as well as students can take part in the workshops, career day, field trip...**



Don't forget

Invite your local community to join in the celebrations!



Use technology!

**Be sure to promote your activities!
Involve as many individuals as possible!**

Be sure to make the event fun but to send the message across!



No activity is too SMALL

It is very important to start activities and begin raising awareness. Whatever time you have available, and what ever funds you might get – use them to the fullest. Be sure to involve as many actors as possible and to promote whatever you do.

If you have limited time and resources – try using technology to fill the gaps:

- Start a social network group – get your social network friends involved and generate interest there.
- Start blog – invite your friends to follow you.
- Leave comments on other blogs with related subjects.
- Use your Twitter account to promote Girls Day
- E-mail your friends, business partners and others that could also join in the celebration of Girls Day
- Engage as many actors in the process and connects girls, women and everybody who is interested in topic of ICT. Provide information about events, new projects, opportunities, schools, colleges, experiences, pictures, videos... Everything related to ICT.



1st Step Develop a Timeline



Where to Begin?

Planning is a crucial part in succeeding any event. Be sure to plan things ahead as clearly and as accurately as possible. Identify a team that will work on organizing the events, manage the funds/sponsors and media. Identify others that are willing to take part in celebrating Girl's Day (schools, universities, ministries, companies) and see if you can link in your celebration with theirs.

	Activities	Month			Responsible	Resources			
		1 st	2 nd	3 rd		€	T	R	O
Global Girls' Day Event	1. Team								
	1.1. Form a team and schedule the first meeting to talk about goals, expectations...	●			(name of person responsible)			X	
	1.2. Divide roles and responsibilities in organization team		●					X	
	2. Celebration								
	2.1. Decide on type of celebration	●							
	2.2. Begin contacting speakers and/or presenters		●						
	2.3. Read about the topic of event (empowering women in ICT), and decide how to incorporate it in your celebration		●						
	2.4. Send invitations			●				X	
	2.5. Buy and make decorations			●				X	
	2.7. Print certificates for Girls' Day participations			●				X	
2.8. Remind participants and inform them about details of events			●						
2.7. Print certificates for Girls' Day participations			●				X		

Global Girls' Day Event

Global Girls' Day Event	Activities	Month			Responsible	Resources			
		1st	2nd	3rd		€	T	R	O
	3. Financial support								
	3.1. Develop a budget	●			(name of person responsible)				
	3.2. Reserve a venue if necessary	●							
	3.3. Solicit donations/sponsorships if necessary	●							
	3.4. Check with sponsors and/or donators		●						
	3.5. Confirm donations (inform them about when and where they need to be delivered)			●					
	4. Promotion								
	4.1. Make a media list for promotion of event	●							
	4.2. Make, print and post promotional materials (posters, flyers, facebook group...)		●						
	4.3. Send press releases and invitations for the event			●					X

2nd Step Develop your budget.

Budget is a financial plan which supports your planned activities. It consists of two sides one that shows expenses for planned activities and the other that show incomes from donations and/or sponsors.

Be sure to plan wisely and try and keep to what is planned. Always leave room for contingencies that cannot be foreseen when you are drafting the budget.

Feel free to use the Budget sheet template we have provided for in the Template part this kit.



3rd Step Approach donors and/or sponsors.

Donors play a crucial role in organizing Girls Day. Not only can they provide financial and other support, but they are able to generate further interest as well as media coverage. Ask local companies, non government and government organizations, schools, colleges, anybody who has connections with ICT or positioning to your focus group to support your event.

Donations can be solicited in form of items or services that are necessary for your event. You do not have to ask for money – ask for anything you might need to realize your Girls Day:

- food
- designing and printing (posters, banners, certificates, cards)
- office supplies (paper, scissors, markers)
- promotional materials (notebooks, pens)
- technical equipment (speakers, computers, internet connection)
- services (a speaker; facilities for event)
- prizes for your competition

Sponsorships can be from companies or organizations that are not related to the issue of ICT.

They may be only interested in the target group of your event and they will offer financial support in return for their promotion on your event.

When asking for donors and/or sponsors:

- **Research possible donors and/or sponsors through the Internet, and make a list of possible donors and/or sponsors (see page 14 in the „Materials“ section of this kit for a sample letter)**
- **Contact them and prepare a written proposal that you can send to them or take with you to the meeting Be professional.**
- **Ask for specific donations. Exact number of items and explain the purpose in which you plan to use them.**
- **Know and stress the benefits of the project for donors and/or sponsors.**
- **Be positive and upbeat.**
- **Inform them of the benefits they will have from the visibility Girls Day will generate.**

Be sure to target as many donors and/or sponsors as possible.

If you are planning a number of events and a centralized one, you should consider having on offer “golden” “silver” and “bronze” donor/sponsor packages. Be sure to distinct each and to provide a list of benefits which each package will entail.

We have provided a sample letter that you can send to donors. It is provided in the Templates section of the Tool kit.

4th Step

Send invitations

Keep a list of individuals you would like to invite to the event(s) you have planned. This list should be revised and updated as more research is done, as more people – companies- organizations get involved with the celebrations.

Compose an official invitation – with the time, date, place, description of event highlighted and send out invitations. They can be done by paper or electronically (e-mail, through groups on social networks or web sites). Feel free to use the invitation template provided in the Template section of this kit. These can be mailed or e-mailed.

Be sure to follow up on the invitations. Take the time to call all you have invited and have a list of confirmed attendees. This will help you plan better, especially if your event has limited seating, includes a break with refreshments or if you want to make name tags for all attending your event.

5th Step

Be Sure to Promote Your Celebration

One of the main purposes of having Girls' Day is to raise awareness in society on the importance of encouraging girls to consider and choose careers in ICT. In order to

Promote online

If you are organizing a celebration for Girls' Day, be sure to have a webpage dedicated to it. It can be part of your organizations webpage, or you can register an individual website to your celebrations. On it, you can provide all information, an overview of all related activities, lists of sponsors, downloadable templates, etc.

Develop a small banner that you can then exchange with sponsors, supporters, other interested parties.

Navigate to the International Girls' in ICT Day Facebook page and "like" it.

Use your personal social media (Facebook, Twitter, MySpace, LinkedIn, blogs, etc.) to promote the Day.

Change your profile picture to the Global Girls Day logo for fourth Thursday of April or the whole month!

Invite members of the press to take part in the celebrations. Make them part of your organizing team. They can help you with promotion of the event as well as with writing invitations, press releases etc.

Send Press Releases

Informing the media is vital to good promotion, especially as the media can reach a much wider audience than that and that this way the event is “carried” for a few more days. To help you a little there is a draft press release in the Templates section of this kit.

Press release tips:

- **Send your press release to local media. Look online to find the community editor or other person in charge for local news.**
- **Be brief and to the point.**
- **No opinions (unless in a quote).**
- **Always use active voice.**
- **Make sure all important information is at the beginning of the release.**
- **Try to keep your release to one page. If you go to two pages, put “-more-” at the bottom of the first page.**

6th Step Be Sure to Check Everything

A week before Girls’ Day, be sure to check everything once again.

Make sure that everything is updated, that as planned things are line up. Look through the Delegation sheet so that you can go through all items smoothly.

Re-check the press releases.

Re-confirm the attendance of important speakers.

7th Step Have Fun Celebrating Girls Day!

8th Step Follow Up

Although the Day's celebrations might be over, work for Girls' Day 2011 will not be done. Follow up is necessary in order to take scope what has been done and to what degree of success. Also, there are participants and sponsors to be thanked. Here is a list of things you might consider doing as a follow up to the Day.

- **Reflect**

Have a short follow-up meeting with all parties that were involved in the celebration of Girls' Day. Reflect on what you did and what you could have done better.

- **Send Thank-You notes**

Thank everyone who helped make your event a success – speakers, sponsors, donators, companies that took part, universities, schools, press...

- **Evaluate your event**

Make notes about what went well, what people enjoyed and what could be done differently in the future. These notes will help when planning next year's Global Girls Day celebration.

- **Join in the discussions online**

Check the Forum page on the WitNet portal and exchange ideas, opinions and experiences with others that celebrated Girls' Day.

Contribute your opinion.

Let us know what worked best for you. Suggest new initiatives for the celebration.

Suggest things we could do together and do better. Suggest changes in tool-kit.

- **Send us feedback**

Let us know how you celebrated Girls' Day. Send us short reports, photos, video footage and share your experiences with other countries.

Templates for Girls' Day tools can be found on www.WITNET.org.



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