

#RaiseAPen CAMPAIGN

SOCIAL MEDIA DIGITAL TOOLKIT



ONLY THROUGH
OUR
COLLECTIVE
VOICES CAN THE
NOISE BE LOUD
ENOUGH TO BE
HEARD,
ANSWERED AND
ACTED UPON

Kick-off #RaiseAPen Campaign
12th November 2020
Virtual Panel Discussion
25th November 16:00 CET

www.makemothersmatter.org



mmm.makemothersmatter



@MMM4Mothers



@makemothersmatter



Make Mothers Matter - MMM



moeders
voor vrede



Photo Courtesy of Mothers For Peace

NOVEMBER 12TH

Make Mothers Matter **#RaiseAPen** campaign kicks off,
answering the call of mothers in Afghanistan for the continued
right to **education for their girls**



Photo Courtesy of Mothers For Peace

**AMPLIFY OUR CALL
BY REACHING OUT TO
ALL YOUR NETWORKS !**

#RaiseAPen #education #Afghanistan #girls #equality #mothers #Peace

FOCUS OF THE CAMPAIGN



Make
Mothers
Matter



Photo Courtesy of Farkhunda Trust

Together with Afghan Mothers and Girls
#RaiseAPen

BACKED BY KEY GLOBAL PERSONALITIES AND ORGANISATIONS, THE CAMPAIGN SUPPORTS **EDUCATION** FOR **WOMEN AND GIRLS** NOT ONLY BECAUSE IT IS A **FUNDAMENTAL HUMAN RIGHT** BUT ALSO BECAUSE IT IS A KEY CONDITION FOR **DEVELOPMENT** AND **BUILDING PEACE**

Raise YOUR Voice #RaiseAPen

NOVEMBER 25th @16:00 CET, #RaiseAPen PANEL DISCUSSION

THIS HIGH LEVEL
DISCUSSION OFFERS
A **UNIQUE**
OPPORTUNITY TO
POSE DIRECT
QUESTIONS TO **KEY**
DECISION MAKERS
ON HOW TO **MOVE**
FORWARD BEYOND
'**RAISING A PEN**'

PANELISTS

H.E. Rangina Hamidi

Minister of Education of I.R. Afghanistan

[@Rangina_Hamidi](#)

Staffan de Mistura

Former UN Special Envoy to Afghanistan

Stefania Giannini

UNESCO Assistant Director General of Education

[@SteGiannini](#)

Ambassador Melanne Vermeer

Executive Director Georgetown Institute for
Women, Peace and Security

[@MelanneVermeer](#)

Ambassador Mohammad Wali Naeemi

Deputy Permanent Representative of I.R of
Afghanistan to the UN

Moderator

Professor Mary Kaldor

Professor of Global Governance and CEO of the
Conflict Research Program, IDEAS, LSE

[@KaldorM](#)

Opening Remarks

Anne-Claire de Liedekerke

President MMM

[@acdelied](#)

Rahela Sidiqi

Founder & Director Farkhunda Trust for Afghan
Women's Education & MMM associate member &
campaign partner

[@RahelaHSidiqi](#)



Stay tuned on TWITTER for news and
updates before and after the Event



The Event will be LIVE STREAMED
on our Facebook page

ENGAGE WITH US ONLINE



1. FOLLOW US



mmm.makemothersmatter



@MMM4Mothers



@makemothersmatter



Make Mothers Matter - MMM

2. LIKE and SHARE our social media posts

3. Create YOUR OWN POST by clicking here to access:

[Our Mobilisation Video](#)

[Our NewsLetter](#)

[Key Messages and Photos](#)

[Our Flyer](#)

DON'T FORGET TO:

END YOUR POSTS
WITH "**TOGETHER
WITH AFGHAN
MOTHERS & GIRLS
#RAISEAPEN**"

USE OUR **HASHTAGS**

TAG OR
MENTION US

OUR MOBILISATION VIDEO

Watch, Be Inspired, and Share it with your network!



Raise YOUR Voice #RaiseAPen

KEY MESSAGES



#RaiseAPen



Without **education** for all, the prospects for the development of an **inclusive, just and peaceful society** will collapse.



Mothers have the **power to change** what doesn't work by raising their voices,
#RaiseAPen



in this case,
to convince the world of **the importance of girls' education**
for a sustainable future.



#RaiseAPen #education #Afghanistan #girls #equality #mothers #Peace

KEY MESSAGES



Girls' education is not just a **basic human right**.

It is also key to changing **the mentality of society**.

Dr Sima Samar,
Afghan Women's and human
rights activist.

#RaiseAPen



Photo Courtesy of Mothers For Peace



Photo Courtesy of Mothers For Peace

#RaiseAPen

Without education,
the empowerment of Afghan
women and girls and their **access
to equal opportunities** will be
critically compromised.



#RaiseAPen #education #Afghanistan #girls #equality #mothers #Peace

BIG THANKS TO



OUR PARTNERS



[_@FarkhundaTrust](#)



**moeders
voor vrede**

[_@MFP_Belgium](#)



[@UNICEFEducation](#)



[_@WEAll_Alliance](#)



[_@WRAglobal](#)

OUR SUPPORTERS



[_@LSE_CRP](#)



[_@ecdpeace](#)



[_@giwps](#)



[_@savefuturenow](#)



[_@hdbfoundation](#)



[_@MenCareGlobal](#)