



## Start a Society Toolkit

Starting a Women for Women International Society is a fun, straightforward and effective way for students to make the most of their time at university, gain valuable professional experience, and make a real difference in supporting a cause they care about.

As a Women for Women Society, you are part of a global movement committed to raising awareness and funds, whilst campaigning for investment in women as a key to sustainable development and peaceful societies. Your help will provide valuable support to communities in Rwanda, Congo, Nigeria, Sudan, Kosovo, Bosnia & Herzegovina, Iraq and Afghanistan.

This toolkit is your go-to reference for creating a brand new society, ensuring its success, and sustaining it once you graduate. You will find helpful tips for organising an event, building a strong committee team, and making the most of the support and services offered by your Student Union.

I look forward to working with you,

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Afghanistan, Bosnia & Herzegovina, Democratic Republic of the Congo, Iraq, Kosovo, Nigeria, Rwanda, Sudan  
Charity Registration No: 1115109 Company Registration No: 05650155

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## Getting Started

This is the most exciting time to found and run a Women for Women Society. At Women for Women – UK we are right at the start of building our supporter base, and you will play a crucial role in helping to shape the effort, by spreading our message with your own creative ideas, and by taking part in our campaigns. Set yourself clear goals and work towards them strategically. Know what you want to achieve, and approach your targets one step at a time.

The office can provide support at key points throughout the year – in the lead up to freshers fair, electing your committee and with larger events. We've got easy 'how-to' guides for press releases, film screenings and your own sponsored Run for Congo Women. There will also be monthly phone meetings between the President and the Grassroots Campaigns Officer. The society President is requested to report back to me once a week with new developments and updates on the Society's work. The Society President is responsible for staying updated on the whole team's work, so the rest of the team will be required to keep the president informed of developments with their work.

## Recruitment

### I. Executive Team

Your society's executive team will be the core driving force for all your activities. Find like-minded people, and try to work on each other's strengths. You may know someone who is a great designer, and who knows how to use Photoshop or other design programmes. Another may be particularly well organised, a great writer, or good at arithmetic and looking after money. A society's strength relies on good teamwork and clear delegation.

To recruit your colleagues, talk to your friends, use Facebook and other social networking sites, or get in touch with your Student Union. See if there are other similar societies already in place and contact their members. Also try faculty administrators of departments whose students may be interested in Women for Women International's work, or whose students may have strengths in an area you're looking for help in. Examples are the department of Development Studies, Gender Studies, Media Studies, War Studies, Sociology, Politics etc...

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## Society Positions

Different societies run themselves in different ways. Some societies have a clearly set out structure with distinguished levels of responsibility. Others take a more informal approach. Choose what works best for you. However, each society will have a Society President, who is in contact with the Women for Women office in London.

See to the right examples of different positions within a society team. Depending on the size of the society, one person could take on the responsibility of two positions, or one position could be split between two people. It's up to you to manage your workloads and recruit according to the need.

### President

Chairs meetings; is in regular contact with the London office; oversees the rest of the group; takes responsibility for Society's progress

### Vice-President

Assists the president with his/her duties

### Secretary

Organises agendas and minutes meetings; ensures organisational/administrative aspects of society are always up to date

### Treasurer

Takes care of money/finances

### Media Officer

Organises press coverage on campus & sends reports to the President

### Publicity Officer

Designs posters/flyers, maintains Facebook group

## II. Fresher's Fair

The Fresher's Fair is your single biggest opportunity to get your name out there, recruit new members, and collect new contact details, so make the most of this day or two!<sup>1</sup> You should **find out when the deadline is for booking a stall in good time** – it varies depending on your university, but normally, the earlier you book, the better your spot, and the more attention you will get!

<sup>1</sup> If you have missed the Fresher's Fair, don't let this put you off starting a society - there are other great ways to get established, which we will cover later on.

## **QUICK TIPS FOR A SUCCESSFUL STALL**

### **POSTERS, FLYERS & LITERATURE**

Contact us in good time and we will send you everything you need.

### **CONTACT DETAILS SHEET**

Collect email addresses for your mailing list, or to recruit for your committee.

### **A TANGIBLE ACTION**

Petitions – an effective action for passers-by and a great way of capturing data. Contact us for information and we will send you the materials you need.

### **A COLLECTION TIN**

Collect donations for our programmes in Congo, Rwanda, Sudan, Nigeria, Afghanistan, Iraq, Bosnia & Herzegovina and Kosovo.

### **SNACKS & NIBBLES**

Crisps, biscuits, chocolate... tempt people to stop at your stall.

### **SMILE, BE FRIENDLY AND ENTHUSIASTIC**

Be knowledgeable about Women for Women's key work and campaigns, and the situation in our programme countries. Offer to send them more information on our work in any particular area of interest. Always welcome new ideas and creative thinking, and engage with different people's interests – they may be your next Media Officer...

### **IMAGE IS IMPORTANT**

Look smart and display your materials neatly.

### **CAMERA**

Take photos – it's always good to record your work for uploading to our Facebooks, blog and website, and a nice way of engaging your members during your follow-up.

### III. Follow-up

Keep your new members engaged by sending them an email to follow up on the fair. Make them part of the operation – tell them how it went. Are you pleased with the result of the fair? Are you hoping it kicks off a positive start to the society?

Welcome your new members to the society. Explain more to them about Women for Women International, why you got involved, and what in your opinion sets this charity apart from others.

Think broadly and creatively. What is your vision for the near future, what kind of events/initiatives are you planning, and what types of skills will you need to make it a real success? Will you need a good writer, a skilled photographer, an event organiser, a designer? People might be looking to get practical experience in their areas of interest – in our experience, many people won't volunteer for a general effort, however they are more likely to agree to take on a specific role when asked personally.

### IV. Launch Event

Organise a launch event soon after the Fresher's Fair. Your event should raise awareness about women in war torn countries, and will hopefully motivate members to stay actively involved. See our key grassroots events in Section 8 for inspiration.

Don't forget to have a table set up near the entrance with flyers and a contact sheet. Again for petition materials or action cards – this is a great way to engage participants more personally.

Leave plenty of time for discussion and socialising, and make sure your guests are entertained. Think about having refreshments there, and contact us for merchandise items (T-shirts, badges, tote bags...). This is your opening shot, so make sure you put your best foot forward!

## Running Meetings

**Remember that students join a whole number of societies during Fresher's Week, but usually only have time to actively commit to one or two – so it's your challenge to make sure they get hooked to yours. Use your first meeting to show people why committing to this society is so worthwhile.**

### I. Your first meeting – checklist and considerations

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- ✓ Try to find one or two people to plan your first meeting with – it's always good to have others to bounce your ideas off.
- ✓ If you're launching your society at the beginning of the academic year, try to book a meeting room in your Student Union before the Fresher's Fair for a date within a week or so of the fair. You can then tell people about it at the fair, and remind them in your follow-up email.
- ✓ Check that other societies haven't arranged their meeting at the same time as yours, and keep tabs on their events, to avoid clashes.
- ✓ Find out if there's a room where you can hold regular meetings, and book it as far ahead as possible.
- ✓ **Advertise your meeting well.** Find someone creative to design a great flyer/poster, and hand them out all over the Student Union, library, halls of residence and other key areas of the university. Get in touch with your Student Union's Communications Officer and get your meeting advertised in the weekly news bulletin. Student Unions also have their own magazines/websites/radio stations which are useful avenues to help promote your society.
- ✓ **Decide on the purpose of our meeting and plan it strategically.** You should essentially use this meeting for 4 main purposes:

1. To introduce people to Women for Women International's work, both nationally and in the field
2. To brainstorm and plan your work for the year ahead
3. To recruit a committed executive team
4. To start planning your launch event

\*\*\*Study up and know your subject, you should have everything you need in your starter pack (DVDs, leaflets, etc...)\*\*

- ✓ **Come prepared with the right materials.**

Here is a list of materials you can consider bringing along to your meeting:

1. Flipchart paper & post its for brainstorming
2. Marker pens and biros
3. A laptop or projector for introducing people to the organisation
4. A pub nearby to go for a drink after the meeting

#### Example Agenda

1. Brief introductions and an icebreaker (5mins)
2. Introduction to Women for Women International (10mins)
3. Introduction to events and campaigns (10mins)
4. Brainstorming (break into small groups and write down ideas for planning your year) (15mins)
5. Feedback & decision (10mins)
6. Exchange contact details for follow-up (5mins)

## II. Subsequent meetings

### Weekly Executive Meetings

Organise weekly meetings with your executive team, to exchange ideas, discuss work, and hand over information. The Society President will report back to the Women for Women International office with information on plans, events, achievements and questions/requests from the group, and will hand over petition sheets and supporter contact information.

#### \*\*\*QUICK TIPS\*\*\*

**CLEAR & SIMPLE AIMS** – Decide what you want to cover first. Don't cover too much, keep meetings to about an hour.

**BE INFORMATIVE** – Stay informed of WfWI's work nationally and internationally. Remind people why they are there.

**MAKE IT INTERACTIVE** – If you have a video tool, use it. Ask questions and listen to comments.

**KEEP A RECORD** – Record key points, re-state everything at the end, and send copies to all involved, including the Women for Women office.

### Periodic Member Meetings

Organise periodic meetings once or twice a term involving all your society members. Use these to update your members on recent activities and achievements, both of your society, and of Women for Women at large. Announce any highlights coming up - are any of Women for Women International's country directors coming to town soon, any talks or events they might want to attend, a new initiative or policy update?

Remember to make this interactive – this is your opportunity to identify new talent and feed off new ideas. Ask people if they have any suggestions, tell them what areas you are looking for help in, and what skills would be useful for achieving more as a society. If people aren't able to help then and there, they may have friends who can.

Choose an interesting venue – maybe a pub with enough space, or a meeting room, but offer them refreshments and nibbles, and mention this in your meeting advertisement – food & drink is always a good way to boost attendance!

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All societies are different, and will find various meeting arrangements work for them – use this as a rough guide to start you off, but remain flexible.

## Working with existing bodies/groups

### I. Student Union

Student Unions vary from university to university. Some offer more support than others, and some have more stringent rules. Either way, it is important to make strong links with your union, and to make full use of their offers and services. Particularly, get to know your Communications Officer, your Women's Officer and your Societies Officer, as well as the Union President.

If you meet your student union officers early on and inform them about your society's key plans and goals, they may be able to offer useful advice. Student Union officers can help suggest the best way to book rooms for meetings, campaigning advice, how best to publicise your events, other societies that may want to collaborate and the best way to pass a motion through the Student Council.

You may even be able to receive financial help from your student union. Speak to your SU Societies or Activities Officers to find out more about specifics relating to this.

### II. Other Student Societies

You want your Women for Women International Society to become part of a network with similar aims.

Consider approaching other societies for help. Work with their executive committees to coordinate efforts. If you are unable to get your own stall at the Fresher's Fair, ask to share theirs. The Amnesty International Society is likely to be cooperative, as well as the Feminist Society. Many universities have various 'cultural' societies too, representing our programme countries, so look out for the likes of the 'Afghan Cultural Society', and be sure to get in touch with them.

If you are approaching other societies who have a stall at the Fair, your ideal aim is to see if they are willing to have a Women for Women sign-up sheet or petition sheet and some leaflets of yours on their stall. Propose a joint event in return, on a shared issue of interest; other societies are usually open to suggestions and this is an easy way to increase the number of attendees.

Don't forget the music society, film society, theatre society or any other creative group – they may well be happy to host a fundraiser for Women for Women International. They

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might also agree to let you sell refreshments, raffle tickets or offer to donate a portion of their entry fees.

## Sustainability

### I. Smooth Roll-Over Period

Keeping your society going all year round can be a challenge. As the third term approaches and exams loom overhead, activity across all societies decreases.

Handover periods are vital for initiating new Presidents, especially if the previous officer is graduating. We recommend that societies have an extended handover period that starts in April. Freshers and younger year students usually have more free time and less academic work, so getting Freshers involved and maintaining their interest into the next academic year is extremely important.

It would be ideal if you volunteered to remain a point of contact for them during the start of the following term, to ensure that your society continues smoothly. The office can also provide some support and guidance during this key period.

### II. Financial Sustainability

Financial sustainability is equally important. There are many ways to cover the costs of running a society:

- Student Union funding
- Membership fees (e.g. £1) for your society members
- Applying for sponsorship from a local company or foundation
- Taking a portion of proceeds from an event<sup>2</sup>

#### Sponsorship

Getting a company or foundation to sponsor your event is an effective way of raising funds. Many companies will sponsor your event in exchange for some publicity – you could offer to put their logo on your posters, flyers or tickets. You might even want to invite a representative to your event. Do take into consideration the ethical values of the organisation you are seeking funds from. Donations of key products and services can also be very helpful if you find getting direct financial sponsorship difficult.

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<sup>2</sup> If you take a portion of proceeds from an event you will need to stay transparent with your donors. In our experience, covering costs through one of the first three options is a more effective way of gaining supporters, so do try these first. Understandably, people like to know their money is going straight to the cause!

Don't forget to thank the organisation after your event, update them on how the event went, how much money was raised and where the money will go. And make sure to keep good links – they might sponsor you again in the future!

## Advertising

Getting your publicity right will make starting a Women for Women Society all the easier. Attracting students' attention is crucial, particularly when there are many other societies competing for students' attention.

Publicity isn't only important for your events – don't forget to publicise your society more generally in order to raise its profile and increase your membership. Ideally, one of your execs will know how to use Photoshop, InDesign, or other publishing software, to help you get the most out of your publicity. Contact us if you need any help.

### \*\*\*QUICK TIPS\*\*\*

**Smart, Professional and Striking** – Your publicity materials should stand out from the crowd! Contact us if you want to use any of our photographs.

**Logos** – Contact us for our logos to use on your publicity materials.

**Strategic locations** – Advertise through your student union. They will help you find the best spots and may need to give you special permission to advertise, allowing you to keep your materials up longer, and preventing them from being ripped off the same day you put them up.

**Timing** – We recommend you start advertising at least three or four weeks in advance and gradually intensify your strategy over that time period.

**Contacts** – Email your mailing lists, update your Facebook group and other social media regularly, and ask the Student Union's Communications Officer if s/he will promote your event through their communications for example the student newspaper/magazine/radio station/website/e-bulletin

**Department Mailing Lists** - Get in touch with relevant departments at your student union to see if they will send a message out about your event. This will ensure your event reaches a large number of relevant people and will increase the legitimacy of your event.

**A big name** – If you can get a big name to your event, this will attract more people to it and will add publicity to your event.

**Remember to always add the website! [www.womenforwomen.org.uk](http://www.womenforwomen.org.uk)**

[www.womenforwomen.org.uk](http://www.womenforwomen.org.uk)

## Working with the media and spreading your message online

Developing and maintaining a relationship with various media and inspiring them to take an interest in your work and the work of Women for Women will help get your message across. Ideally one of your society execs will take charge of dealing with the media. Acting as your 'press and PR officer' will be an excellent opportunity for anyone wanting to join a charity in a campaigning role, get into journalism or become a PR consultant.

Do some research and identify local listings, feminist and student media that might be interested in your cause. This can include newspapers, websites, broadcast (radio/TV), online discussion forums and social media.

Put together a media and online contacts database that you can use to send out information about your events and initiatives. Put together an action plan, identifying a 'calendar of opportunities' at the beginning of the year and start working to develop relationships with key contacts.

If you are organising a big annual fundraising event at your university, or when you take part in one of Women for Women's own grassroots initiatives, like our annual Join Me on the Bridge campaign on International Women's Day, or Run for Congo Women, use these as key opportunities to get in touch with the media and promote your Society.

Getting coverage in the media is not just about sending out news releases (although these are useful tools to help journalists understand your story).

- Send out listings information about your events to get advance coverage
- Invite the local media to come along to your events
- Offer to write a review
- Put yourself forward to be profiled in your student magazine, on your radio station or on the website
- Write letters for publication linked to key news stories relevant to the society's work. For example, if a story breaks linked to life for women in an area in which we operate, e.g. Afghanistan or Congo, then write in a short letter (about 150 – 200 words) with your views

A Picture is Worth a Thousand Words. Develop a relationship with the photographers on the student newspaper/magazine and the photography/film society, and ask them to cover your events to help build their portfolio. You can then use the results on your own social media and to send out to your media contacts. A great photo of a student taking part in a Run for Congo Women event, for example, with a caption saying how much money was raised and

how many took part is a good way of attracting people's attention online and will increase your chance of covering your story.

**\*\*\*QUICK TIPS\*\*\***

**FOR SENDING INFORMATION TO THE MEDIA**

**DECIDE ON WHAT WILL WORK BEST:** Is it a news release, an invite to the press to attend your event, sending out a photo with caption, or a letter to the editor (or maybe a combination of one or more).

**KEEP IT SHORT:** 200-400 words. Include details of contacts for the event/initiative you are running, so if people see/hear the story and are interested in getting involved, they know how to contact you.

**PUT YOUR MEDIA INFORMATION IN THE BODY COPY OF THE EMAIL:** Some media will block attachments so always paste your information into any email. If you are sending photos for publication in newspapers make sure they are minimum 300 dpi (high resolution). Websites can take low resolution images.

**PROVIDE YOUR CONTACT DETAILS:** Make it as easy as possible for the media to contact you if they are interested in your story - include a mobile number and email.

## I. National Media

National media can be a useful tool. **If you want to send something out to the national media, please get permission from the Women for Women International – UK head office.** It is essential that care is taken regarding Women for Women International's reputation and that we make sure anything being sent to the national media fits in with work we are doing on a national basis.

## II. Online Media

Nowadays there are so many ways to promote what you are doing online – take advantage of this opportunity, rather than waiting for the media to decide whether they want to cover your story.

**Facebook:** Create a Facebook group for your society (and link to the Women for Women International UK group). Use it to publicise campaigns and events. And don't forget to upload photos and videos of your events to keep your page alive and interesting. Your supporters can also upload their own images and thoughts.

**Twitter @womenforwomenuk:** Follow us on Twitter and retweet any relevant tweets. Use the #wfwuk hashtag when referring to us. Let us know your username so that we can follow you and keep us informed so we can tweet about your news and events.

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**Leap Anywhere** [www.leapanywhere.com](http://www.leapanywhere.com): Follow us on Leap and let us know about your events so we can post them on our Leap page.

**Blog:** If you have a blog, link to the Women for Women UK blog <http://www.womenforwomeninternational.org.uk/wordpress/>. Let us know about any blog posts and we can link to them on the blog or on Facebook. Join in the conversation by adding comments to the blog.

## Women for Women International's Key Grassroots Events

### I. Join Me on the Bridge - 2011

On March 8<sup>th</sup> 2010 Women for Women International launched their first ever global campaign. The idea originated on a bridge that links Rwanda with the Democratic Republic of Congo – two countries that have been in conflict for years – and the vision became for people to unite on bridges around the world to show that women can build the bridges of peace and development for our future.

Nothing could have prepared us for what this campaign turned out to be. Expecting a maximum of 15 events worldwide, the movement grew and grew, until ultimately our first Join Me on the Bridge campaign saw more than 100 events worldwide!

View a video of our Bridge event in London [here](#) <http://www.youtube.com/watch?v=kHqOUUzNhh4>. More information about Join Me on the Bridge can be found at [www.womenforwomen.org/bridge](http://www.womenforwomen.org/bridge), and for a video clip incorporating snippets from our bridge events globally, follow this link [http://www.youtube.com/watch?v=6\\_MeGKKAWs8](http://www.youtube.com/watch?v=6_MeGKKAWs8).

Join Me on the Bridge is Women for Women International's biggest grassroots event, and as students you play an indispensable role in making 2011's campaign what it will be. So get planning early!

### II. Run for Congo Women

Run for Congo Women is a grassroots movement benefiting Women for Women International's Congo program. It was started by a woman called Lisa Shannon in the US, who visited Eastern Congo's South Kivu province, and after witnessing the violence women in this region face each and every day, was moved to do something to help raise vital funds and awareness. The movement has helped thousands of women since the first Run for Congo Women in 2005, and is continuing to grow.

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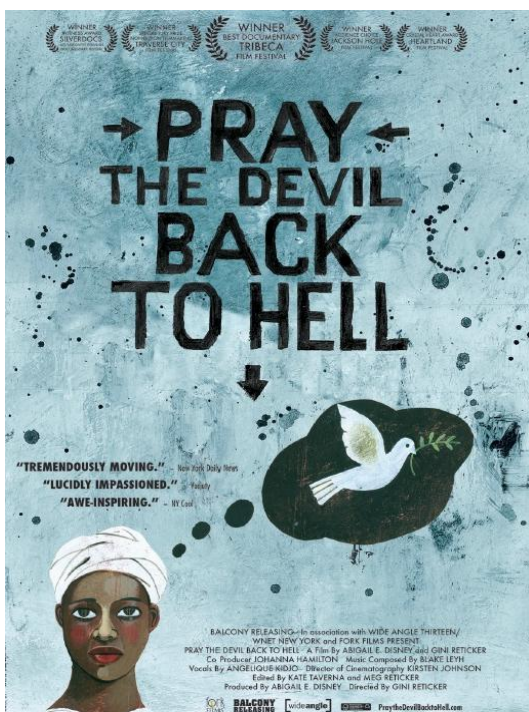
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The first official Run for Congo Women UK took place at the Regents Park 10K Race on July 3rd 2010. Women for Women International were joined by 100 Run for Congo Women runners, and we raised a total of more than £26,000! Watch a video featuring this exciting day [here](http://www.youtube.com/watch?v=2MHUtSr1qZc). <http://www.youtube.com/watch?v=2MHUtSr1qZc>

The next Run for Congo Women UK will take place in Greenwich Park in London on November 13<sup>th</sup>.

Coordinate your own Run for Congo Women event for the students of your university, or join the one in London! Contact us for assistance on coordinating an event.

### III. *Pray the Devil Back to Hell* - Screenings



*Pray the Devil Back to Hell* chronicles the remarkable story of the courageous Liberian women who came together to end a bloody civil war and bring peace to their country.

It is a truly compelling documentary, which, while showing the horrific reality of the civil war in Liberia, also confirms the power of activism, and the wonderful potential of women to drive change in a non violent way. This peace movement, called *Women of Liberia, Mass Action for Peace*, led to the election of Ellen Johnson Sirleaf, Africa's first female president.

Women for Women International owns the rights to host public screenings of this film. We have held a number of screenings already, to a wide range of

different audiences, with Q&A's and discussion sessions.

Organise a screening of *Pray the Devil Back to Hell* in your university! Contact us to receive a Film Screening toolkit.

To watch the trailer and for more info about the film, visit the website at [www.praythedevilbacktohell.com](http://www.praythedevilbacktohell.com)

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## Appendices

### I. Sample press release



**For media enquiries contact X X X X X : Phone XXXX Email XXXX**

Date of Issue: X X X X

#### **JOIN ME ON THE BRIDGE OF PEACE & HOPE!**

International Women's Day, Monday 8th March 2010 @ 10 am at Victoria Embankment Gardens then march to Millennium Bridge.

This year on International Women's Day, 8<sup>th</sup> March, *Women for Women International* will launch their first global Join Me on the Bridge campaign to amplify the voices of women in conflict and to promote their unique potential for building bridges of lasting peace and security. Londoners will celebrate this day by marching with us from Victoria Embankment Gardens to the Millennium Bridge.

Since 1993, *Women for Women International* has empowered over 243,000 women survivors of war to move towards economic self-sufficiency by providing financial and emotional support, jobs and business skills training and rights and leadership education.

More and more studies show that investment in women is the key to sustainable development: stronger women build stronger nations. With adequate access to information and resources, women can lead change towards peaceful and stable societies.

There will be Join Me on the Bridge campaigns in Congo, Rwanda, Bosnia, Kosovo, Sudan and cities all across the UK, the USA and the world – together we will raise a global call for peace!

The day will start at Victoria Embankment Gardens at 10am with entertainment and activities in preparation for the march to the Millennium Bridge where there will be speakers, music and performances from 11.30am.

Please visit our website to find out more about the Join Me on the Bridge campaign, and to register for the event!

[www.womenforwomen.org/bridge](http://www.womenforwomen.org/bridge)

**ENDS**

**NOTES TO EDITOR (see pg. 17)**

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## II. Notes to Editors

This is to tell the editor what *Women for Women International* does, and should go at the bottom of any press release. Below is an example that you can use.

<p>Notes to Editors</p> <p>Women for Women International supports women across the world in areas of conflict, helping them rebuild their lives. We work in Afghanistan, Bosnia, Democratic Republic of Congo, Iraq, Kosovo, Nigeria, Rwanda and Sudan.</p> <p>We help some of the world's most marginalised women, who have often been abused, lost their children, husbands and their homes, to move from victim to survivor, to active citizen, so they can have a brighter future, help support their families and help with the rebuilding of their countries.</p> <p>To date, we have helped nearly a quarter of a million women through our one year programme, which is tailored to the individual woman's needs. It can include counselling, a safe place to share experiences, training in vocational and business skills, literacy and numeracy education and access to micro-business loans.</p> <p>Here is a link to our website <a href="http://www.womenforwomen.org">www.womenforwomen.org</a>, and a video about our work narrated by Meryl Streep <a href="http://www.youtube.com/watch?v=gLIB29UyXc4">http://www.youtube.com/watch?v=gLIB29UyXc4</a></p> <p>For more information about our work contact name xxxxxxxxxx at email xxxxxxxx telephone xxxxxxxxxx, mobile xxxxxxxxxxxxxx.</p>
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### I.

### Sample

#### Recruitment Form

<b>Women for Women International – UK</b> <b>For women in conflict and post-conflict countries</b> <b><i>Stronger women build stronger nations</i></b>				
Name	Email	Student Number	Society Member: interested? (yes/no)	Executive Team: interested? (yes/no)
Nicola Taylor	nt123@uni.ac.uk	129872	Yes	Yes
John Smith	js345@uni.ac.uk	789087	Yes	No
Kate Hughes	kh456@uni.ac.uk	578657	Yes	Yes

Women for Women International UK  
 32-36 Loman Street, London SE1 0EH  
[www.womenforwomen.org.uk](http://www.womenforwomen.org.uk)

Afghanistan, Bosnia & Herzegovina, Democratic Republic of the Congo, Iraq, Kosovo, Nigeria, Rwanda, Sudan  
 Charity Registration No: 1115109 Company Registration No: 05650155

## II. Sample email for promotion

Subject Line: Save the Date!

*Women for Women International*

In association with (name)

Presents...

**PRAY THE DEVIL BACK TO HELL**

**You're Invited!**

**29<sup>th</sup> July from 7pm-9pm at All Saints Church, Peckham**

**Blenheim Grove, Peckham, London SE15 4QS**

PRAY THE DEVIL BACK TO HELL

Gini Reticker • USA 2008 • 1h12m • DVD • 15

Pray the Devil Back to Hell is the gripping account of a movement of brave and visionary women who demanded peace for Liberia, a nation torn to shreds by a decades-old civil war.

A story of sacrifice, unity, and transcendence, Pray the Devil Back to Hell honours the strength and perseverance of the women of Liberia. Inspiring, uplifting, and most of all motivating, it is a compelling testimony of how grassroots activism can alter the history of nations.

[www.praythedevilbacktohell.com](http://www.praythedevilbacktohell.com)

Since 1993, Women for Women International has empowered over 243,000 women survivors of war to move towards economic self-sufficiency by providing financial and emotional support, jobs and business skills training, rights and leadership education. In our 16-year history we have distributed £42 million in direct aid, micro credit loans, and other programme services.

[www.womenforwomen.org.uk](http://www.womenforwomen.org.uk)

Be inspired to know that you can be a part of a wider movement to drive change in war-torn countries, by coming to watch the film and hearing how you can help through Women for Women International UK.

\*\*\*Proceeds will benefit Women for Women International - UK\*\*\*

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