Peace Day, 21 September

Peace Day ToolKit
## Purpose of this document

This document has been designed by Peace One Day to support you in your efforts to raise awareness of Peace Day and provide you with ideas, tools and tips on how to plan and promote your Peace Day event or activity.
Peace Day

What is Peace Day?

In September 2001, The United Nations Resolution 55/282 declared the 21 September each year as the International Day of Peace and an annual day of global ceasefire and non-violence. It is a day to inspire the next generation to become the peace makers of the future, inspiring positive action to take place in their homes, schools and communities. Peace Day changes behaviour and encourages everyone to act peacefully everyday throughout the year, so any action on Peace Day helps manifest support for community peace building around the world.

Why is important to celebrate Peace Day?

By promoting the day and what it stands for through our actions, we encourage more people to take action for peace in their own lives, positively impacting on the lives of others. We are part of a movement towards a culture of peace and tolerance in the family, in schools, in the workplace, in the community and ultimately in society at large.

How can I use Peace Day as a platform to promote my own work?

Peace Day provides a unique platform for people from all sectors of society to unite. It is a window of opportunity to magnify the impact of your work by being part of a global network working for one common goal. Through the widespread use of social media on that day your work and initiatives can be brought into the spotlight or used to share with like-minded organisations both nationally and internationally.
How many people know about and act on Peace Day?

A 2015 report estimated that 1.5 billion people were exposed to the Peace Day message, 709 million people (10% of the world's population) became aware of the day and of those, an estimated 13 million people behaved more peacefully as a result. Click here for full details.

For inspirational examples of Peace Day events in 2015 visit:

www.peaceoneday.org/blog/peace-day-2015-highlights
Filmmaker Jeremy Gilley launches non-profit Peace One Day to establish an annual day of global ceasefire and non-violence with a fixed date and document the process.

Gilley travels the world to build support for the day from all sectors of society, from world leaders to school children and those affected by conflict.

Gilley’s efforts result in member states of the United Nations unanimously adopting 21 September as an annual day of global ceasefire and non-violence – Peace Day.

First annual Peace One Day Celebration on Peace Day 2002 in London; building foundations of Peace One Day Campaigns in Education, Music, Film, Sport, Dance, Art and Online; building high-level support from governments, inter- and non-governmental organisations, schools, universities, unions and corporations.

Peace One Day launches first free education resources supporting teachers and young people to explore peace related issues and develop Peace Day activities.

Mission to Afghanistan with Peace One Day ambassador Jude Law results in all parties involved in the conflict respecting Peace Day, leading to the vaccination against polio of 1.4 million children. United Nations announces 70% reduction in violence on the day.

Gilley’s multi-award-winning documentary The Day After Peace is released, charting his journey up to and including Afghanistan 2007. Gilley and Law return to Afghanistan.


2011 The launch of Peace One Day Coalitions at the O2 Arena London.


2013 Peace One Day’s 11th major concert at the Peace Palace in The Hague with 24-hour YouTube global broadcast involving 18 live feeds from 16 countries. An estimated 470 million people aware of Peace Day, with approximately 8 million of those people behaving more peacefully.

2014 Tens of thousands gathered at Goma International Airport for a Peace One Day concert headlined by RnB star Akon and local stars, and broadcast globally. Millions of people took part in humanitarian activities. 10,000 people participated in a procession in Tijuana, Mexico a city hit by drug and gang related violence; and hundreds played football at one of Rio De Janeiro’s most dangerous slums, to name a few.

2015 Thousands of young people celebrated Peace Day, 21 September at the Peace One Day Youth Celebration in Kigali, Rwanda along with stars of the African music industry and key African youth organizations. Over 6000 other Peace Day activities take place globally on the day.
What difference does a day make?

To build a house you start with one brick; to build peace you start with one day. If we can get the world together on Peace Day, 21 September, we can show that it peace is possible and sets the precedent for two days of peace and then three and so on. Peace Day is a window of opportunity for us to unite and magnify the impact of all of our efforts towards building peace - one day at a time.

How will Peace One Day support us in organising our Peace Day events?

Peace One Day works to build a diverse network around the world of organisations and individuals to encourage action on Peace Day 21 September. By empowering this network and sharing stories, assets and resources we hope to equip each member with the tools to reach out to their community, partners, funders and networks to spread the message of Peace Day further than before. Peace One Day shares content every day to inspire and encourage more people to get involved, and we can assist everyone taking action on the day to promote their activities.

Peace One Day provides resources including toolkits (such as this one), how-to guides and marketing materials, where you can find ideas on how to organize and promote your Peace Day activity. Resources can be found by visiting www.peaceoneday.org or by clicking here to contact one of the Peace One Day team members.

I would love to do something for Peace Day but I am struggling with funds, what can I do?

Unfortunately, Peace One Day is not in a position to directly fund third party organisations or projects, though Question 2 above outlines other ways we can support your Peace Day activity. A way you can source funding for your activities may be to approach local companies and businesses to see if they would like to sponsor your event; as they are part of the local community they may be interested in any work that brings their community - and consumer base - together. Alternatively there may be international donor organisations working in your area that you may be able to research and approach.

A list of suggested funding organisations can be found on Page 10 of this document.
Do I have to organise my event on the 21 September or can we also organise it on another day?

Our experience tells us that events organised on Peace Day, 21 September have the maximum impact. However, we understand that it may not always be possible for activities to take place on the day itself.

If your event takes place near to 21 September, but not on the day itself, please remember to tell participants that Peace Day is 21 September, so that they become aware of Peace Day and are encouraged to attend or organise an event on 21 September.

Can I share pictures/report of my event with Peace One Day?

We would love to receive photos, videos and reports from your event.

We promote as much content as we can through our social media channels. In this way we tell our global support base about the impact of Peace Day. Every photo, video or report that we receive helps us tell this story and inspire others. Please note that when you send us your material, in doing so you give us permission to use it in all media (for example documentary films, website, television programmes and any other Peace One Day communications) to promote the objectives of Peace One Day without restriction.

Is there a local Peace One Day representative I can contact?

Our team is based in London, United Kingdom. You can contact us on email at info@peaceoneday.org, or on the phone at: +44 208 334 9900.

Can I use Peace One Day’s logo?

You are welcome to use our ‘in support of’ Peace One Day logo which you can download here. You can contact a Peace One Day representative here info@peaceoneday.org for advice on how best to use it.
Ideas

Your Peace Day event can focus on any topic you believe to be relevant to you and your community. Using the diagram below, try to link the activities on the right with the topics on the left:
How to raise funds for your Peace Day event

Peace One Day is a non-profit organisation and is unfortunately unable to fund any Peace Day activities. We very much understand the challenges of organising events with limited time and finances and are very grateful for your efforts. Whether large or small, all events and activities make a positive contribution towards raising awareness of Peace Day.

Fundraising Ideas

- Sponsored run/cycle/swim
- Quiz night
- Bingo
- 2016 Olympics sweepstake
- Film screening
- Bake sale
- Raffle
External funding

Please note the following list of links is for your guidance only and it is not exhaustive. Peace One Day does not officially support or sponsor your application(s) and should not be cited in this way. Peace One Day can not be held responsible for the outcome of your application.

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<thead>
<tr>
<th>General Grants</th>
<th>Women</th>
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<tr>
<td>National Endowment for Democracy (NED)</td>
<td>Filia die Frauen Stiftung</td>
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<tr>
<td>Open Society Foundations (OSF)</td>
<td>African Women’s Development Fund</td>
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<td>World Federation of United Nations Associations</td>
<td>FRIDA – The Young Feminist Fund</td>
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<td>Addressing Root Causes Fund</td>
<td>Global Fund For Women</td>
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<td>African Development Foundation</td>
<td>Mama Cash</td>
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<td>Comic Relief</td>
<td>MATCH International Women’s Fund</td>
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<td>Human Rights Small Grants Scheme</td>
<td>The Virginia Gildersleeve International Fund</td>
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<td>L'Agence Française de Développement</td>
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<td>The Lutheran World Federation</td>
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<td>MAC Aids Fund</td>
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<td>Samuel Rubin Foundation</td>
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<td>Wallace Global Fund</td>
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<td><strong>Film</strong></td>
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<td>Ford Foundation – JustFilms Grants</td>
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Acknowledgment Letter

Although Peace One Day is unable to officially support funding applications for your Peace Day event, we are happy to provide a letter explaining what Peace Day is and acknowledging your activity or event as a response to the invitation from the General Assembly of the United Nations to “individuals to commemorate, in an appropriate manner, the International Day of Peace, including through education and public awareness”.

If you would like us to provide an acknowledgement letter please let us know here: info@peaceoneday.org.

Tips on how to promote your event

Use social media to promote your event

Here are some suggested social media templates for Facebook, Google Plus or Twitter that can be shared with your network. They are a mixture of promoting Peace Day and your particular event. These are suggestions only and we recommend that you edit the posts to suit your organisation’s tone of voice.

Twitter - Suggested Tweets

- Who will you make peace with on #PeaceDay, 21 September?
- Join us on #PeaceDay, 21 September as we bring the local community together for a special event: LINK to your website or event page
- Help us celebrate #PeaceDay by coming to our special community event on 21 September: LINK to your website or event page.
- #PeaceDay, 21 September is about individuals, families, friends and communities coming together in the name of peace.
- #PeaceDay, 21 September is the starting point to a more peaceful & sustainable world.

#PeaceDay
#21Sept
Peace Day, 21 September is about individuals coming together – it's about reducing all forms of violence: in our homes, schools, places of work and local communities. Please join us in celebrating #PeaceDay at (details of your event) (link of your Facebook event/website link to the event).

Peace Day, 21 September is an annual day of global ceasefire and non-violence. Share the message with your friends, family and community and unite in the name of peace. Please join us in celebrating #PeaceDay at (details of your event) (link of your Facebook event/website link to the event).

Who Will You Make Peace With? If we come together for Peace Day, 21 September we can contribute to a more peaceful and sustainable world. Awareness of Peace Day creates action, and that action saves lives. Please join us in celebrating #PeaceDay at (details of your event) (link of your Facebook event/website link to the event).

21 September is Peace Day and to celebrate we are joining the @PeaceOneDay movement by holding a special event. (details about your event here and how to register to attend or some other call to action).

To celebrate Peace Day, 21 September we are bringing the community together with a special event. (details about your event here and how to register to attend or some other call to action). Will you be joining us to help build peace one day at a time?

For more promotional resources download our PR pack here
Create Promotional Materials

Below is a list of suggested promotional materials for your event/activity:

- Banner
- Flyer
- Poster
- T-shirt
- Neckerchiefs
- Caps
- Wristbands
- Stickers
- Flags
- Pin badges

You can find some templates and other materials to help you plan, organise and promote your event (Banners, Posters, Flyers, In support logo, Tool kits, How to guides and Films) on the Peace One Day website HERE.
Involve local media | press

Use Google, local knowledge and networking to create a media outreach list of the local and national media outlets in your country that cover stories like your Peace Day event. Think about your local television stations, radio stations, daily and weekly newspapers, weekly and monthly magazines, as well as blogs and journalists on Twitter and groups on LinkedIn.

Invite local Government & local stakeholders

Invite local government officials, stakeholders, other NGOs to become involved, attend or help spread the word to their networks. Document your journey by taking pictures and/or videos throughout the year and send them to Peace One Day so we can use them to inspire others.
Peace One Day

Checklist

Two months before Peace

Finalise your Peace Day plans

- Structure your activities
- Think about who you will involve in your activity (performers, speakers, schools, universities, etc.)
- Develop material and outline technical needs (stage, equipment, lights, costumes, etc)
- Establish your promotional strategy (social media, promotional materials, regular media, etc)

Secure venue for your event

Let Peace One Day know about your Peace Day plans here

One month before to Peace Day

Start sending invitations (general attendees, media & VIPs i.e. government officials)

Create Facebook event and other social media promotional materials

Confirm all who are involved in your event (i.e. speakers or performers, caterers, volunteers)

Confirm the venue

If you have any promotional materials, order and print them (Flyers, posters, banners, etc)

Update Peace One Day on your Peace Day plans and developments here
One week before Peace Day

- Distribute your promotional materials (flyers, posters)
- Send a reminder to all invitees and update your Facebook event
- Continue social media promotion across all channels – encourage your participants to use social media to promote their involvement
- Confirm the attendance of media, government officials and other key stakeholders
- Make sure everything is ready for the event
  (venue, food, refreshments, artists / speakers/performers)

During and after Peace Day

- Collect footage – hire or assign a photographer to take photographs and/or video footage of the event.
- Make sure your social media platforms are updated with the correct information and photos from your event.
- Let Peace One Day know how your event went and send pictures/videos wherever possible.
- HAVE FUN AND GOOD LUCK!
Get in touch and follow Peace One Day social media

For behind the scenes content, follow @PeaceOneDay on Twitter. Use the hashtags #PeaceDay and #21Sept.

Visit and like our Facebook page: facebook.com/peaceoneday.

We have a wealth of great videos for you to view on our YouTube Channel that is updated regularly: youtube.com/peaceoneday.

Visit and ‘+1’ our Google+ page by following this link: plus.google.com/+peaceoneday.

Follow @jeremygilleypod and tag your photos with #PeaceDay. instagram.com/jeremygilleypod.
Get in touch

General information: info@peaceoneday.org
Education: global.education@peaceoneday.org
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Faith: faith@peaceoneday.org
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Facebook: https://www.facebook.com/peaceoneday
Twitter: @JeremyGilley
Thank you for your support.

www.peaceoneday.org

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