

International Day of the Girl Engagement Options



This International Day of the Girl, join us in supporting leaders around the world to amplify their mission to drive social progress. Girl Up is hosting a fundraising campaign during the month of October to support our Project Awards fund. The fund allows youth advocates to apply for funds up to \$1,000 and apply them towards a social impact project in their community. With a goal of raising **\$20,000** for the fund, we are committed to turning a girl's vision into a reality.

There are ways for YOU to engage in this important campaign.

Create your own fundraising page

You can directly support this campaign by creating your own fundraising page! Girl Up has a platform where you can create your own, customizable fundraising page in less than 2 minutes. The fundraising page will have a URL that can be shared with your network where they can effortlessly make donations.

After creating your page, we will send you language, assets, and whatever other resources you may need in your fundraising efforts!

Amplify the campaign on your social media channels

Encourage your network to donate and learn about the fundraising campaign through your social media and/or other digital channels. With this option, Girl Up will provide you with language and assets to post on your channels and share with your network. Additionally, we will share recommended dates to post on your channels that align with our content calendar.

Share why you support Girl Up

During October, or on International Day of the Girl, share why you support Girl Up. This can reference the fundraising campaign, or any other aspect of Girl Up that you'd like to highlight.

Project Awardee Examples

Girl Up leader, Rebecca, used her funds to implement a “Soft Skills Girl Empowerment Project.” Passionate about closing the gender gap in STEM, the project included a 4-month STEM mentorship program that impacted 60 girls across 5 secondary schools in Gboko, Nigeria. The program increased the STEM proficiency of its attendees by providing them with student mentors and encouraged students to pursue higher education and careers in STEM by introducing them to women in STEM mentors. The event participants were educated in coding, robotics, drone control, social media utilization, and green energy. Rebecca was even able to bring the Ministry of Education and the Benue State Government on board as stakeholders for her project!



Girl Up leader, Vena, and her Club hosted a menstrual pad drive at a local center in Kenya that works with youth facing poverty. The event included a demonstration on how to mark ovulation cycles using locally-made ovulation beads and a demonstration on how to use reusable and non-reusable sanitary towels. Additionally, the Club donated reusable sanitary towel kits to 40 girls which included two panties, a washcloth, bathing soap and ovulation beads.