International Women’s Day

GITW Global Chapter Toolkit

March 8, 2016
Introduction

Connecther was founded in 2011 with a vision to serve as a communications and crowdfunding platform working to advance women and girls globally.

Connecther provides a diverse communication platform, including the Girls Impact the World Film Festival, to spotlight critical issues facing women and children throughout the world, and a robust, user friendly process for fundraising and matching donors to high-impact partner projects.
**Introduction**

We believe there are stories about girls worth telling.

The Girls Impact the World Film Festival (GITWFF), is an annual initiative of Connecther that is co-sponsored by the Harvard College Social Innovation Collaborative (SIC) with presenting sponsor Eloise DeJoria. GITWFF is a scholarship program in which high school and undergraduate college students submit 3-5 minute short films that focus on a variety of global women's issues, including: maternal health, microfinance initiatives, child-marriage, education for girls, environment and poverty alleviation, women and girls in STEM and other critical issues impacting women and girls around the world.

These films tell stories about girls and women that raise awareness, envision in film the possibilities of our time for females globally, and propose solutions, all the while providing the young adult voice an outlet in a compelling medium.

Winners receive a monetary prize, film distribution channels, as well as an internship opportunity at Creative Visions in Los Angeles. Each spring, an official screening and red carpet awards ceremony takes place at Harvard University campus in Cambridge, Massachusetts.
What is International Women’s Day?

Taking place March 8, IWD recognizes women for their achievements without regard to divisions, whether national, ethnic, linguistic, cultural, economic or political. It is an occasion for looking back on past struggles and accomplishments, and more importantly, for looking ahead to the untapped potential and opportunities that await future generations of women.
How can you partner with Girls Impact the World Film Festival to support IWD?

• Create your own “Girls Impact the World” chapter
• Partner with your community for outreach i.e. schools, library, church, local cinema
• Support mission and vision of GITW
• Host a screening to launch your chapter on International Women’s Day, March 8, 2016
• Share facts and stats about women and girls – where we are now, the progress, and what’s left to do…
• Support “Call to Action” at event
Step #1:

Create your own local chapter for “Girls Impact the World”

We believe the greatest global impact begins locally.

Join us and help set up your own chapter of Girls Impact the World in your community!

- Tell us why you're passionate about advancing women and girls globally (i.e., individual/student or organization)
- Share your hopes and goals for your local chapter
- Work with the support of the Connecther community; spread the word via social and traditional media about your chapter and good work with a launch event on International Women’s Day!
Step #2:
Support the vision and mission of Connecther and Girls Impact the World Film Festival

We believe there are stories about girls worth telling.

• Support the vision to advance women and girls globally

• In theme with “Girls Impact the World Film Festival,” advocate for girls and women everywhere to spotlight critical issues facing women and children throughout the world including: maternal health, microfinance initiatives, child-marriage, education for girls, environment and poverty alleviation, women and girls in STEM and other critical issues impacting women and girls around the world.
Step #3: Host a screening on International Womyour chapter with the global en’s Day to launch community – Connecther will provide content from our catalog of GITW films.

- **Organize a screening in your community**
  venues could range: library, café, university, warehouse, church, or backyard bbq

- **Make your event special**
  Ideas include: panel Q+A with local leaders or academics, invite students, filmmakers and industry professionals, suggest theme screening ideas

- **Promote and Document**
  Utilize the Connecther online community, share-graphics, set up your own FB/twitter pages, provide photography, create share-graphics and other assets
Step #4:

Support a “Call to Action” on International Women’s Day

- Work with Connecther team to establish your “call to action” – this will be the moment where you ask your audience to participate in an activity to benefit a cause.

- Actions could range: any project on the Connecther site to support women and girls, ideally a project particular to your local region.

- Develop and campaign with Connecther and promote your “call to action” 3 months in advance of launch event (i.e. January 6) to build up your community and educate your audience on the issue and raise awareness.

- Fund raise for any project listed on Connecther!
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THANK YOU!

Do you have questions?  
Contact us!

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