#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
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!

NOVEMBER 12TH

#RaiseAPen #education #Afghanistan #girls #equality #mothers #Peace
FOCUS OF THE CAMPAIGN

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 Verveer
Executive Director Georgetown Institute for Women, Peace and Security
@MelanneVerveer

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

The Event will be LIVE STREAMED on our Facebook page

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

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
@MFP_Belgium
moeders voor vrede

OUR SUPPORTERS

@UNICEFEducation
@LSE_CRP
@savefuturenow

@WELLBEING_ECONOMY_ALLIANCE
@WEAll_Alliance
@ecdpeace
@hdbfoundation

@WRAGlobal
@giwps
@MenCareGlobal

@UNICEF
@LSE
@HÈLÈNE_DÈ_BEUR
@MenCare
@White Ribbon
@GIWPS
@WRA Global
@MenCareGlobal