



# WorldYWCA

## WORLD YWCA DAY 2020 TOOLKIT

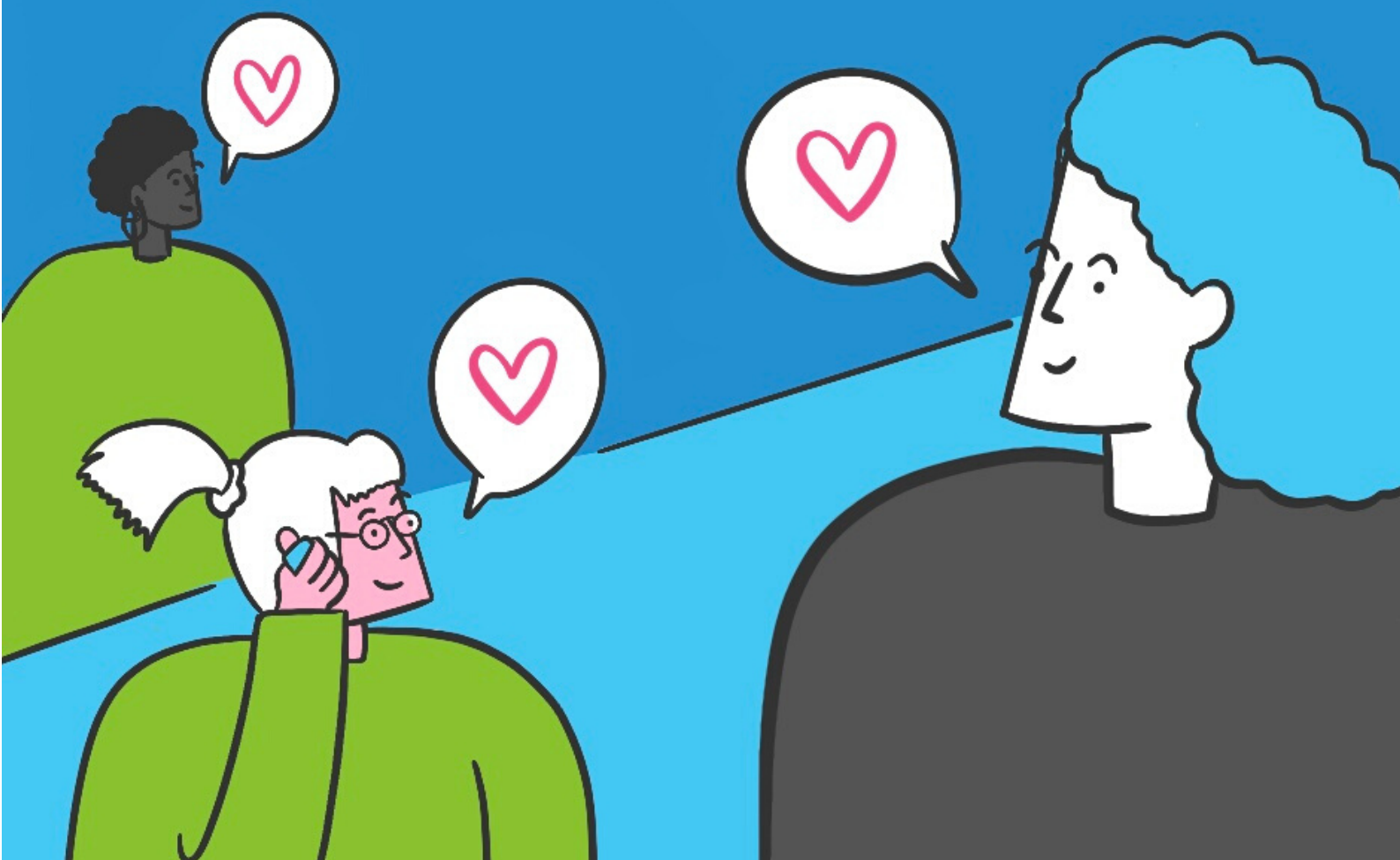
# WE THINK. WE SHARE. WE SPEAK

#WYD20 #ThinkShareSpeak

#YWCAQuarantine

#YWCACOVID19NEWS

This World YWCA Day, we encourage each and every one of you to celebrate this day by using technology to connect wherever possible, following all global country specific protocols. The following toolkit contains a number of ideas on how to do so.

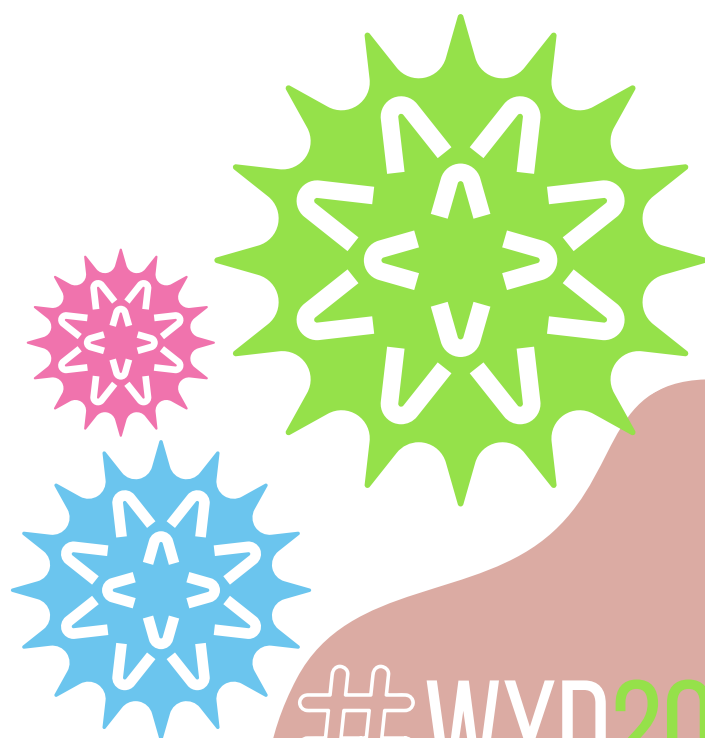


# #WYD20

## WORLD YWCA DAY DURING COVID-19

The work of women, young women and girls in the YWCA movement globally has been driven by generosity, warmth, support and encouragement - so often done in person. Through acts of sisterhood, shared service and leadership, the movement has striven to live our purpose and values. This inspiration from sisterhood has been a strength driving YWCA leaders working for humanity, advancing the purpose of the global movement.

Today, COVID-19 pandemic has forced everyone to take drastic measures in the ways we live and operate. "Physical distancing" has become prime to ensure safety of all and thereby to flatten the curve of infection rates. The YWCA movement is always committed to standing up for women and young women supporting communities. YWCA leaders are problem solvers, care-takers, leaders in communities, both formally and informally. Through this practice of resilience, YWCA leaders showcase commitment kindness and gratitude in all their work. Today once again, YWCA leaders are redefining the way YWCA will operate for some time, ensuring communities worst affected are being provided with the means to adapt and resources in times of stress. And as they do this work, they would need to take good care of their own selves.



# #WYD20

Every year on April 24th, YWCAs around the world celebrate World YWCA Day. It is a day to observe our common goals and achievements as members of a movement that advances the human rights and leadership of women, young women and girls. On this day, we recognise our movement's efforts in creating positive change for all women and young women around the world. Today, as we experience the global outbreak of COVID-19, we come together to ensure leaders have the support and channels to share their strengths, challenges, successes and anxieties.

Through this toolkit, we acknowledge and celebrate the work done by the YWCA movement by using technology to connect however possible. Let's connect on this important day, but let's also follow all country or locality specific isolation protocols.

On World YWCA Day, we can come together to think about ways in which we continue working in communities, share good practices and also speak up on the challenges we are facing individually and together during this time. It's also an opportunity to brainstorm on how we continue to support women, young women and girls in communities that will face the worst impact of the pandemic.

Join YWCA leaders around the world using the hashtag [#WYD20](#) and [#ThinkShareSpeak](#). Follow the [@worldywca](#) in social media and stay tuned in to learn more of the activities we will be hosting online! Specific hashtags for COVID-19 can be used like [#YWCAQuarantine](#) and [#YWCACOVID19NEWS](#)

Through this toolkit we offer resources and suggestions to pick from as you plan the World YWCA Day for your association. As the world and YWCA movement continues to navigate the coronavirus pandemic, the World YWCA seeks new and effective ways for leaders to connect, not only now in crisis, but as we move forward in this quadrennium in mutual communication. This is an opportunity to think hard about how to best communicate and connect with communities and leaders in light of current and continued uncertain times.



# WORLD YWCA DAY 2020 THEME: “WE THINK. WE SHARE. WE SPEAK.”

Who could have predicted the turn of events that is currently unfolding around the world? It is often difficult to imagine what many of our sisters, loved ones and communities must be feeling and going through at this very uncertain time. This is an opportunity to reach out and support one another as women, young women and girls. For this reason, on World YWCA Day, we encourage you to celebrate it by connecting virtually. Join the digital celebration under the theme: “We think. We share. We speak.”

Women globally are more isolated with the quarantine and distancing protocols. Many of them are unable to reach out for support if they face domestic violence, if they are marginalised, pregnant, or facing health (e.g. cancer, STI, HIV) and mental health issues. The foundation of “We think. We share. We speak.” relies on the understanding that more conversations regarding women’s issues will begin the process to break down the barriers and stigma that women in all their diversity are facing right now on a daily basis.

WE THINK  
WE SHARE  
WE SPEAK





# WORLD YWCA DAY TOOLKIT OUTLINE

- ✿ 2020 theme: We think. We share. We speak.
- ✿ How to go digital?
  - o Hosting an online event
  - o Start a virtual safe space
  - o Using World YWCA spaces to participate
  - o Sharing and connecting through social media
- ✿ Keep the conversation going on different digital platforms
- ✿ History of World YWCA Day



## WE THINK



about how engagement and mobilisation of women, young women and girls can be done differently in current contexts. We know that when we engage and celebrate their voices by highlighting their success, hardships, and daily lives, we learn from one another and create the positive push needed to keep going. It is time we stand together to think about ways in which we continue working in these communities of women, young women and girls, using responsive and progressive methods.

## WE SHARE



different ideas and perspectives on what achievement and success means to us during this global pandemic. It is time we share not only good practices of how we are working in communities and ensuring we fulfill our roles as leaders but also what challenges we are facing individually and together during this time.

## WE SPEAK



about issues that affect us right now to ensure situations of women, young women and girls doesn't worsen. The oppressive impacts of power structures usually worsen when a crisis happens. We can advocate for solutions and speak of success stories, emphasising how to find support, stay calm and safe and stay connected. Such stories will inspire others to take their own action, keeping safety top priority.

We speak to raise our voices, we speak so our government and communities hear us, We speak in the name of other women, we speak to smash power structures for women's rights. We speak because our voices matter, we speak because we ensure that a crisis upend or hamper the good work done for decades by millions of us globally.

#WYD20

# OUR HOPE IS THAT ON THIS DAY

members of our movement feel comfortable and inspired to speak up, share, listen and think about their accomplishments, hardships, and anything else that is influencing their identity as a woman and as a leader in present times. We must work together and stand together figuratively and virtually in solidarity.

Our goal on this day is to validate the feelings and experiences of all women in all that we do, and give room to celebrate the great things we have accomplished as individuals and collectively and are doing right now. If we are unable to do that in person together, we will do it virtually through a mechanism that fits contextually.

*This year, considering safety measurements and with the support of technology, let us come together digitally!*



# HOW TO GO DIGITAL?

**Host an online event:** This year we face unique new challenges but we can face them together by getting online, connecting with our sisters and spending our time together rather than apart. Remember the *Around the World Breakfast Campaign*? Instead, how about a virtual *YWCA Coffee and Conversations* to talk and appreciate but also just listen to each other in a digital setting? For World YWCA Day and other work, now is the time to go digital and get on an online medium of your preference.

There are a number of online spaces to get on and energise people in a virtual setting.

Keep the focus as you want- just young women or go intergenerational; just your community or connect with others around the globe; add donors and partners as well? Here is your time to innovatively plan what is most suitable and what will make the most impact for you without adding extra stress. This is a chance to open to an all new virtual community space of women, young women and girls!







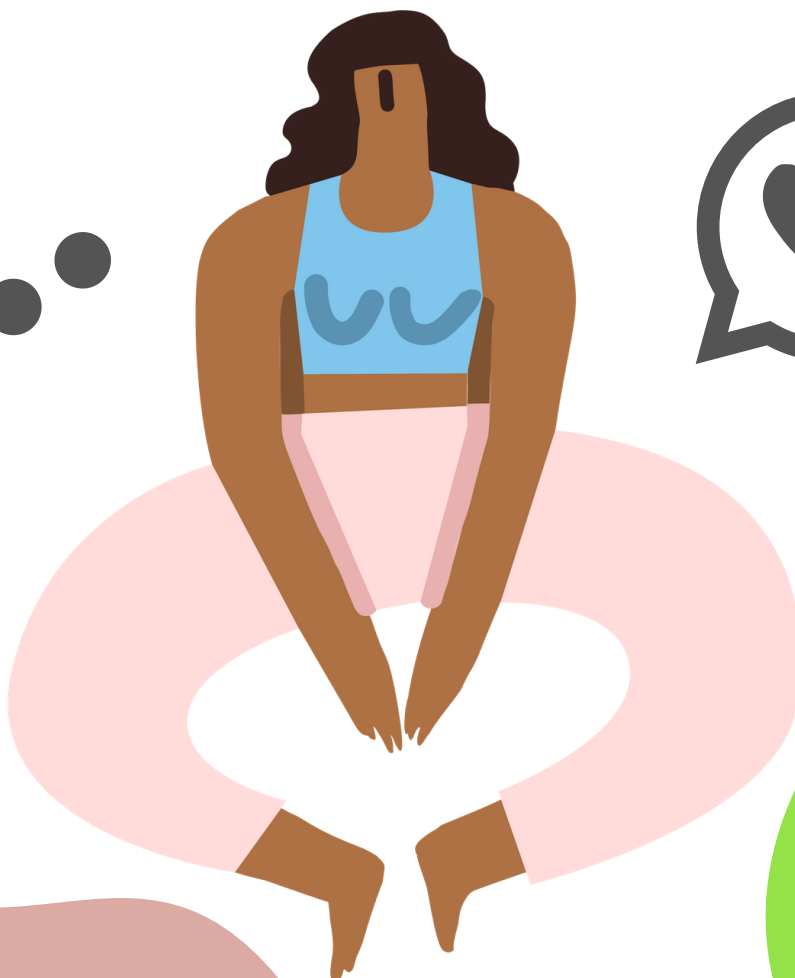


FOR MORE IDEAS TO START  
THE DISCUSSION, SEE THE  
“**POTENTIAL DISCUSSION  
QUESTIONS**” SECTION  
FURTHER BELOW IN THIS  
TOOLKIT.

# INITIATING A VIRTUAL SAFE SPACE? KEEP THESE IN MIND:



1. Choose a platform.
2. While choosing a platform, keep in mind- Is it accessible? Have you thought of internet bandwidth, language, downloads? Talk to your participants and ask what platform best suits them.
3. Who do you invite into your safe space?
4. How to take into account cyberbullying? How to ensure anonymity?



# WHATSAPP



If you don't have WhatsApp, download the app on your phone, or tablet and click [here](#) to see how to create a WhatsApp Group

Once you have WhatsApp, you can also open it in your computer using WhatsApp web! Click [here](#) to see how to do so.

\*Note: The maximum number of people you can have in a WhatsApp group chat is 256.

# FACEBOOK MESSENGER



Facebook Messenger is an instant message app that provides with text, voice and video communication. It's a fast and reliable way to connect with anyone in the world!

Download the app for free in the Apple Store or Google Play Store. Log in with your Facebook account and optionally enter your phone number. Click [here](#) to learn of all the options that Facebook Messenger can offer.

\*Note: Group video chat on Messenger allows you to see up to six people at a time, but up to 50 people can join a call.

Other potential platforms you might want to explore: Zoom, Skype, Viber, Google Hangouts, FaceTime, VK, WeChat

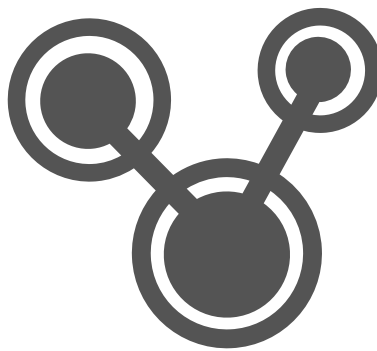
Don't forget to spread the word and advertise these events in any way possible- through social media, digital flyers, emails, messages or on your website!



# HOW TO CONDUCT A VIRTUAL SAFE SPACE?

1. Test your platform in advance (and make sure everything works properly).
2. Prepare your questions.
3. Set up guidelines and basic rules for conversation and respect and invite any changes or additions at the beginning of time together.
4. Discuss speaking time for each person (make sure everyone gets to speak).
5. Prepare your moderation.

By creating a virtual safe space, you have the option to invite women and young women from different parts of the world and **in all their diversity** to share their stories online and facilitate this community of thinking, sharing and speaking about women's issues.





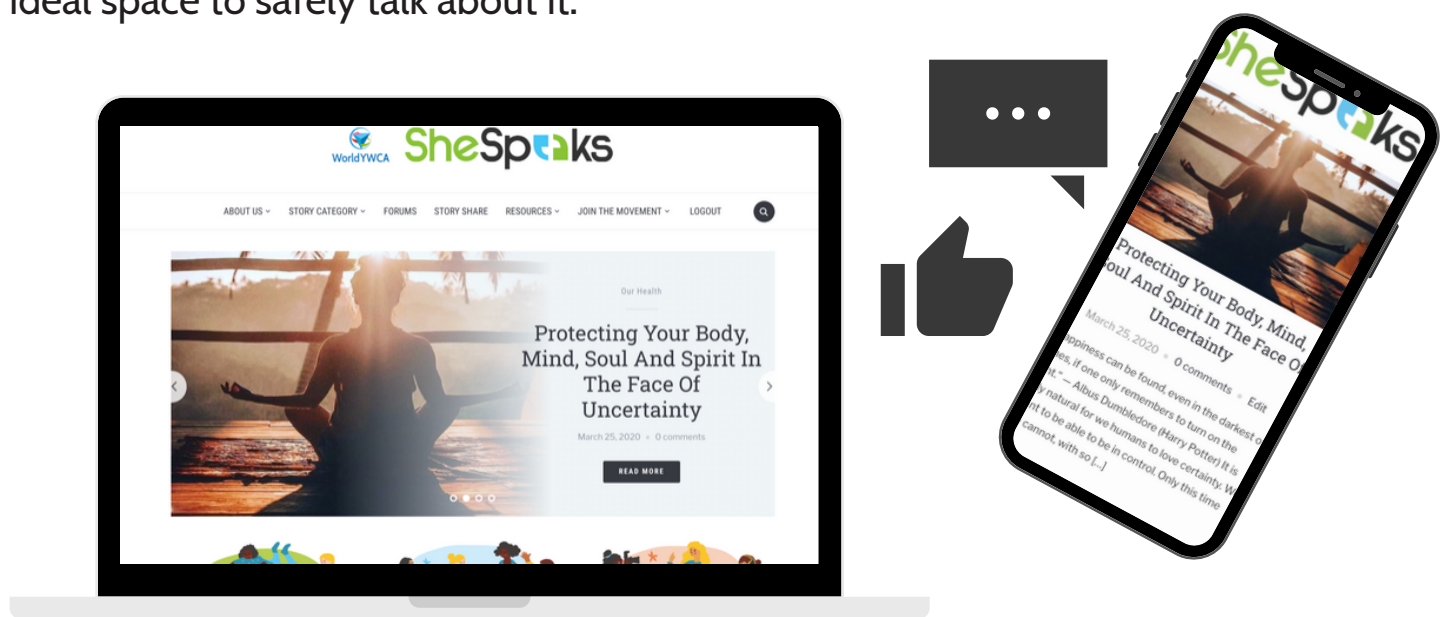


## USING THE WORLD YWCA ONLINE SPACES TO PARTICIPATE:

The World YWCA platform of [SheSpeaks](#) is an easily available platform to share voices, stories and initiate discussions in a more private space for women, young women and girls. The platform represents an ideal place to promote discussions about a variety of issues concerning women, young women and girls.

As an intergenerational space for sharing and speaking, the blog and discussion forum on the website are readily available and moderated spaces for engagement.

Want to share what work YWCAs are doing right now in safe spaces or about domestic violence? Want to speak up on what anxieties are affecting you with the country specific lockdown? The platform is an ideal space to safely talk about it.



[Here](#) is an example of what Jill Anami from Kenya has to say about COVID-19 crises.

**CLICK HERE**

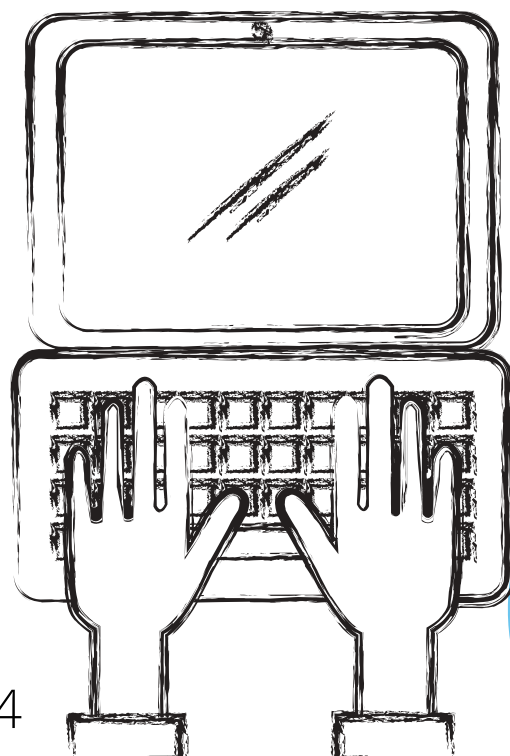


# FOLLOW THESE GUIDELINES TO SUBMIT A BLOG IN

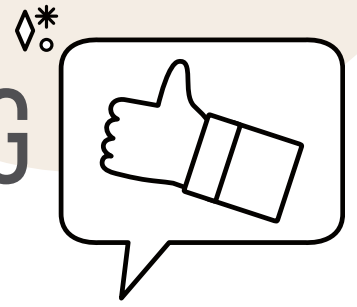
## SheSpeaks

- ❄️ We publish mainly in English, but we also accept entries in French and Spanish.
- ❄️ Please address the mail subject as 'Submission: Title', for example 'Submission: A young Belizean woman transforming power structures for gender equality' and email to [shespeaks@worldywca.org](mailto:shespeaks@worldywca.org).
- ❄️ Please send the submission in a Word document (.doc or .docx) either in English, Spanish or French.
- ❄️ Include your preferred writing name.
- ❄️ Please tell us a little about yourself so we can include a short bio at the end.
- ❄️ Your Facebook and Twitter profiles (optional but recommended).
- ❄️ After all is done and you have submitted your post, it will be reviewed and scheduled, you will be notified when it is published and we will ensure it is extensively shared on our social media.

Click [here](#) to download  
the She Speaks Guidance  
toolkit!






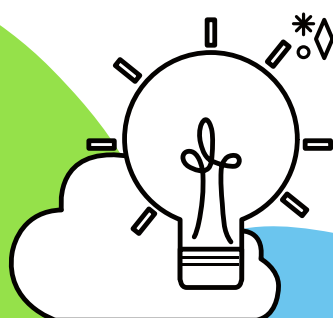
# SHARING AND CONNECTING THROUGH SOCIAL MEDIA:



Social media is a wonderful way for us to reflect and gather knowledge on what others are feeling, speak up and share our stories and help spread messages of positivity and support. Currently social media has become the one tool driving communications on COVID-19 globally. While a great tool, often misinformation or negative messaging drives people towards stress and anxieties. We can use this tool to ensure accurate information is pushed out, and to connect to the women, young women and girls of the movement to come together and spread positivity and reinforce hope.

Here are a few suggestions on what you can do on World YWCA Day using social media tools:





-  Go live on the social media channel of your choice: Instagram, Facebook or Twitter. Each social media tool has great ways to go live. Share with us live video updates of how you are spending your World YWCA Day on Facebook or Instagram!
-  Invite an expert on a particular topic to speak, share and provoke critical thinking - virtually - on how to transform negative narratives when it comes to women, young women and girls's leadership and human rights. An example of a topic could be: Feminist ways to support one another during the COVID-19 outbreak.
-  Initiate a [#YWCACOVID19NEWS](#) or [#YWCAQuarantine](#) campaign focusing on what your association and leaders are doing to ensure safety measures are followed in communities and in their own lives.

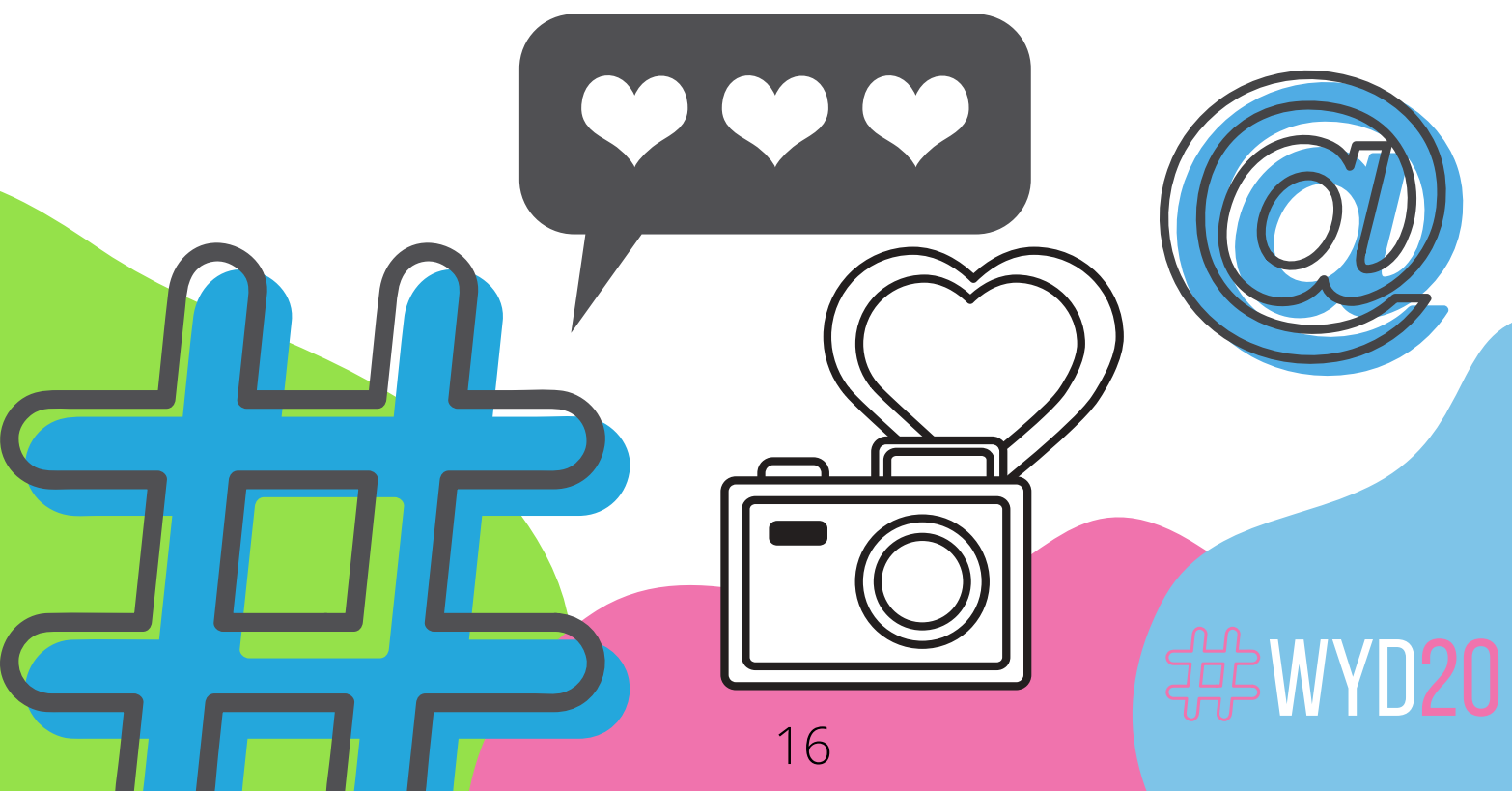




#THINKSHARESPEAK

# SHARING AND CONNECTING THROUGH SOCIAL MEDIA:

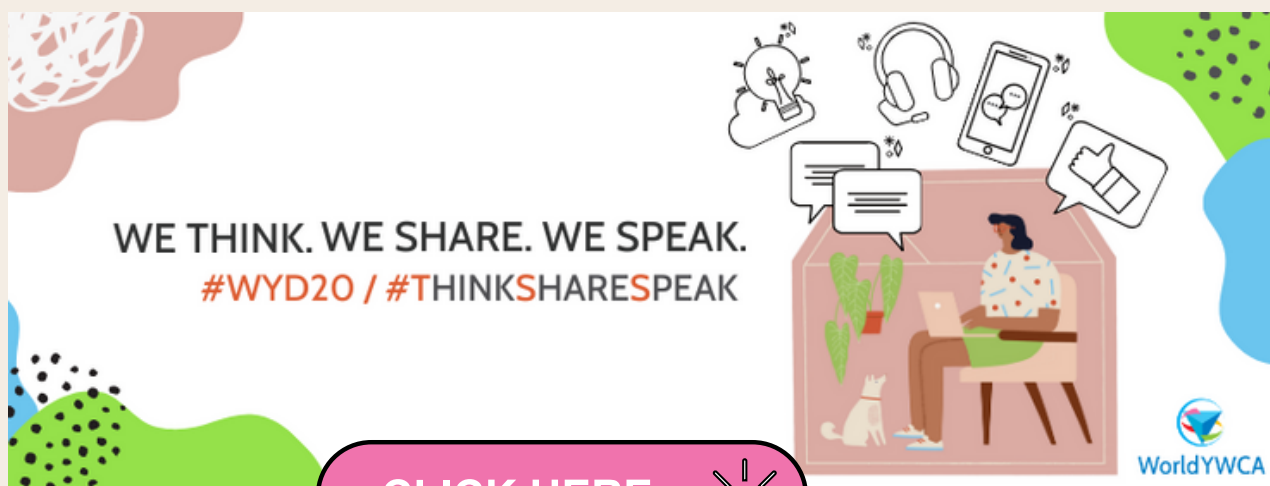
-  Post pictures, videos and news of how you are celebrating World YWCA Day this year on Twitter, Facebook and Instagram, and use this year's hashtags (listed below). Feel free to include screenshots of your online gatherings after taking consent.
-  Reach out to other YWCAs in advance and co-create a social media campaign linking women across the globe, virtually.
-  After World YWCA Day, share photographs and quotes on the highlights of the day using the hashtags.
-  Tag other member associations and leaders to questions and threads, inviting them to participate in creating messages of hope for women across the world. Use the Facebook and Twitter cover available in the buttons below to show care and advertise [#WYD20](#) and its theme: [#ThinkShareSpeak!](#)



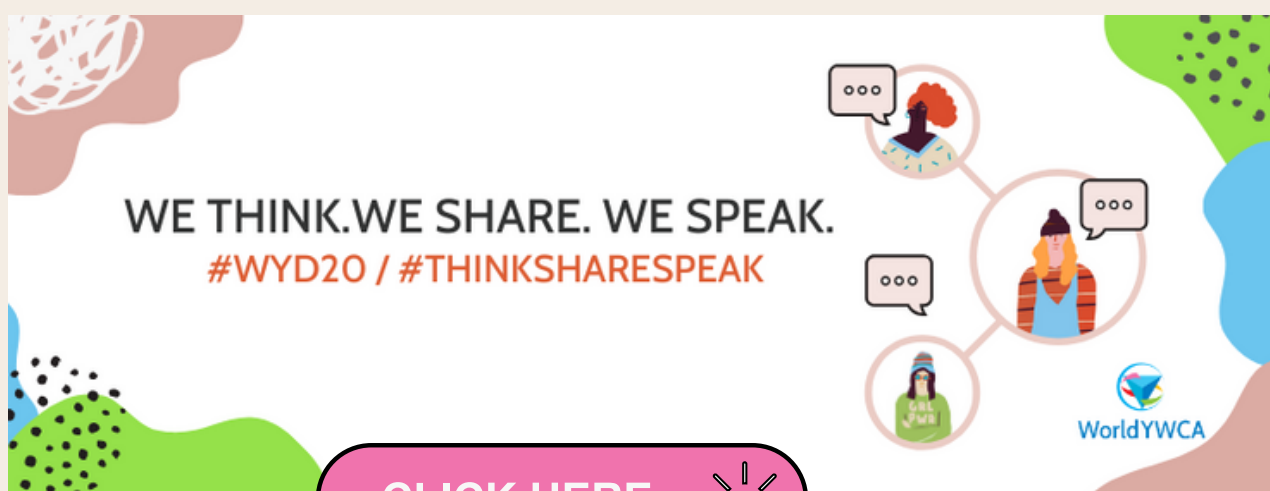
# FACEBOOK COVERS



Use the Facebook covers available in the buttons below to show care and advertise [#WYD20](#) and its theme: [#ThinkShareSpeak!](#)



CLICK HERE



CLICK HERE



#WYD20  
#THINKSHARESPEAK

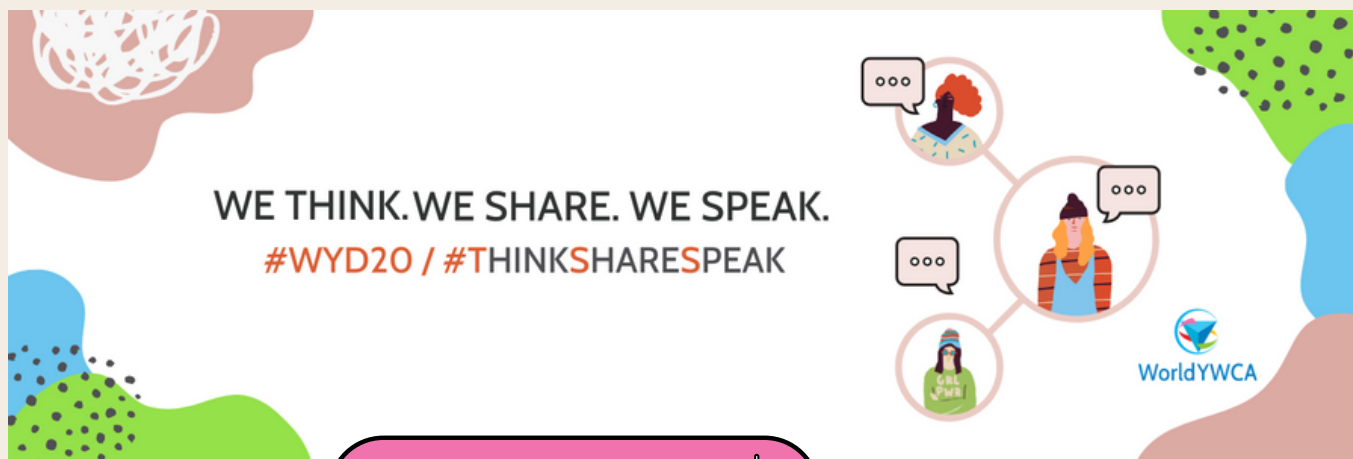


# TWITTER HEADERS

Use the Twitter headers available in the buttons below to show care and advertise [#WYD20](#) and its theme: [#ThinkShareSpeak](#)!



CLICK HERE 



CLICK HERE 

[#WYD20](#)  
[#THINKSHARESPEAK](#)

# EXAMPLES OF POSTS AND TWEETS FOR SOCIAL MEDIA:

A big thank you to the medical workers, delivery folks, grocery workers and everyone who is working to keep things going in these trying times. I am also grateful to my mentor and friend <<tag them>> for her wisdom and support during these times when my mental health has been uneasy.

[#YWCAQuarantine](#) [#ThinkShareSpeak](#)

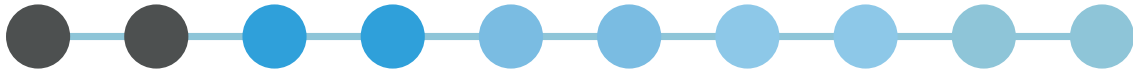
Let us start a thread. Are you trapped in quarantine mode and find it difficult to cope up with the stress and fear? What is keeping you hopeful and functioning? Post your positive messages with a photograph of how you are managing quarantine below. [#YWCAQuarantine](#) [#ThinkShareSpeak](#) [#WYD20](#)

This [#WYD20](#) we come together to [#ThinkShareSpeak](#) on the challenges women, young women and girls are facing during this #Covid-19 crisis. Share your thoughts on how women are affected and what can we do to ensure we all stay safe and connected right now. [#YWCAQuarantine](#) [#WYD20](#)

For further details and if you need any help, reach out to the World YWCA at [communications@worldywca.org](mailto:communications@worldywca.org).



# HISTORY OF WORLD YWCA DAY:



**1947:** The World YWCA Council in Hanchow, China decided to establish an Annual YWCA Membership Celebration. They encouraged YWCA's worldwide to observe this day with a specific theme and programme.

**1948:** The movement decided this special day would be called "World YWCA Observance Day" and would be commemorated the last week of April.

**1972:** The World YWCA Executive Committee refocused the event to stress the importance of being part of a global movement and adopted the name "World YWCA Day."

**1989:** April 24 became the official date for World YWCA Day.

**2003:** The first annual YWCA "Round-the-World-Breakfast" was held in the lead up to the World YWCA Council in Brisbane, Australia. It was designed to connect YWCAs to the collective power of a movement that is changing the lives of women and girls worldwide.



LEARN YOUR  
HISTORY

# HISTORY OF WORLD YWCA DAY:



2015: In World Council, we invited YWCAs to hold a “Round-the-World-Breakfast” with the theme Envisioning 2035. At World Council 2015, we adopted the Envisioning 2035 proposal, a 20 year programme of action.

2016: World YWCA launched its new Young Women’s blog She Speaks on World YWCA Day.

2019: The theme selected for World YWCA Day aligns to the theme for the 29th World Council that was celebrated in South Africa from the 17th - 22nd of November, 2019.

2020: World YWCA adapts World YWCA Day programme to be used in a global pandemic reality, with social containment and isolation measures affecting countries around the globe.

