



CREATE YOUR OWN CAMPAIGN WITH BOLD VOICES

The 16 Days of Activism is an international campaign to eliminate violence against women and girls. There are global organisations, NGOs, governments and celebrities who take part in this campaign every year. But there are still thousands of people who have never heard of the 16 Days of Activism or who don't understand why this campaign is so necessary.

This is where YOU come in!

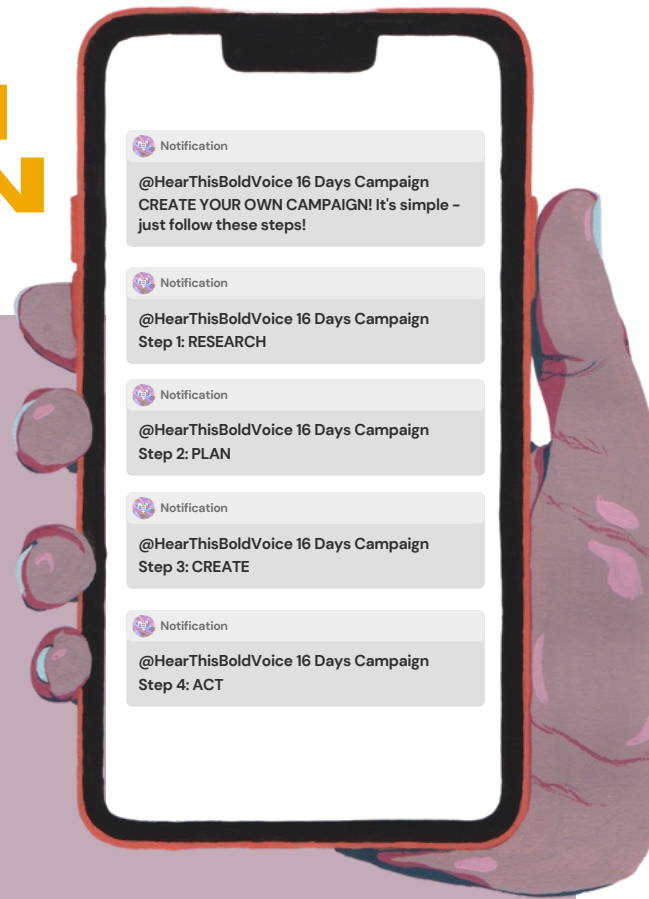
Who do you have the power to reach and educate about these issues?

This might be your school, your neighbourhood, your friends and family online or your sports club.

Whatever that sphere of influence is, however big or small, **this message has to reach them.**

Not sure where to start? Let us help out... use this checklist to put together and carry out your campaign (notice that we've included our own steps for this year so you can see an example in action!).

We would love to hear from you about the campaign you're running - send us a message or email so we can share what you're doing and amplify your campaign!

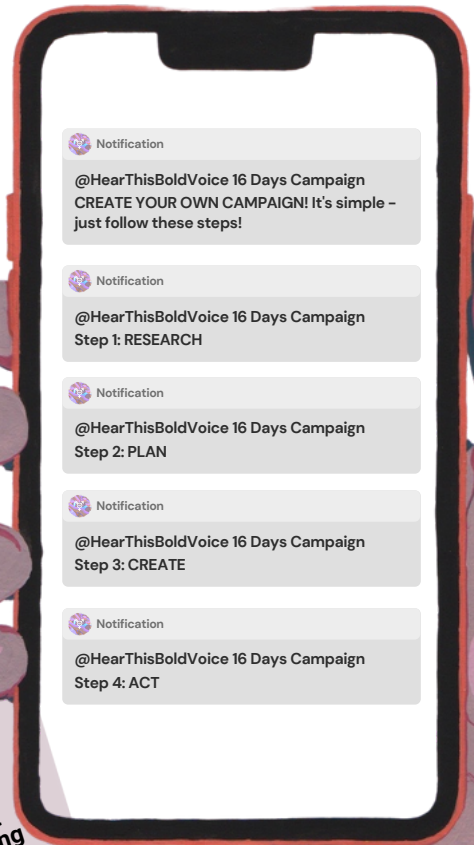




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STEP 1: RESEARCH

- Research 16 Days and find out more!
- Define gender-based violence and what this campaign means to you.
- Look up past campaigns for inspiration and see what others have done before.



What about Bold Voices?
Every year we try and do something a little different to reach new people with our message. This year we realised that schools up and down the country are full of passionate, driven young people like you who want to make a difference. We noticed that there wasn't anything supporting you over the 16 Days of Activism - so we put together this pack!

What about Bold Voices?
Our goal is raise awareness of violence against women and girls (particularly how girls experience it in the UK today) and to inspire young people to run their own campaigns. Our target audience is YOU - and anyone who sees something wrong in the world and wants to be a part of the solution.

What about Bold Voices?
To educate and raise awareness we created a series of posters highlighting some key forms of violence that girls experience everyday. We put together an assembly and lesson plan for teachers, and this campaign pack to help others spread the word. We're also running a social media campaign where we'll be posting stats and facts everyday for 16 Days - sharing them across all our platforms.

This depends on what your goal for the campaign is!

STEP 2: PLAN

- What is your goal?
Do you want to raise awareness, educate on a specific issue, fundraise, start a conversation?
- Who is your target audience? Who has the power to help you make a change?
- What is your campaign called, do you have a snappy slogan perhaps?

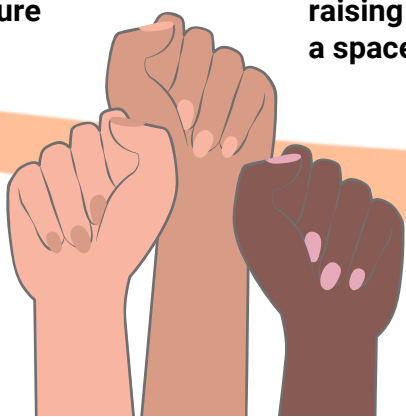
STEP 4: ACT!

- Make sure you have a deadline for getting everything together.
- Spread the word and tell everyone you know about it!
- Don't forget to follow up and measure the impact of your campaign.

STEP 3: CREATE

- Decide how you will present and visualise your campaign.
- Get creative! Does your campaign need a brochure? Flyer? Poster? Digital graphics for social media?
- Is your goal is about starting a conversation or raising money? Do you need to plan an event or a space for discussion?

Bold Voices Example:
We're doing everything we can to get our 16 Days of Activism resources to as many schools as possible this year. We can track how many people download our resources, how many times our social media graphics are shared and we also want to hear from everyone about the campaigns they're running!



LAUNCH YOUR CAMPAIGN!