



## DIGITAL TOOL KIT

**The G(irls)20 Summit – 3.3 Billion Ways to Change the World Initiative** is a global campaign that features a Summit modeled after the G20 leaders meeting; bringing together one delegate from each G20 country, and a representative from the African Union. Delegates debate, discuss and design innovative solutions for the economic challenges facing the leaders. The participants are all girls, aged 18-20.

The delegates participate in panel discussions, attend workshops (media relations, social media, business planning, etc.) and caucus to discuss and promote tangible, scalable solutions toward economic prosperity, culminating in a delegate led press conference and communiqué that provides a blueprint on how to utilize and engage one of the best resources in the world – girls and women.

What sets us apart from other events is that the delegates are required to return home to their communities and to put their Summit experience into action. In fact, as a result of last year's Summit, six girl led initiatives have emerged including: the establishment of a Foundation located in India yet internationally active. Tanvi, the 2010 delegate from India focuses on confidence building for teenaged girls. Kartika from Indonesia has created a mobile library that serves young people (girls and boys) in the slums of Indonesia. This year, one of the six initiatives from last year will be chosen as the basis of all the workshops, thereby strengthening its reach and sustainability.

G20 countries: Argentina • Australia • Brazil • Canada • China • France • Germany • India • Indonesia • Italy • Japan • Mexico • Russia • Saudi Arabia • South Africa • South Korea • Turkey • UK • USA and a representative of the European Union.

Whether you are a girl, boy, woman, man, funder, policymaker, businessperson or an NGO, you can help bring to the attention of the world the role of girls and women in economic and social development. This tool kit is designed to provide you with ideas and actions that you can do now to unleash change.

## HOW YOU CAN HELP

### **Step 1:**

Become a fan of the G(irls)20 Summit on Facebook at [www.facebook.com/Girls20Summit](http://www.facebook.com/Girls20Summit) and follow us on Twitter at <http://twitter.com/Girls20Summit>

### **Step 2:**

Use the “**What’s Your Number?**” application to get your number. Once you have your number, find a creative way to include it in your Facebook profile. Change your photo, update your status, join the Change Room Fan Page, encourage others to get their number and go viral.

### **Step 3:**

Participate in setting the agenda by voting on one of the six 2010 initiatives. The chosen initiative will be the focus on the workshops. Join the discussion by submitting your vote at <http://www.girlsandwomen.com>

### **Step 4:**

Using the assets within the digital toolkit, please update the information on your Web site with the G(irls)20 logo and link to <http://www.girlsandwomen.com>. Please also send an email

to all of your supporters regarding the campaign and the first-ever G(irls)20 Summit. See Terms of Engagement.

### **Step 5:**

To extend impact and unleash the profound multiplier impact of social media through your contacts and networks, please post G(irls)20 Summit information on *your* Facebook and Twitter pages, respectively.

## About the “3.3 Billion Ways” campaign and G(irls)20 Initiative

The “3.3 Billion Ways” initiative is a campaign is about real change.

It is an opportunity to add your voice to the discussion around solutions that can literally change the world.

This campaign is about ideas and action.

### **“It is the smart thing to do.”**

- Studies have shown that for every dollar a woman earns, she invests 90 cents in her family, compared to that of their male counterpart
- Girls and women are a lifeline for the well being of their families, communities and countries.
- Educating girls and women leads to higher wages; a greater likelihood of working outside the home; lower fertility; reduced maternal and child mortality; and better health and education.

### **Facebook Fan Page:**

[www.facebook.com/Girls20Summit](http://www.facebook.com/Girls20Summit)

We want to leverage your network of influencers who live and work in key regions, have in-depth knowledge of their communities, and deep connections from which they can launch a broader outreach. These advocates will help spark discussion about the G(irls)20 Summit and bring with them “peer to peer” credibility. It is an opportunity to become agents of change simply by adding their voices to the discussion around solutions that can literally change the world.



Your Facebook group can be a funnel directing the target to the G(irls)20 Google moderator tool, housed within the girlsandwomen.com Web site for deeper engagement and discussion around the tools

Through a continued content strategy of posting the most provocative and thought-provoking comments from the Google Moderator installation, we will have multiple touch-points with the fans. Each content update is a chance for fans of the campaign to interact with the campaign and, because of Facebook’s peer-to-peer recommendation engine, and endorse the campaign to their network.

### **Sample Content for Facebook Page**

*(These represent different posts, or collectively can be added to the Notes section of your Facebook page.)*

- The power to *change* is within YOU. There are 3.3 billion girls and women in the world. That means there are 3.3 billion ways to *change* the world. Visit [www.girlsandwomen.com](http://www.girlsandwomen.com) to find out how you **make your NUMBER count**.
- Become the **FACE OF CHANGE**. Once you have your number, find a creative way to include it in your Facebook profile. Change your photo, update your status, encourage others to make their number count – or do all three!
- Become a **VOICE FOR CHANGE**. Visit [www.girlsandwomen.com](http://www.girlsandwomen.com) to find out how you can:
  - Attend the G(irls)20 Summit, modeled on the G20 Leaders Summit.
  - Share your ideas on how to empower girls and women so they can participate economically, politically and socially in their communities and countries
  - Join the discussion and help determine the agenda for the G(irls)20 Summit
  - Get your number and become a *change* agent.

### **WHY CHANGE? (You can post/Tweet one factoid/day)**

- 122 million girls in Sub-Saharan Africa live on less than \$1 a day. – *World Bank 2007*
- An extra year of education increases a girl's income by 10 to 20% and is a significant step on the road to breaking the cycle of poverty. – *Plan UK 2009*
- In India, girls from 1 to 5 years of age are 50 per cent more likely to die than boys their age. – *Half the Sky*
- Adolescent pregnancies cost Kenya's economy US \$500 million per year, while investing in girls could potentially add US \$32 billion to the economy. – *NIKE Foundation 2009*

Visit the website for additional quotes and statistics and share them to get the dialogue going.

### **Twitter**

<http://twitter.com/Girls20Summit>

We also recommend that you “tweet” pertinent G(irls)20 and MSD information to your followers to drive participation. Twitter provides the real time conversation with low barriers to entry, and will inspire people to join in.



**Sample Banner Ads for Your Web site**

(Should be linked to <http://www.girlsandwomen.com>)

