Take action this International Women's Day
I would love to see more support for young women and women’s issues being at the top of the political and social agenda. I support Young Women's Trust to try and help us get there because young women matter.”

Zoe, Young Women’s Trust supporter
DEAR FRIENDS AND ALLIES

Young women are the power behind society. Women do the vast majority of unpaid work but their value, potential and skills are so often overlooked.

So many of us will have experienced infuriating sexism in the workplace and feel it’s held us back. But for the next generation of young women this age-old discrimination is having a devastating impact, not just on their careers, but on their finances, mental health, and hopes for the future.

By joining our movement you will help make sure that career stereotypes no longer exist. That young women are able to define their own vision of happy productivity. That society will value the unpaid work that women do. And that workplaces will be fair, respectful and equal.

EQUALITY IS POSSIBLE. IT IS WITHIN OUR REACH.

WE NEED TO WORK TOGETHER TO ACHIEVE IT.

Your support will ensure that all young women, as well as the whole of society, prosper. Research shows that engaging just 3.5% of the population in sustained campaigning has never failed to bring about change.

You are a key part of this movement and by taking action with Young Women’s Trust this International Women’s Day you will help spread the word and raise funds to create real change for young women.
TAKE ACTION RIGHT NOW

10 WAYS TO STAND IN SOLIDARITY WITH YOUNG WOMEN THIS INTERNATIONAL WOMEN’S DAY.

1 **STICK IT TO THE MAN**

with our #TrustInWomen stickers.
Email rebecca.richards@youngwomenstrust.org to request your stickers in the post and let’s cover our towns and cities with a call to Trust In Women!

2 **TAKE TO THE STREETS**

to leaflet drop about our work, so young women in your community can find out about our services.
Email rebecca.richards@youngwomenstrust.org to request your leaflets.

3 **BECOME A CHAMPION**

of young women and give from £3 a month at www.youngwomenstrust.org/ywt-champions

4 **WEAR A ‘TRUST IN WOMEN’ T-SHIRT WITH PRIDE**

Buy yours at www.youngwomenstrust.org/shop and share a selfie online to help spread the word.

5 **POST AN INSTA-DONATE OR FACEBOOK FUNDRAISER**

Add the ‘donate’ sticker to your Instagram story and ask your followers to donate. Make sure your story tells them why you’re taking action!
6 **Host a gender pay gap bake sale**
To highlight the gender pay gap and raise vital funds. On average, women earn 18% less than men. So suggest that women donate 18% less for their cakes*. Visit [www.youngwomenstrust.org/gpgbakesale](http://www.youngwomenstrust.org/gpgbakesale) to get your bake sale pack.

7 **Host a feminist film night**
In return for donations. Pick a great film with interesting female characters. Visit [www.youngwomenstrust.org/fundraising-ideas](http://www.youngwomenstrust.org/fundraising-ideas) to download props and get the party started.

8 **Make some noise**
With a Noisy Women karaoke party. Belt out some powerful tunes in support of young women. Too many young women don’t have a voice in society. Use yours to stand up for them. Visit [www.youngwomenstrust.org/fundraising-ideas](http://www.youngwomenstrust.org/fundraising-ideas) to download selfie props and microphone boxes.

9 **‘Shake it up’**
Host an activism night to share our campaigns (and cocktails) with your friends and ask them to join us at [www.youngwomenstrust.org/join](http://www.youngwomenstrust.org/join)

10 **Organise a strong women challenge**
To smash outdated stereotypes. Trek, cycle, run, climb, row, squat, plank… pick a challenge that tests your strength and resilience to raise vital money and awareness for the cause. Visit [www.justgiving.com](http://www.justgiving.com) to set up a fundraising page.

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**Want to get started with stickers and leaflets?**
Email [rebecca.richards@youngwomenstrust.org](mailto:rebecca.richards@youngwomenstrust.org) or visit [www.youngwomenstrust.com/IWD2020](http://www.youngwomenstrust.com/IWD2020) to request your pack in the post.

*In order to comply with the law, make sure you word this as a suggested donation, rather than a price. It is (thankfully) illegal to charge men and women different prices.*
MAKE YOUR EVENT STAND OUT

REMEMBER TO ASK!
Give your guests a reason to donate. Take some time at your event to ask for donations, or offer an incentive like a raffle.

BAG SOME FREEBIES
Hosting an event for International Women’s Day? Ask local restaurants, bars, shops and cinemas to donate prizes, vouchers or tickets.

SHOUT ABOUT IT ON SOCIAL — AGAIN AND AGAIN!
Keep posting updates about your activity. If you’re taking on a challenge, share some colourful photos – maybe some snaps of you training for a race or decorating for a quiz night.

MAKE IT PERSONAL
You’re more likely to get sponsorship donations if you ask through a personal direct message using email, text or WhatsApp – or in person! Don’t forget to email your colleagues on payday!

TELL A GOOD STORY
Let people know why you care about standing in solidarity with young women, and why they should too!

MAKE A LASTING IMPRESSION
Don’t forget to share flyers about our work with your guests, so they know what more they can do to stand in solidarity with young women. Email rebecca.richards@youngwomenstrust.org to get your flyers.

We’re counting on you to help bring more powerful allies on board. Encourage your guests to join you in becoming part of the movement!

“There’s nothing more important that supporting the advancement of young women in a society that’s still so geared against them. Young Women’s Trust are amazing in their work to help them.”
University of Leicester Feminist Society

www.youngwomenstrust.org/join
By taking feminist action this International Women’s Day, you’re smashing sexist stereotypes, building safe workplaces and valuing the work of all young women.

Your campaigning, agitating, fundraising and donating will power the change we need to win economic justice for all young women.

- You’ll help fund campaigns that fight sexual harassment and win fair pay.
- You’ll help fund vital services that help young women recognise their own strengths and become powerful activists.

£25 could give a young woman personal, in-depth feedback on her CV, giving her the best chance of getting an interview.

£155 could give a young woman campaigning training and the chance to share her views in Parliament.

£300 could give a young woman a whole course of careers coaching and CV feedback, helping her to recognise her skills, strengths and make a plan for the future.

“Please keep offering this amazing opportunity to young women as it really is life changing. I have gained so many new skills and took part in amazing opportunities across the country that I never would have if it weren’t for Young Women’s Trust.”

Katie, a young woman we supported in Newcastle
PAYING IN DONATIONS

You can collect cash donations using a pop-up collection box included in your activism pack.

To request a collection box, email: rebecca.richards@youngwomenstrust.org

You can then pay the cash into your bank account and transfer the funds to us using these details:

Account holder: YWCA England and Wales*
Sort code: 60-83-01
Account number: 20189723
Reference: Please include your name and ‘IWD’

Or, transfer online using the donation form on our website at www.youngwomenstrust.org/donate-IWD

Alternatively, you can make a cheque payable to: Young Women’s Trust and send it to: Young Women’s Trust, Unit D, 15-18 White Lion Street, London N1 9PD.

Money fundraised online using JustGiving or VirginMoneyGiving will be transferred directly to us – you don’t need to do anything.

Get in touch to tell us what action you’re taking!
e: rebecca.richards@youngwomenstrust.org