



GLOBAL  
TOOLKIT

THE  
WORLD  
IS BETTER  
WHEN  
She Decides.

Day 2019

WITHOUT  
A WORLD WHERE EVERY GIRL  
AND WOMAN CAN DECIDE WHAT  
TO DO WITH HER BODY WITH  
HER LIFE AND WITH HER FUTURE  
QUESTION.

## 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 healthcare, 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 to what is right.

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

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

**She** Decides.

# THE CONTENTS



<b>WHAT IS SHEDECIDES?</b> .....	4
<b>WHAT IS SHEDECIDES DAY?</b> .....	5
<b>MOBILISE: TAKE ACTION OFFLINE</b> .....	6
<b>CREATE AN ACTIVITY</b> .....	6
<b>ALERT THE MEDIA</b> .....	8
<b>SPREAD THE WORD: TAKE ACTION ONLINE</b> .....	9
<b>DOWNLOAD MATERIALS</b> .....	11

# WHAT IS SHEDECIDES?

SheDecides.

Day 2019

## What is SheDecides?

**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.

We are united in our belief in the fundamental rights of every girl and every woman to make the decisions only she should make. We fight for every right. We don't shy away from abortion, comprehensive sexuality education, or other issues that are often avoided or neglected.

Concern about the impact of the Trump Administration's expanded 'global gag rule' was the early spark for the movement. However, politics and government are only one part of a broader series of barriers that must be overcome. Social norms in families, communities and societies at large are often not conducive to securing freedom and autonomy for women and girls. As the movement has grown these challenges have also become a central focus.

The evidence is clear: **when she decides about her body, the world is better, stronger and safer**. Respecting her rights improves her health, life and future – and those of her family, community and society.

Working together, we will take action so that girls and women everywhere can access the information and education to make their own choices, to enjoy their bodies; to have access to the full range of quality care that unite all parts of her sexual and reproductive life and health.

The SheDecides movement disrupts the power imbalances that for too long have stopped girls and women from deciding. Energized by evidence-based outrage, we are a conspiracy of hope.



We are united in our belief in the fundamental rights of every girl and every woman to make the decisions only she should make

## SheDecides Goals



**STAND UP,  
SPEAK OUT.**



**CHANGE  
THE RULES.**



**UNLOCK  
RESOURCES**



# WHAT IS SHEDECIDES DAY?

She Decides.

Day 2019

## SheDecides Day

**SheDecides Day** takes place annually on **2 March**, the date the global movement became a reality at the first big pledging conference in 2017. It is a day of action and global solidarity, recurring annually, when a huge variety of activities of different sizes and formats take place all over the world. SheDecides Day is a moment of energy and activity; a moment to pause and focus, to shine a spotlight on the action being taken to overcome the barriers and challenges faced by girls and women everywhere. SheDecides Day is an opportunity to showcase our solidarity and strength by demonstrating individual and collective commitment to the rights of women and girls locally, nationally and globally to have control of their bodies, everywhere.



This toolkit is intended to inspire and support Champions, Friends and local movements to create, plan and participate in SheDecides Day activities of different sizes and formats. [Create and register your activities here](#) and [find out what's happening near you](#). Remember to make them your own, reflect on the ideas here and adapt them to take action that will have the greatest impact in your own community, country or life. One of the great opportunities with SheDecides Day is to gather off-line – finding like-minded others, expressing solidarity and shared commitment. And you can also generate energy and take action online.

There is room and space for everyone who wants to join together in growing the movement and pushing for a new normal: **Where every girl and every woman can decide about her own body. Without question.**



SHOWCASE

Register [here](#) to showcase your **SheDecides Day activity** or find something you can join and the great plans and events from around the world. On social media, use the hashtag **#SheDecidesDay2019** on all your posts so that everyone can search and see them all together in the same place.

Download the social media tools and the SheDecides Day logos [here](#). Get involved



# MOBILISE: TAKE ACTION OFFLINE

SheDecides.

Day 2019

## Create an activity

SHEDECIDES DAY IS MARKED AROUND THE WORLD ON 2 MARCH EVERY YEAR. IT IS A DAY OF ACTION TO BUILD ENGAGEMENT IN THE SHEDECIDES MOVEMENT AND PROMOTE ITS VALUES AND VISION. PLAN YOUR OWN ACTIVITY AND USE THIS MOMENT TO EXPAND THE MOVEMENT AND JOIN WITH OTHER FRIENDS OF SHEDECIDES.

### How?

Start with the [SheDecides manifesto](#). The manifesto sets a framework for the rights and freedom that underpin the movement's uncompromising overall goal:

**"A world where every girl and woman can decide what to do with her body, with her life and with her future. Without question."**

SheDecides Day events and activities should reflect and celebrate this overall goal, and emphasize the benefits for everyone. Women who make their own decisions about their bodies and lives are stronger, healthier and more prosperous. So too are their families, communities and countries.

## Host

### ✓ ... a rally or march

Inspire friends to go to an identified public area to call for a new normal where SheDecides; use placards, signs, and hand out other materials to amplify the message. Hoping for a politician to attend your activity? [Download an invitation for them here.](#)

### ✓ ... a meeting

Invite people to your home, work place, student union, political space or any other exciting place to explore the vision of the manifesto. What does it mean to you? Maybe invite speakers to kick-start your discussions – [download an invitation from the SheDecides Day page here.](#)

### ✓ ... a social event

Organise a picnic, supper or cocktail party to explore what SheDecides means to you – and sign-up new friends and invite those that have already signed up to explain what the [manifesto](#) means to them.

### ✓ Artistic

Creativity sits at the heart of the SheDecides movement. SheDecides recognises that creativity and emotion are powerful elements of activism. Watch the manifesto performance [here](#). The arts create space for unique interactions. Engaging with people's emotions they take forward the goals of the movement, and promote goals the vision in ways that make a difference.



**STAND UP.  
SPEAK OUT.  
TAKE ACTION.**

# MOBILISE: TAKE ACTION OFFLINE

### ✓ ... an expert talk

Assemble people with specific expertise like lawyers, individuals affected by bad laws (e.g., women not able to access contraception, safe abortion, justice for assault), academics, sexual health workers, politicians. [Download an invite for them here.](#)

### ✓ ... lobby for change

Explore how the laws should change in line with the manifesto. Make an action plan: How can you work together to change rules that are unjust and put women's health, safety and security at risk?

Parliamentarians, ministers and senior policy-makers can reform laws, policies and all sorts of operational rules that block girls and women from making their own decisions. Take action and make sure that laws and policies make it easy for girls and women to decide, in your community, your country and around the world – download a template letter you can use to contact your local political or community leader [here](#).

### ✓ ... a call-in summit

Invite friends, colleagues, community members and others to meet virtually or in-person for a 'call-in summit'. During the summit, call identified members of government or parliament to raise awareness and mobilise support for SheDecides – reach them by phone, Twitter, email etc.

### ✓ ... a concert or open-mic night

Organise a concert, play or other event and encourage people sign the manifesto as they arrive – as well as give money to the cause. [Download an invitation for a guest speaker/performer here.](#)

### ✓ ... an exhibition

Organise an exhibition with a focus on SheDecides. Encourage artists or friends to use art, photos or other imagery to interpret the manifesto and what SheDecides means to them.

### ✓ ... a dinner party

Organise a 'pay what you like' dinner to mobilise friends and discuss what the SheDecides manifesto means to different people, groups and communities. [Download a guest invitation here.](#)



# Without question.



# MOBILISE: TAKE ACTION OFFLINE

**She** Decides.

**Day 2019**



## Alert the media

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. This is a pivotal moment to grow the movement more and promote the values and the manifesto. 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 a model press release from the SheDecides website [here](#). Issue the release to local media to help gain traction for your activity and spread the energy.



**i**

**If you have any specific questions about how best to reach the media then contact the Support Unit at**

**[info@shedecides.com](mailto:info@shedecides.com)**



# SPREAD THE WORD: TAKE ACTION ONLINE

**She** Decides.

**Day 2019**

## GET SOCIAL

SOCIAL MEDIA WILL HELP ENGAGE OTHERS AND RAISE AWARENESS. GET CREATIVE WITH YOUR CONTENT; TAKE PICTURES, CREATE VIDEOS, RECORD SOUND BITES FROM YOUR FRIENDS AND GET LOUD ABOUT WHY SHE SHOULD DECIDE.

### Some ideas:

- ✓ Take a photo of yourself or your friends with a poster finishing the sentence 'When she decides...' or 'When she does not decide...' or 'I want to see a world where she decides about...'
- ✓ Creatively interpret the manifesto! Record a live reading of the manifesto, invite a spoken word poet to perform it, build their own interpretation or illustrate some of the points that speak most strongly to you
- ✓ Respond to the question: **what does a world where SheDecides look like?**



## Hashtags

Please use the below hashtags to ensure that SheDecides Day is making enough noise for the world to take notice. Remember to tag other Friends and Champions of SheDecides, plus feel free to align your tweets with other campaigns:

**#SheDecides** **#SheDecidesDay**

**#WithoutQuestion**

**#SheDecidesDay2019**

**#TodaySheDecides**



There are also a number of tools and materials on the SheDecides Day page which you can download and use. These include logos, posters, templates and more.

# SPREAD THE WORD: TAKE ACTION ONLINE

**She** Decides.

**Day 2019**

## GET SOCIAL

### Sample posts

- 🐦 Today, on #SheDecidesDay, we stand up and speak out until #SheDecides every day and everywhere #WithoutQuestion
- 🐦 2 March is the second #SheDecidesDay – so only #SheDecides about her own body. Without question. Stand up. Speak out. Sign the manifesto now: [shedecides.com/manifesto](https://shedecides.com/manifesto)
- 🐦 I am a friend of #SheDecides because [add in your reason here!] #SheDecidesDay
- 🐦 I am taking action to create a world where #SheDecides about [add in the issue here]
- 🐦 Two years, 41 Champions, 183 countries, 120,000 Friends – I'm one. #SheDecidesDay
- 🐦 In January 2017 #SheDecides launched. Two years on the movement has over 120,000 Friends in 183 countries. Happy #SheDecidesDay!



**STAND UP.  
SPEAK OUT.  
TAKE ACTION.**

#SheDecidesDay



Stop by [SheDecides Twitter](#), [Facebook](#) and [Instagram](#) accounts for some inspiration on the day.

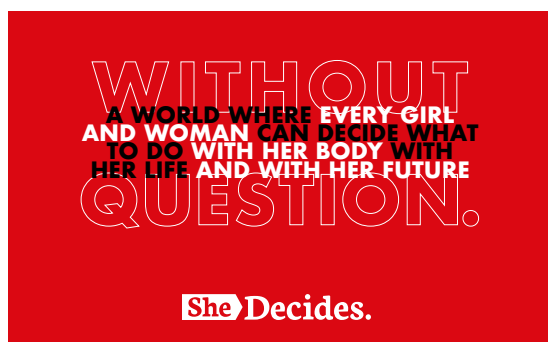
Check back to the [SheDecides Day](#) page for assets which you can use to jazz up your social profiles on 2 March.

# DOWNLOAD MATERIALS

**She** Decides.

**Day 2019**

(top left) Manifesto postcard: landscape, double-sided version, (top right) A4 poster, (bottom) graphic wall, (inset) The Style and Identity Guidelines



**SheDecides makes the greatest impact when we – her, he, them and us – stand together, so that she can make the decisions only she should make. Raise awareness and use these designed materials and tools to help you stand out, be seen and shout out that you are for a world where SheDecides.**

SheDecides Day materials available for download include; [stickers](#), [manifesto postcards](#), [poster templates](#), [flyers](#), [booklets](#) and [logo walls](#). You can also download a logo created especially for the day [here](#), as well as a [PowerPoint template](#) and other SheDecides Day specific social graphics [here](#).

Check out the [Style and Identity Guide](#) to see how you can use SheDecides brand for your activities.

Finally, add your voice to the tens of thousands by signing [the Manifesto](#), whether as an individual or on behalf of an organisation.