



WOMENWIN.ORG

ONE WIN

LEADS TO ANOTHER

JOIN THE TEAM

WITH YOUR SUPPORT, GIRLS CAN CHANGE THEIR LIVES.

Women Win believes that every girl is entitled to actualise her full potential. It is her right. Sport can offer a girl a place to develop skills and knowledge that translate to life off the field - how to assert herself, use her voice, make decisions, call the shots. In other words, her "wins" ON the field, are "wins" OFF the field also.

As more girls are afforded opportunities to play and build these life muscles, a collective impact is realized - a generation of girls will have increased power to change their lives. It is a phenomenon with epic possibilities.

This kit gives you everything you need to chalk up a "win" for girls.

"One win will lead to another."





SPREAD THE WORD

Use the fundraising tools in this kit to share the power of sport with your friends, family, co-workers, teams and community. Through your support, "One Win Leads To Another."

POWERPOINT

About Women Win

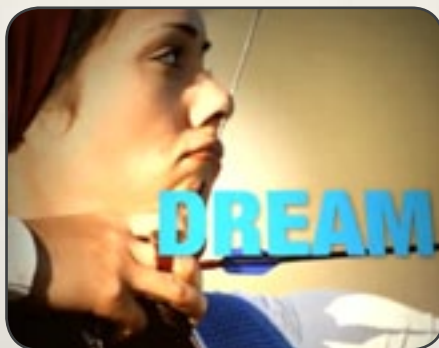
Use this PowerPoint to tell people how girls in emerging economies world wide are using sport to address some of the toughest challenges.



VIDEOS



Girls' Sport in Conflict



About Women Win



*Addressing Gender-Based
Violence (GBV) Through
Sport*

FACEBOOK

Imagine if a young cricketer in Bangladesh was able to inspire a footballer in Colombia through a “like” on Facebook. Or if a female college athlete in the U.S. was able to dedicate her win to either of those girls through Twitter. Creating global traction for this idea relies on creating connections: One Win Leading to Another.

Here are some ways to Learn, Share and Mobilise through Facebook.

“Like” Women Win

Visit facebook.com/womenwin to “like” our page. Share with your friends, so they can do the same.

Causes

This is a simple and powerful way to fundraise. Visit the [Women Win Facebook Cause](#) and set up a project. It can be as simple as sending out a “Wish” for your birthday.

One Win Chain

Strike a pose and upload your photo to make “One Win Lead To Another”!

POSTERS

Homemade

If you have a printer and some paper, just download the templates and print them at home.

No printer? No problem. Get creative and make your own!



LOGOS



Download these logos to make shirts, stickers, buttons or anything else you can think of. If you need more logos (including different file types), send us an email: info@womenwin.org

ORGANISE
AN EVENT

SUCCESSFUL EXAMPLES:



Natalie Sisson joined the Tour d'Afrique and biked from Kenya to South Africa, raising 10k for Women Win.



Lots of supporters dedicate birthday wishes to Women Win's Facebook Cause, raising between \$500-\$4000!



DLA Piper and Wieden+Kennedy employees raised money by running the Damloop Ladies Run in Amsterdam

Share your ideas - post what you've done: www.facebook.com/womenwin



A FUNDRAISER

The Basics

Raising money for girls' sport in developing regions is important. We have made it simple for you to do just that.

Some Tips

1. Set a Goal. How much do you want to raise? 10, 200, 5,000? Every euro, pound and dollar counts.
2. Set up a project page on Women Win's Facebook Cause or direct people to womenwin.org/donate where they can give in euro, pounds, or dollars.
3. Start to publicise. Put up posters, share facebook and email. Show the videos and the powerpoint as often as possible. Then, direct people to your fundraiser.
4. Thank everyone for joining and watch the team grow.

Share your ideas - post what you've done: www.facebook.com/womenwin



NEED IDEAS OF HOW TO RAISE FUNDS?

1. Create your own race or walk-a-thon.
2. Simply ask your contacts to support a great cause.
3. Challenge yourself and join a race.
4. Throw a party.
5. Host a tournament or race.
6. Get coaches and teammates involved.
7. Have another idea? Go for it. Share it with us at info@womenwin.org.

Share your ideas - post what you've done: www.facebook.com/womenwin





PARTY

Throw A Party

Party for girls' sports. Download a logo for your invites. Invite all your friends (or co-workers if you want to make it a work event). Show some videos and encourage guests to spread the word by joining [facebook.com/womenwin](https://www.facebook.com/womenwin), raising funds, showing the videos and more.

Set up a facebook cause project or direct people to [womenwin.org/donate](https://www.womenwin.org/donate). Give prizes for donations at the party.

See if a restaurant near your office is willing to co-host a dinner with you. Ask if a portion of the tab can be donated to Women Win.

Share your ideas - post what you've done: www.facebook.com/womenwin



TOURNAMENT

Host a Tournament or Race:

This can be done a few different ways.

1. Get some friends together to run, cycle or swim in a race. Get friends and family to sponsor you by donating to Women Win at womenwin.org/donate.
2. Book a football pitch, basketball court, etc and host a tournament. Suggest a donation price to enter and play-on.
3. Contact the event organisers of a local race and introduce them to Women Win using the [WW Introduction PPT](#) to see if they will support our work through donating a portion of the registration fees to WW.
4. Download [Women Win logos](#) to make shirts, stickers and other event materials.

Share your ideas - post what you've done: www.facebook.com/womenwin



EMPOWER YOUR TEAM

If you've played sport, you will understand the impact it had on your life and your personal development. Through participation in sport you learned about the importance of key values such as:

- honesty
- teamwork
- fair play
- winning and losing
- respect for yourself and others
- adherence to rules.

You also know that having access to a safe place to practice and compete is essential in creating a positive sporting experience.

EMPOWER YOUR TEAM

How to empower your team

1. Introduce your team to Women Win. Show them how sport is creating real, positive change in society. This is easy. Take 30 minutes to show the powerpoint and some videos. Then, discuss it. Awareness and dialogue are key.
2. Encourage action. Now that you and your team know Women Win, what's next? Teams have a unique opportunity to spread the word and raise funds. Your stage is the perfect platform to raise awareness and funds for girls' sports. Put up some Women Win posters, dedicate a game night to the cause and share the proceeds with Women win.
3. If your team is out of season, plan a fundraiser. A tournament or race is perfect for a high school or college setting. Anything from 3-on-3 basketball to dodgeball is perfect.
4. Once an athlete, always an athlete. If you've hung up your jersey, there's still lots you can do. Introduce WW to old teammates and coaches and ask for their support. Get involved with teams from your old school and educate them on how sport can change lives. Be a mentor to these young athletes.

CONNECT WITH US

There are lots of ways to work with us. Reach out if you'd like to be involved beyond this kit. We'd love to hear from you.

Thanks for joining the Women Win team.

EMAIL US: info@womenwin.org