

# CREATING A #NEWNORMAL A WORLD WHERE She Decides.

**SheDecides Day 2020 Toolkit**

Ideas and templates to help you take action



# THE CONTENTS

The Manifesto **03**

What is SheDecides Day? **04**

A #NewNormal **05**

Mobilise: Take action offline **06**

Get started **06**

Alert the press **07**

Connect: Take action online **08**

Materials and tools to download **09**



# THE MANIFESTO



## WHEN SHE DECIDES

### The world is better, stronger, safer.

She decides whether, when, and with whom.  
To have sex.  
To fall in love.  
To marry.  
To have children.

She has the right.  
To information, to health care, to choose.

She is free.  
To feel pleasure.  
To use contraception.  
To access abortion safely.  
To decide.

Free from pressure.  
Free from harm.  
Free from judgement and fear.

Because when others decide for her, she  
faces violence, forced marriage, oppression.

She faces risks to her health, to her dignity,  
to her dreams, to her life.

When she does not decide,  
she cannot create the life she deserves,  
the family she wants, a prosperous future  
to call her own.

We - and you, and he, and they - are uniting.  
Standing together with her so she can make  
the decisions only she should make.

Political leadership and social momentum are  
coming together like never before.

But we can go further, and we can do more.

From today, we fight against the fear.  
We right the wrongs.  
We mobilise political and financial support.  
We work to make laws and policies just.  
We stand up for what is right.

Together, we create the world that  
is better, stronger, safer.

But only **if**. And only **when**.

## She Decides.

# WHAT IS SHEDECIDES DAY?

**SheDecides** is a global political movement driving change, fuelled by actions in communities, with young people at its heart. Friends (individuals and organisations) of SheDecides [sign the manifesto](#) to pledge their support.

Why? The evidence is clear: when she decides about her body, the world is better, stronger and safer. That's why each year SheDecides marks the date the global movement became a reality, 2 March 2017, with a day of global action and solidarity. **Together we are stronger.**

**SheDecides Day** is an opportunity to showcase our solidarity and strength by demonstrating individual and collective commitment to the rights of all women and girls to have control over their bodies, their lives and their future.

This toolkit is intended to inspire and support our Champions, Friends and local movements to create, plan and participate in SheDecides Day, with a range of suggested activities.

Create and register your activities [here](#) and find out what's happening near you.

Ready to take action? There is room and space for everyone who wants to join together in growing the movement and pushing for a **#NewNormal**: where every girl and every woman can decide about her own body.

**Without question.**



**A #NEWNORMAL**

**where every girl and every woman can**

**decide about her own body, life and future.**

A

# #NEWNORMAL

The **#NewNormal** is a world where girls and women decide about their bodies, their lives, their futures. Without question. That's our collective goal and what we want to celebrate together for SheDecides Day 2020.

2020 will be a significant year for women's rights and gender equality. It marks five years since the inception of the Sustainable Development Goals, 25 years since the Beijing Platform for Action and the 20th anniversary of UN Security Council resolution 1325 on women, peace and security.

All of these moments are opportunities to move the needle closer to gender equality. There is more energy than ever before to come together and create a **#NewNormal** - a world where SheDecides whether, when and with whom, to have sex, to fall in love, to marry, to have children. Where she is free from violence, from pressure, from harm, judgment or fear.

- **What does #NewNormal mean to you?**
- **What would it look like?**
- **What do we need to do to create a #NewNormal?**

We want to hear your views and voices this SheDecides Day.

So, let's make this decade the biggest yet for the advancement of women's rights. Let's create a **#NewNormal** for women and girls everywhere.



Let's create a **#NEWNORMAL**



# MOBILISE: TAKE ACTION OFFLINE

There are so many different ways you can be a part of SheDecides Day – you're free to decide whether, when and with whom! Start with the SheDecides manifesto. The [manifesto](#) sets a framework for the rights and freedom that underpin the movement's aims. SheDecides Day activities should reflect and celebrate these goals and emphasise the benefits for everyone.

## SOME IDEAS FOR HOW TO GET INVOLVED:

- ✓ **Host an Open Mic or meeting** – Pick a venue and invite talented and impassioned ambassadors to start a dialogue about what a #NewNormal looks like.
- ✓ **Throw a dinner party** – Bring together friends, colleagues and family for an enlightening conversation on what #NewNormal means to them.
- ✓ **Gather political support** – Mobilise key decision makers to influence laws and policies which make it easy for girls and women to decide. Write to an MP using [this](#) template letter.
- ✓ **Manifesto sign-up drive** – Introduce new friends to the movement by handing out [manifesto cards](#) and encouraging others to create a #NewNormal by signing the [manifesto](#).
- ✓ **Commission some art** – Create a lasting impact by drawing, painting or printing something which is designed to inspire a #NewNormal.
- ✓ **Organise a rally** – Make some noise by getting friends together – using placards, signs and leaflets to amplify the message and demand a #NewNormal. Download an invitation for them [here](#).
- ✓ **Bake a cake** – Dust off your baking books and share a sweet treat for a cause.



Start a dialogue about what  
a **#NEWNORMAL** looks like.

# MOBILISE: TAKE ACTION OFFLINE

## ALERT THE PRESS

SheDecides Day is a powerful moment to place the movement at the centre of public conversation, to focus global attention on efforts to promote the rights of girls and women to decide about their bodies. Once you've decided and made plans for your activity, reach out and alert local and national media to crowd in supporters and make the most noise possible.

Download this template press release from the SheDecides website [here](#). Issue your release to local media to help raise awareness about your activity and spread the word.

If you have any questions about how best to engage the media, please contact [shedecides@pagefield.co.uk](mailto:shedecides@pagefield.co.uk).



Spread the word about

a **#NEWNORMAL**



# CONNECT: TAKE ACTION ONLINE

Use social media to engage others and raise awareness. Take pictures, create videos, record sound bites, share materials and get loud about why it's time to create a #NewNormal.

## STAND UP, SPEAK OUT

- ✓ **Take a picture** – It lasts longer, and others would love to see how you're marking the day. Take a photo with this [poster](#) and tell the world what a #NewNormal means to you.
- ✓ **Perform a live reading** – Stir others into action by reciting the Manifesto or another text and then uploading. Here's an [example](#).
- ✓ **Start a conversation** – Start a discussion around what the #NewNormal looks like; everyone will have a different idea!
- ✓ **Plot your activity** – Let others know about what you've got planned by registering your activity on the [interactive SheDecides map](#).
- ✓ **Amplify others** – share interesting posts by others to spread the love.



## HASHTAGS

Use the below hashtags to ensure that everyone is working together to create a world that is better, stronger, safer. Remember to tag other Friends and Champions of SheDecides!

**#SheDecidesDay #NewNormal**



Get loud about why it's time to  
create a **#NEWNORMAL**



# CONNECT: TAKE ACTION ONLINE

## SAMPLE POSTS

- ✓ My #NewNormal is a world where...
- ✓ This #SheDecidesDay, I'm working towards a #NewNormal where...
- ✓ Let's make 2020 the biggest year yet for the advancement of women's rights. How are you planning on taking action this #SheDecidesDay? #NewNormal
- ✓ 43 Champions, 180 Countries, over 120K friends – I'm one. #SheDecidesDay #NewNormal
- ✓ The last decade has seen progress, but there's still a long way to go. What are you doing to create a #NewNormal where #SheDecides?



## MATERIALS AND TOOLS TO DOWNLOAD

You can use these social media assets to amplify your activity. Remember to always tag #NewNormal and #SheDecidesDay.

- ✓ [Social media cards](#)
- ✓ [My #NewNormal is... placard](#)
- ✓ [Posters](#)
- ✓ [Logos](#)
- ✓ [Manifesto cards](#)
- ✓ [Selfie frames](#)



Check out SheDecides social media accounts for some inspiration on the day:

[Twitter](#) [Facebook](#) [Instagram](#)



# THANK YOU

## #NEWNORMAL

SheDecides Day **02 March 2020**

[www.shedecides.com](http://www.shedecides.com)