

WORLD YWCA DAY 2024



**RESIST, RECLAIM,
REVOLUTIONISE:
NO TO ROLLBACKS**

#WorldYWCADay2024 #YWCALeaders #NoToRollbacks



WELCOME TO THE 2024 WORLD YWCA DAY TOOLKIT!

This year, as we approach World YWCA Day (#WorldYWCADay2024), we are propelled by a theme that encapsulates our commitment to gender equality and justice: "Resist, Reclaim, Revolutionise: No To Rollbacks."

In a pivotal year with elections in over 50 countries, the significance of our collective action has never been more apparent. It is essential for us to collaborate, as these elections and ones in the coming years are not just political events but also opportunities to advance and affirm our rights. Our theme is also a reminder of our pivotal role, not only during election years but every day, in shaping a society that upholds gender equality and champions women's and young women's rights.

#NoToRollbacks is a call to defend the progress we've made towards gender equality. It recognises that the achievements we celebrate today come from decades of advocacy, dedication, and hard work while acknowledging that our journey is far from over.



The YWCA has been a beacon of hope and change for over 160 years, advocating for women's and young women's rights. We've championed equality, justice, and women's empowerment across every sphere of life. Today, we stand on the shoulders of those who came before us, ready to meet the challenges of our time with resolve and resilience.

Our actions — whether educating ourselves and our communities about our rights, engaging in advocacy, or aspiring to leadership and political positions — lay the groundwork for transformative change. This year's theme urges each of us, as #YWCALeaders, to take steps today to shape tomorrow's policies and leadership. It's about empowering ourselves and others to participate fully in our societies, to influence decision-making processes, and to ensure that women's and young women's voices are heard loudly and clearly in every arena. Visit the World YWCA RiseUp! Guide to support your journey to transformative and feminist leadership.

On this #WorldYWCADay2024, let us renew our commitment to resist any attempt to roll back our rights, reclaim our civic and political spaces, and revolutionise how the world views and treats women and young women in all their diversities. Our actions now will echo through generations, inspiring present and future leaders and continuing the YWCA's legacy of impactful change.

Together, we have the power to achieve #Goal2035 and shape a world where every woman, young woman, and girl can reach their full potential, free from discrimination and inequality.

This call to action is about making ongoing progress for everyone, even in places where elections aren't happening now. We can all act in our countries to advocate for changes, more representation, and new policies. Let's prepare for future elections to ensure women are represented and our voices are heard.

MOBILISE ON WORLD YWCA DAY

RESIST

In 2024, more than 50+ countries are set to hit the voting booths. With threats to women's and girls' rights and freedoms on the line, the imperative of our shared mission within the YWCA movement has never been more pressing. This year isn't just another election cycle — it's a make-or-break moment to confront and reverse the alarming trends eroding the rights and freedoms of women and girls worldwide. This year is our chance to take significant steps to achieve our #Goal2035 — together.

“By 2035, 100 million young women and girls will transform power structures to create justice, gender equality and a world without violence and war, leading a sustainable YWCA movement, inclusive of all women.”



Are you curious about #Goal2035 and how we can work together to make it happen? If so, [check out World YWCA's Theory of Change for Goal 2035](#) for a quick refresher and to get you excited about the possibilities.

RECLAIM

The power to create change is in our votes. With 1.8 billion individuals aged 15 to 35 — the largest, most educated generation in history — they hold unprecedented potential to ignite change. Now is the time to wield education as a force for good — capable of reshaping societies and dismantling oppressive structures.

REVOLUTIONISE

The path to change is one we tread together. In this critical election year, the future of countless lives hangs in the balance. For many young voters affiliated with the YWCA, this will be their first time casting a ballot. This pivotal moment presents a unique opportunity for every member of the YWCA community to come together and actively shape the world around us.

Regardless of our age or experience, we all have a role in contributing to a global movement that values diverse perspectives and collective action. This is a chance for #YWCALeaders, new and experienced, to join forces and make our voices heard, ushering in a new wave of intergenerational leadership and activism.



We are releasing an evidence-based World YWCA Intergenerational Leadership Tool this year. Make sure you [sign up for our mailing list](#) and [keep an eye on our Resources Page](#) for the release of this amazing tool. Trust us, you won't want to miss it!

SHARE YOUR STORIES

Calling all #YWCALeaders worldwide! We want to hear about the concrete actions you're taking to influence elections in your country. Whether you're running voter education workshops, leading campaigns for fair representation, or ensuring transparency in the electoral process, we want to hear about it.

SHOUT YOUR EFFORTS LOUD AND PROUD!

Share them with us on social media using #YWCALeaders or email us at worldoffice@worldywca.org. Your stories are powerful – they inspire, educate, and drive change.

INSPIRE AND LEARN

Your stories are beacons of hope and catalysts for action. Check out the @worldywca social feeds to see how different member associations are taking action! Get inspired and learn from each other as we navigate the complex landscape of elections, striving to create a world where every voice is heard and every vote counts.



Want to sharpen your storytelling skills and amplify your impact through it? Look no further than [World YWCA's Storytelling Guide](#). Our comprehensive guide is tailored specifically for you and offers a unique feminist perspective on harnessing the power of storytelling for social change.



CALL TO ACTION

The 2024 elections represent an opportunity to reassert our dedication to gender equality, human rights, and justice as members of the World YWCA movement.

UNITE

YWCA Leaders:

- Connect with fellow young women, women leaders, and activists on social media or using YWCA Social. Share your perspectives, life experiences, and ideas, and help strengthen our shared goals of equality and support for everyone everywhere.



Have you registered for the YWCA Social yet? It's a dedicated social network exclusively for the YWCA movement. If not, [register here](#).

BONUS: Share photos and highlights from your past or current involvement in gender equality advocacy and civic engagement, and we will amplify your voice!

YWCA Member Associations:

- Let's work together to leverage existing (or build) networks and online spaces where young women and women leaders and activists can share their experiences, strategies, and resources. We can start with our members, but let's continue with community engagement.



Host safe spaces with your members to initiate dialogues and conversations around issues of relevance that need to be raised. [Check out YWCA's Safe Spaces Guide](#).

MOBILISE

YWCA Leaders:

- If you're interested in supporting women's participation in elections, there are a few things you can do. One way is to volunteer your time and effort to help campaigns and initiatives that are already in place. You can also spread the word and encourage others to get involved too.



CALL TO ACTION



YWCA Leaders:

- Another option is to take a leadership role and help organise campaigns that promote women's involvement. You can work with organisations like your local YWCA and other partners to make an even bigger impact.



Unlock your leadership potential with [World YWCA's Rise Up! Guide](#). Drive transformative change through civic engagement and gender equality advocacy.

YWCA Member Associations:

- Plan and execute campaigns and initiatives to promote the significance of women's involvement in the upcoming 2024 elections. These efforts should aim to raise awareness among both women voters and women candidates.



Use the [World YWCA's Feminist Consultation Methodology](#) to generate consultations among community members and mobilise action items and evidence to advocate better.

ACT

YWCA Leaders:

- Use digital events — as a host or attendee — to discuss gender equality and women's leadership. We can learn from each other and raise awareness about these important issues.
- Share informative and inspiring content about our cause with your friends and colleagues. We want to spark conversations and encourage people to take action. [Share this toolkit](#).

YWCA Member Associations:

- Use social media and other digital platforms to amplify the authentic stories of citizens, shedding light on critical issues and mobilising support for gender equality and women's leadership in the 2024 elections. Use [World YWCA's Storytelling Guide](#) to capture stories authentically, advocating for community issues.



CREATE A DONATION APPEAL

This World YWCA Day, we're rallying our global community to support the empowerment of women and young women leaders. Donating to World YWCA or your YWCA can make a significant difference by supporting actions for women and young women's leadership. Whether contributing yourself directly, encouraging others to give, or donating in honour of an inspiring #YWCALeader, every act of generosity fuels our mission to resist, reclaim, and revolutionise. Here's how you can help spread the word:

SAMPLE MESSAGES FOR SOCIAL MEDIA

- Every donation to World YWCA goes directly towards supporting women and young women to lead in their communities and beyond. Help the YWCA continue our 160+ years of impact. Stand with us to support #YWCALeaders: www.worldywca.org/donate/ #WorldYWCADay2024 #GenderEquality #NoToRollbacks
- Let's unite this World YWCA Day to champion the empowerment of women and young women leaders. Your donation drives the YWCA movement's global efforts to resist, reclaim, and revolutionise. Join me in making a difference: www.worldywca.org/donate/ #WorldYWCADay2024 #YWCALeaders #NoToRollbacks
- Now more than ever, we need your support. As we face rollbacks on women's rights, your donation empowers us to fight back and pave the way for future leaders. Make a difference this World YWCA Day: www.worldywca.org/donate/ #WorldYWCADay2024 #YWCALeaders #NoToRollbacks
- Support the future of leadership today. A donation to World YWCA helps empower women and young women globally, fostering change in communities and advocating for gender equality. Let's build a more equitable world together: www.worldywca.org/donate/ #WorldYWCADay2024 #GenderEquality #NoToRollbacks



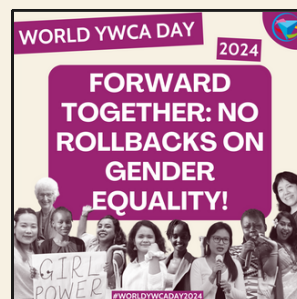
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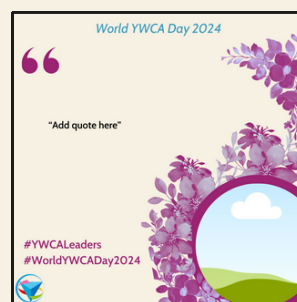
Instagram Post



Twitter/X Cover



Blank Quote Graphic



HERE IS HOW YOU CAN STAY CONNECTED:

- Subscribe to the monthly [World YWCA Movement Newsletter](#)
- Follow us on social media [@worldywca](#) ([Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#))
- Register for [YWCA Social](#), our dedicated social network for the movement
- Check out our websites ([World YWCA](#) and [SheSpeaks](#))
- Write to us at worldoffice@worldywca.org

Use these social media templates to engage and promote #WorldYWCA Day2024



@worldywca



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SCAN ME

