

International Women's Day

[#ChoosetoChallenge]

WHOLE PLANET
FOUNDATION

[March 7-8, 2021]

2021 International Women's Day Social Media Messaging & Celebration Guide

EVENT OVERVIEW:

We're celebrating International Women's Day online this year! [Register now](#), and join us on Sunday, March 7 and Monday, March 8. Help us continue our work funding microcredit to alleviate global poverty and celebrate International Women's Day with us from the comfort of your own home. Registration starts at \$10.

The two-day event includes panel discussions on topics like financial education, microfinance, entrepreneurship, and self-care. Participants will also enjoy online performances on the evening of Sunday, March 7, including one by GRAMMY nominee for Best Latin Pop/Urban Album Debi Nova!

EVENT GOALS:

Our goal is to register 1,000 participants for this celebration of women. Our fundraising goal for this event is \$85,000. The average first loan in our portfolio is currently \$175, so with the proceeds of this event we aim to provide 2,500 opportunities for women microentrepreneurs and their family members.

Event Link & Registration: <https://bit.ly/IWDwithWPF>

Event Dates: Sunday, March 7, 1PM-8PM CST & Monday, March 8, 8AM-12PM CST

Concert Experience with Andy Allo and Debi Nova: Sunday, March 7, 6-8PM CST

Helpful Resources to Download: We will be posting helpful assets soon! You will have access to the event schedule, Instagram story frames, design toolkit, and more at this link after 2/12: <https://wholeplanetfoundation.org/international-womens-day-event-resources/>

MESSAGING RECOMMENDATIONS:

Follow us and tag Whole Planet Foundation social media channels:

Instagram: @WholePlanet **Facebook:** @WholePlanetFoundation

Hashtags: #WholePlanet, #ChooseToChallenge, #IWD2021, #IWDwithWPF

Instagram Story Frames: Pre-designed frames to help you promote the event on Instagram stories will be available at [our resource page on 2/12](#).

You may use pre-approved language, or craft your own based on the guidelines in the “Crafting Your Content” section below.

1. **Be authentic.** Mix Whole Planet Foundation language provided below with your own familiar branded content to keep your messages on-brand and relevant for your audience.
2. **Highlight your Sweepstakes or Goodie Box Item.** If you are participating in our sweepstakes or goodie box, highlight your donation and encourage others to help raise funds for our mission.
3. **Use the provided Instagram Story frames.** Download from [our website at this link](#) after February 12. Blend your brand/account’s content into an Instagram Story during February and March. Invite influencer partners to share this content in their Instagram Stories, where appropriate.

CRAFTING YOUR CONTENT:

The following language is approved and can be mixed with your own authentic brand language and voice to maximize engagement with your audience. Feel free to re-post and re-share our content.

- Microcredit is a hand up, not a hand out. Join the @wholeplanet #IWD2021 International Women’s Day Celebration to give a hand up to the world’s poorest people as they start their own businesses. Join talks, panels, and a live concert featuring Debi Nova and Andy Allo on March 7, then wake up to morning yoga and inspiration on March 8: <https://bit.ly/IWDwithWPF>
- Enter to win [sweepstakes item] when you join @wholeplanet to celebrate #IWD2021! #ChooseToChallenge on International Women’s Day and help us raise funds for women living in poverty. 100% of proceeds from the event will fund microcredit loans to microentrepreneurs around the globe. Registration starts at \$10: <https://bit.ly/IWDwithWPF>
- We’re proud to sponsor @wholeplanet’s International Women’s Day event this year. #ChooseToChallenge poverty by funding small business loans to women living in poverty. Join us March 7-8 #IWD2021 <https://bit.ly/IWDwithWPF>

- #ChoosetoChallenge poverty with Debi Nova and @wholeplanet. Join talks, panels, and a live concert to celebrate International Women's Day. Register for \$10: <https://bit.ly/IWDwithWPF> #IWD2021.

GRAPHIC DESIGN & MORE HELPFUL RESOURCES:

You are welcome to use our 2021 WPF Design Toolkit and approved WPF logos. Download them from [this link on our website](#).

Approved microcredit client stories and photographs to share are available at [wholeplanetfoundation.org/who-we-support](https://www.wholeplanetfoundation.org/who-we-support). Additional social media graphics and resources available on our website. If you have a special request, please contact us.

<https://www.wholeplanetfoundation.org/about/media-kit>: WPF logos for web, brochure, and boilerplate statement