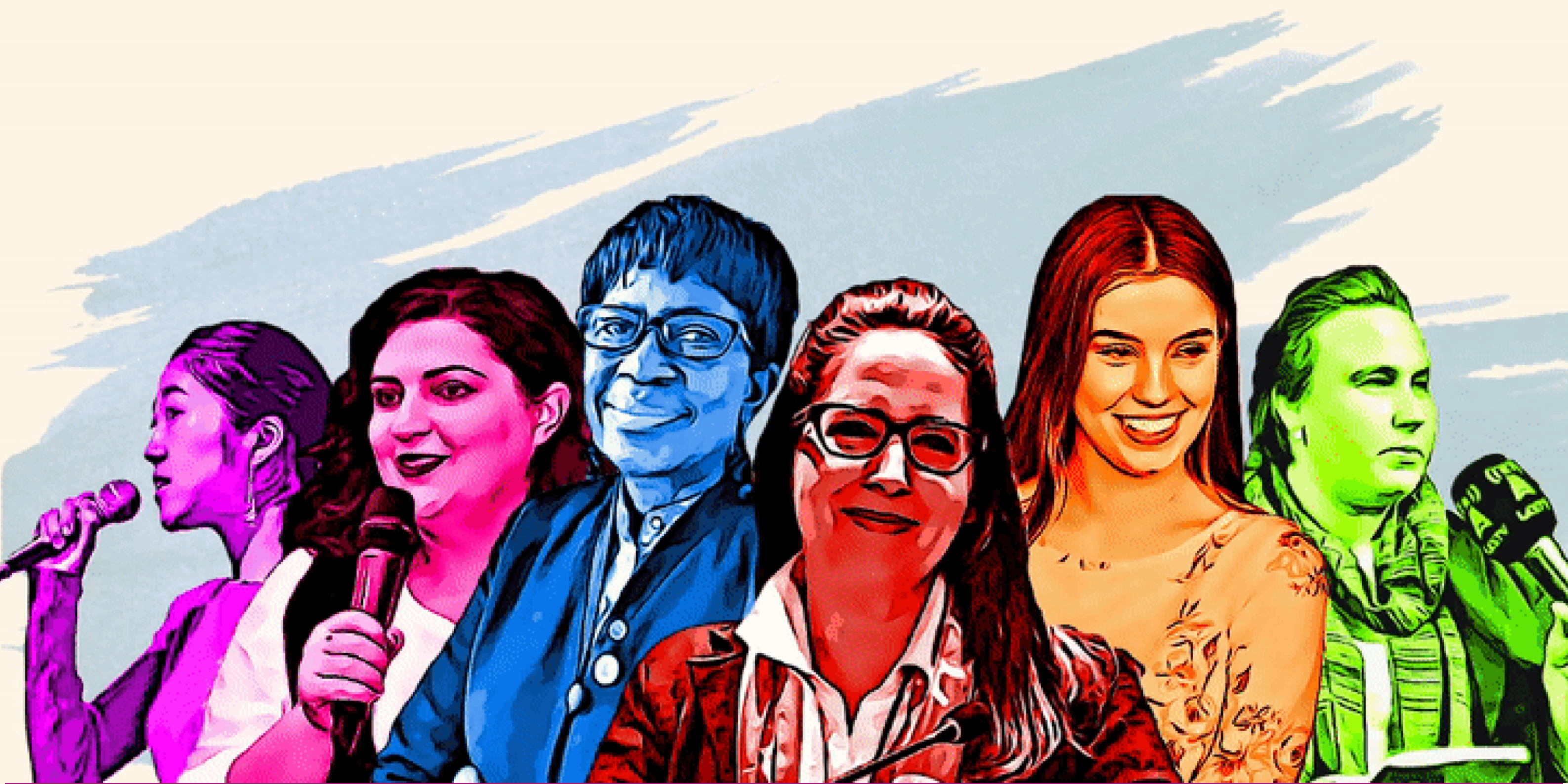


WORLD YWCA DAY 2021

April 24, 2021



**A CELEBRATION
OF
#YWCALEADERS**

#WYD2021



A Celebration of YWCA Leaders

World YWCA Day 2021



2020 has been a year like no other in recent history. Women, young women and girls all around the world have been affected with the exacerbated effects of the pandemic, putting a halt to decades of work done by women's rights movements for gender equality. The year 2020 was also the year where once again the leaders, pioneers and fighters of the YWCA movement stood up, supported themselves and women, young women and girls, and communities around them to advocate for their rights, safety, health and resources.

For 160 years, YWCA has been an incubator for building women and young women leaders.

For 160 years, YWCA leaders and pioneers have taken action in communities to make human rights a reality.

For 160 years, YWCA has been building strong, powerful and humble advocates and fighters who have supported those around them and promoted sisterhood, especially during a crisis.



In 2021, a critical year of women's celebration, leadership and action- we ask you to reflect and think about which leaders, pioneers and fighters you want to celebrate for their inspiration, courage, story, passion and sisterhood. These leaders are intergenerational, intercultural, intersectional and they remind us that leadership exists beyond positions beyond designations and about making an impact for the better on communities, on lives and on individuals.

For World YWCA Day 2021, we celebrate the individual leaders that make up our powerful and longstanding global movement. Here are some powerful ways you can capture the stories of #YWCALeaders.



CONDUCT AN INTERVIEW AND SHARE IT!

Time to interview the powerful leaders! Ask them five questions and express your appreciation of their contributions. What can you do with the interview? Write a blog or share a video of them.

If you want to publish the blog on the World YWCA's SheSpeaks platform, please write to us at shespeaks@worldywca.org.

Here are some examples that will inspire you:

- [Story of Esther Janine Zehntner, a Philanthropist](#)
- [Story of Tina, A Leader Beyond Calculus, Physics and NASA](#)
- [Story of Satoko, Finding Purpose in the Chaos of Your Own Life](#)
- [#LeaderSpotlight on Jill Anami](#)

Follow #WYD2021 #YWCALeaders
World YWCA Social Media @worldywca



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USE THE STORYSHARE PLATFORM OF WORLD YWCA

On the SheSpeaks platform, World YWCA has created a video consultation platform where you can record your video and share a leader that inspires you and why. After recording, share the video link on your social media and invite other people to share which leader inspires them in the YWCA movement. Here is a powerful question to use as a probe: "Who is the leader from 2020 that inspires you and what is it about them that inspires you most?"

Here are some tips to use StoryShare:

1. Go on [SheSpeaks website](#).
2. Create a login on the menu bar, click register to create a new account or try logging in if you already have an account and reset the password if needed.
3. Click on the Menu – StoryShare.
4. Record a video asking a question, or answer one of the videos on the platform directly.
5. If you face any difficulties using the platform please write to Talisa Avanthay at shespeaks@worldywca.org.



USE SOCIAL MEDIA TO CELEBRATE LEADERSHIP

Here is another option to powerfully capture the ideas, quotes and voice of #YWCALeaders. Use social media to share photos of them with quotes from them, but request and receive their permission to do so.

Here are some sample templates for you to use. Click on the image to download.



Here are some sample social media posts:

- Happy #WYD2021 to ALL our #YWCA sisters around the world! Today we celebrate #YWCALeaders, their leadership, their achievements, and their determination as we work together to achieve gender equality.
- I am a #YWCALeader from _____. On #WYD2021 we celebrate leaders from our movement who have inspired us, mentored us, and empowered us to become the leaders we are today. Thank you to @Tag a mentor. @_____
- In 2020, <add name> inspired me as a #YWCALeader to <add quote on inspiration>. Who inspired you in 2020?
#YWCALeaders #WYD2021

Follow #WYD2021 #YWCALeaders
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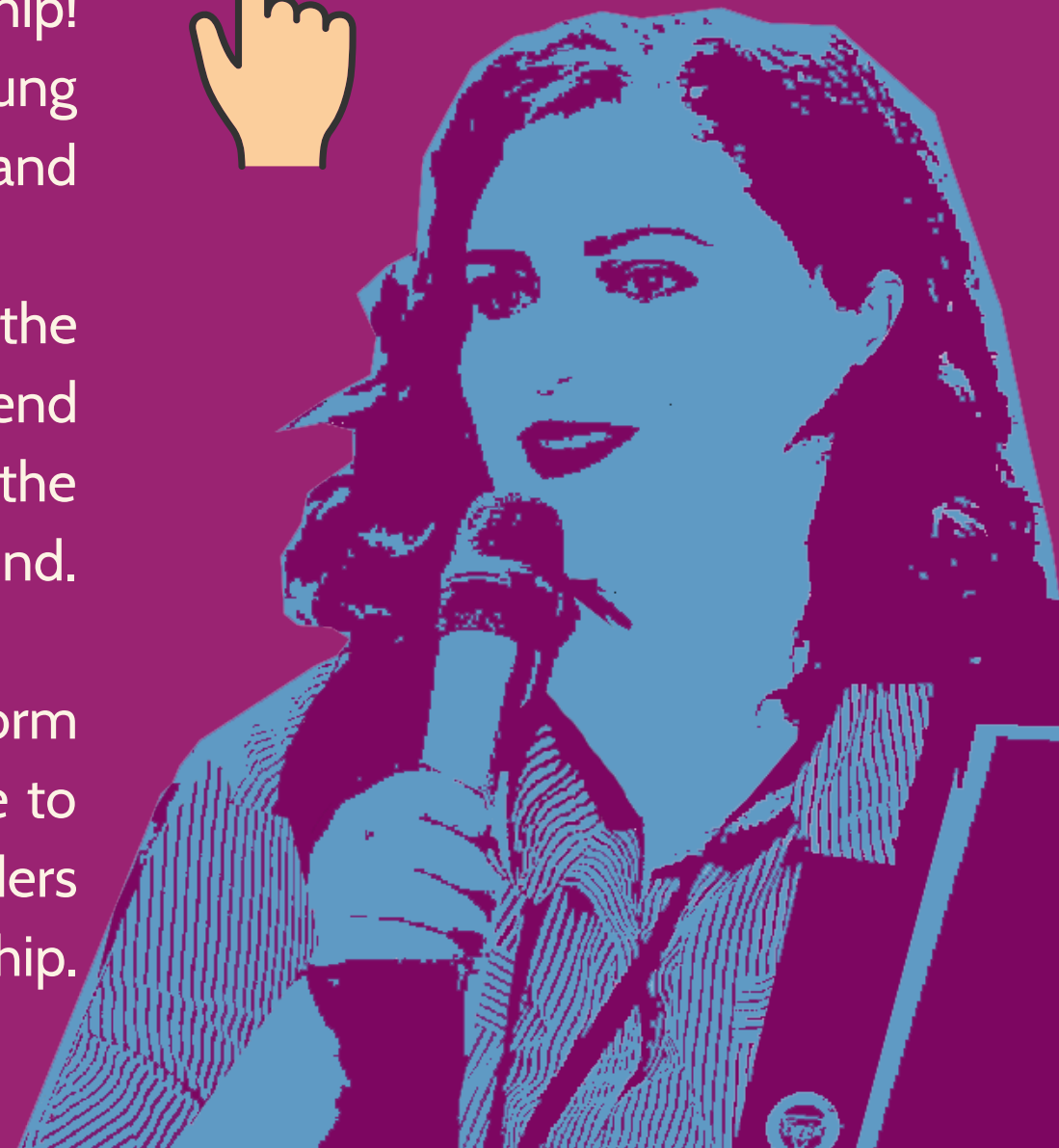
CREATE A DONATION APPEAL

This World YWCA Day, invite others to donate to World YWCA or a YWCA and thank them for being a powerful incubator of leaders for decades. You can make a donation yourself or invite others. You can even donate in the memory or honour of a #YWCALeader who has always inspired you.

Donate to World YWCA

- Donate to World #YWCALeaders to invest in young women's leadership! When you donate to the YWCA movement you are supporting young women full potential to be leaders of change in their communities and globally. <https://cutt.ly/4cpl4pZ>
- 160 years of Pioneers & Leaders taking action. Today as we celebrate the great accomplishments of our movement and the work ahead of us, spend two minutes and support #YWCALeaders like me to continue to lead the change for a better world where no one is left behind. <https://cutt.ly/4cpl4pZ>
- Donate to the World YWCA to help women all around the world transform their lives, their communities, and the world, for the better! Contribute to leaders who are working to end violence, donate to World YWCA leaders and make a change today to support young women's leadership. <https://cutt.ly/4cpl4pZ>

DONATE



HOST A SESSION OF CUP OF JOY: A VIRTUAL SAFE SPACE



Host a World YWCA Virtual Safe Space or Safe Space in person if pandemic protocols in your community allow.

Invite other #YWCALeaders to join for an hour of a “Cup of Joy” to catch up, recall old times, share stories of powerful #YWCALeaders from 2020 and other years, and plan new ways to work together.

You can also just plan a virtual tea or cocktail hour to connect leaders from one YWCA with another YWCA, perhaps using an established friendship to build a strong bridge between two YWCAs.

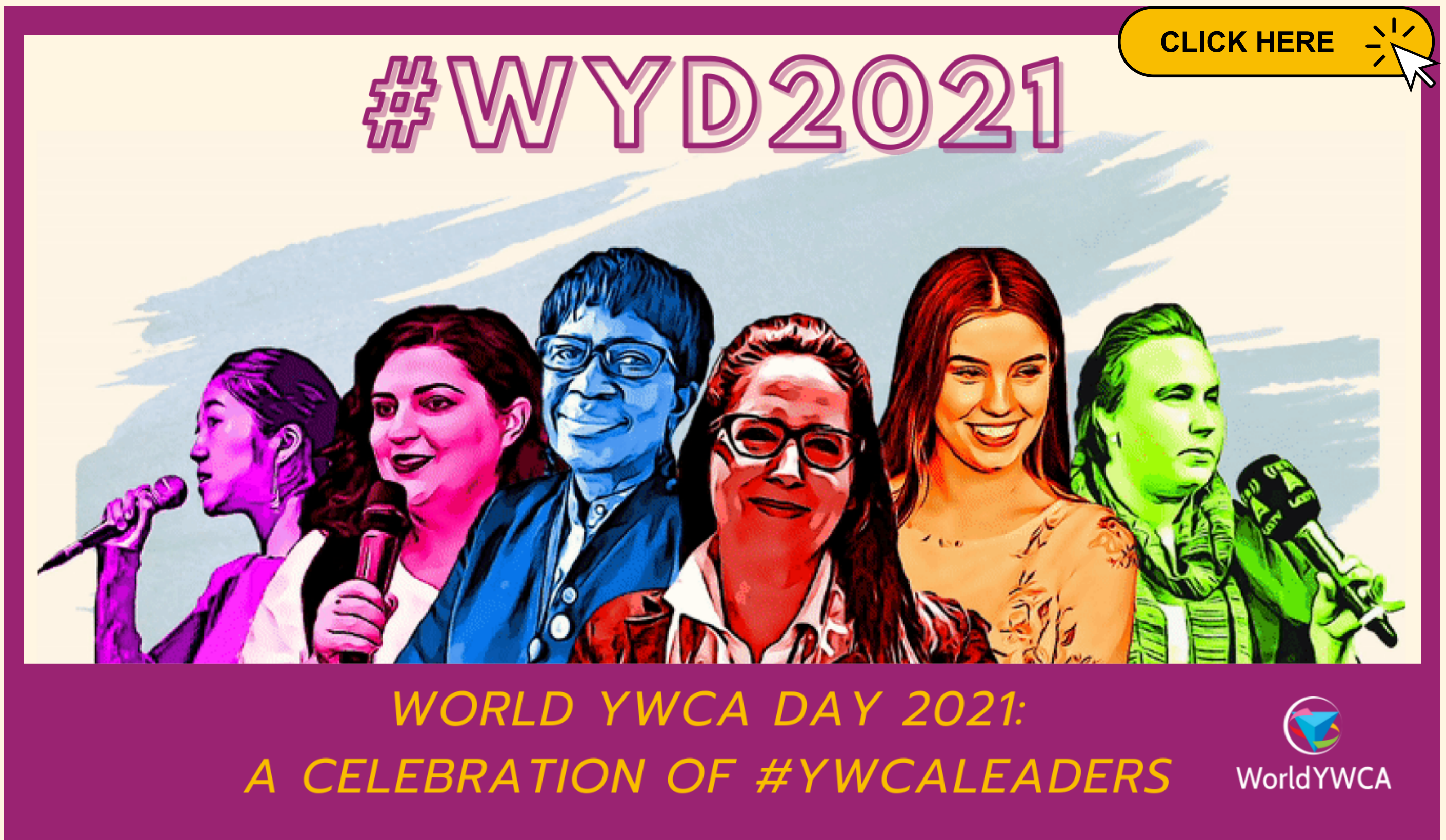
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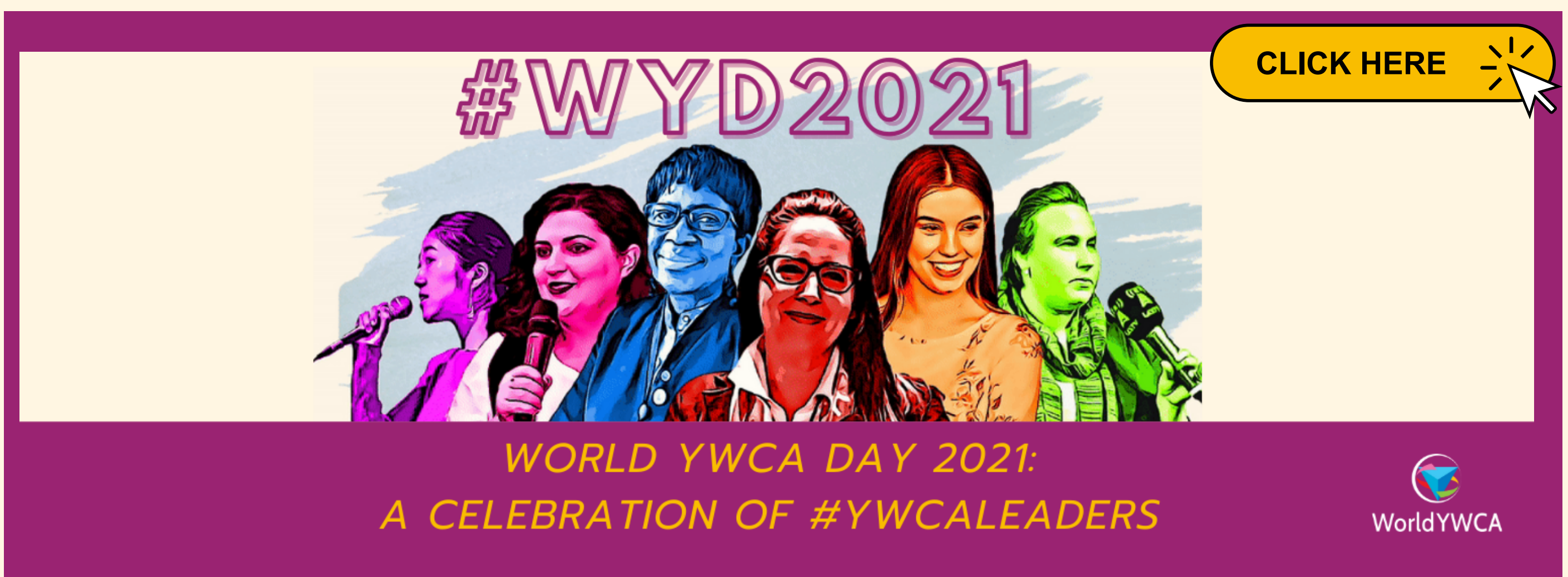
For World YWCA Day, the World Office will use all virtual and social media platforms to amplify your stories of YWCA leaders as pioneers, fighters, teachers, activists, facilitators, and researchers. This World YWCA Day, let us give a face to our intergenerational, grassroots, effective and relevant, evolving movement for the rights of girls, young women and women.

USE THE SOCIAL MEDIA COVERS AVAILABLE IN THE BUTTONS BELOW TO SHOW CARE ENGAGE AND PROMOTE #WYD2021.

Click the image below to download the Facebook cover:



Click the image below to download the Twitter cover:



Follow #WYD2021 #YWCALEADERS
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USE THESE SOCIAL MEDIA IMAGES TO ENGAGE AND PROMOTE #WYD2021

Click the images below to download them:



Content created by World YWCA. Toolkit and social media products designed by Meghshree Mathpal (India)
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