



ACT FOR GIRLS: CREATE

Everything you need to know to campaign creatively!



Foreword by Sarah Corbett

I've learnt over three decades of campaigning that creativity is a vital tool to thread through your campaigns.

Sharing facts of injustice and statements of protest can engage people's minds yet can struggle to engage people's hearts. Maya Angelou reminds us that 'people will forget what you said, people will forget what you did, but people will never forget how you made them feel.'

Creativity is a powerful tool for emotional connection. Colours, fonts, shapes, smells, sounds and even just touching physical objects all influence us consciously and subconsciously. I've harnessed the power of creativity to create campaigns that I'm proud to say have helped change hearts, minds, policies and laws around the world. You can too.

Use the process of creativity to connect personally with the injustice you care about and how you can move from being a worried change-thinker into an effective change-maker. You can use the product you created as a handmade gift for a decision-maker that invites them to be part of the solution. You can also attract people in public with your creativity that provoke thought, conversation and positive action.

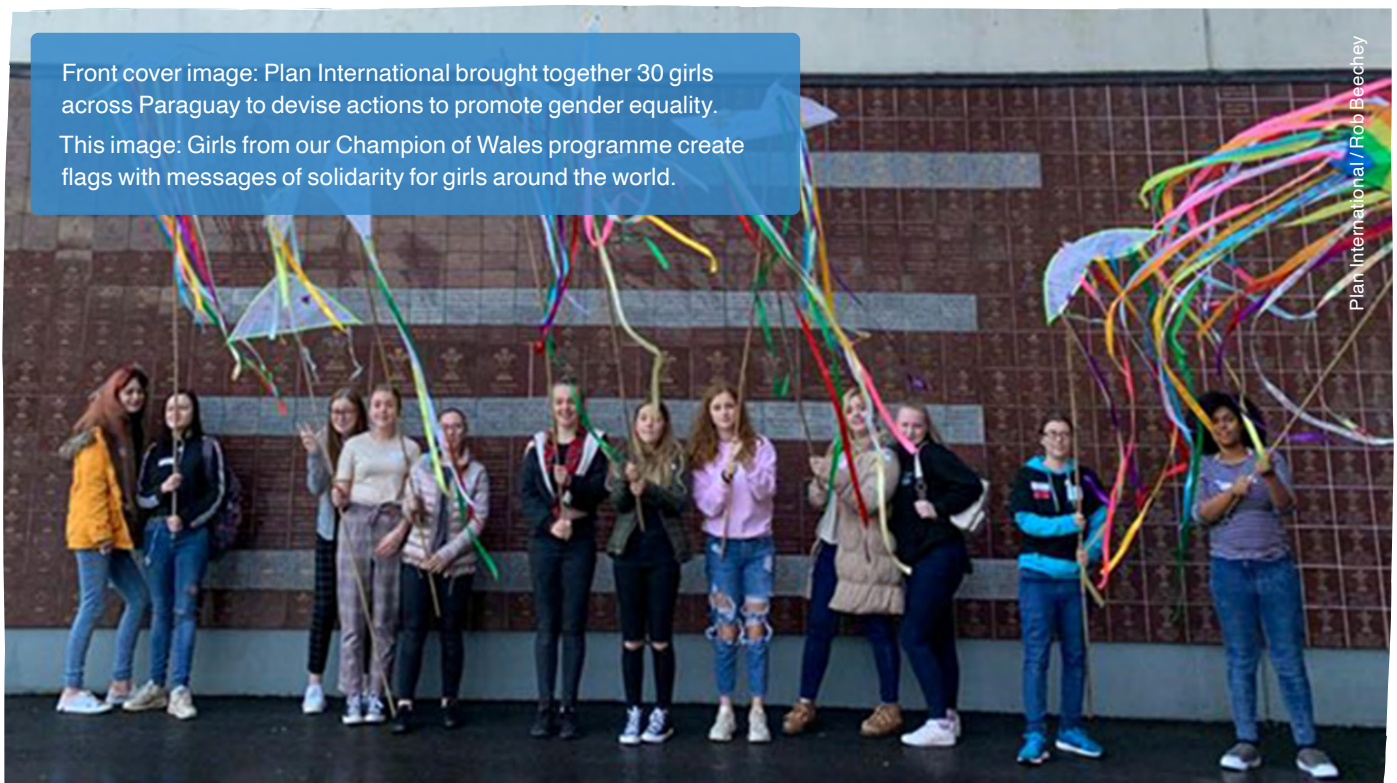
This pack is full of ideas to inspire and empower you to use your head, hands and heart together to be part of making the positive change you want to see in our fragile world.

In solidarity, Sarah (Founding Director, Craftivist Collective)



Front cover image: Plan International brought together 30 girls across Paraguay to devise actions to promote gender equality.

This image: Girls from our Champion of Wales programme create flags with messages of solidarity for girls around the world.



Plan International / Rob Beechey

WELCOME

Welcome to the Act For Girls Toolkit by Plan International UK – here to give you all the tools you need to campaign to make the world a better place! The toolkit has four components:



1 ACT FOR GIRLS: ORGANISE

Everything you need to know to plan your own campaign for change!



2 ACT FOR GIRLS: INFLUENCE

Everything you need to know to influence your decision maker!



3 ACT FOR GIRLS: CREATE

Everything you need to know to campaign creatively!



4 ACT FOR GIRLS: AMPLIFY

Everything you need to know to get the word out!

[Plan International UK](#) is a global children's charity, we strive to advance children's rights and equality for girls.

Around the world, including here in the UK, girls still don't have equal rights – and that has to change. We believe that young people have the power to change this by taking action on the issues that matter to them most, such as tackling street harassment, ending period poverty and calling out discrimination.

That's why we have created this Act For Girls Toolkit – to empower and support you to become an activist for change.

You can find out more about Plan International's campaigning as well as find the other Act For Girls Toolkit guides [here](#).

This guide **Act For Girls: Create** is the third in the series and will support you to get creative to support your campaign cause and think about how you can use art, performance, music and visuals to create change.

Let's get started!

GLOSSARY Here's some terms you'll see throughout this guide:

Campaign A series of organised, planned actions which are done for one purpose – to create a specific change.

Change objective A short sentence which clearly states the change you are trying to achieve through your campaign.

Campaign target An identified person who has the decision-making power to make your change objective a reality.

Flash mob A group of people engaged in a surprise, seemingly spontaneous, performance such as a dance.

Zine A small, self-published magazine, often produced via a photocopier.

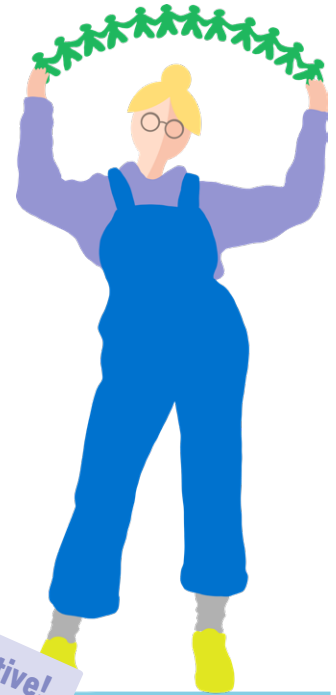
GIF A digital image, usually a looping animation, that is produced to share on social media.

GETTING CREATIVE

Throughout history, art, music, song, theatre and visuals have played an enormous and vital role in campaigns and social movements.

It's important for campaigns to win hearts and minds and to motivate many people to join them. Getting creative can be a huge part of this.

Being creative with your campaigning can be a brilliant way to get people to start to think differently, in their own time, about your issue area. This can often be much more effective at getting someone to change their mind than debating or telling them why they should agree with you.



Time to get creative!

This guide will help to you incorporate creativity into your campaign:

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HOW CAN YOU GET CREATIVE?

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PART 2

DIFFERENT TYPES OF CREATIVE CAMPAIGNS

Creative campaigning ideas

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an Internation // Adrian Brooks

Ambrin, Atlanta, Dr Dawn Harper, Eva and Maisie take part in the Menstrual Cycle, an awareness raising stunt in London to smash period taboos

Kiara, 15 and her friend in Wales create their banner in solidarity with girls from around the world



PART 1

HOW CAN YOU GET CREATIVE?

Here's a few ideas to get you going:



Think about what your campaign message is (go back and look at your 'elevator pitch' from [Act For Girls: Organise](#) to help you) and ensure whatever you create is focused clearly on communicating your message.



Think about your skill set and the skills of those in your team – identify what it is that you like doing and build from there.



Try to examine your campaign issue from all angles; what might be a different or unusual way to tell the story of your campaign?



Consider...

- what colour
- what images
- what words
- what emotions

...come to mind when you think of your campaign.



You could hold a brainstorm with your campaign team to think of creative ideas to get your message across. Encourage everyone to think big and that no idea is a bad idea!

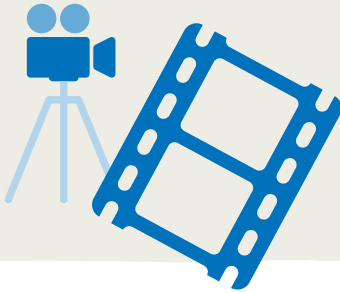
Check it out

Go for it!

CREATIVE CAMPAIGNING IDEAS

Could you...

RECORD A FILM



CREATE A STORY

MAKE A
PLACARD



SING
A SONG



USE PHOTOGRAPHY



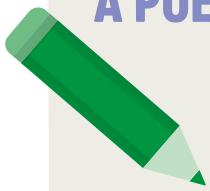
KNIT OR
SEW AN ITEM



DO A FLASHMOB

CREATE A BANNER

WRITE
A POEM



DO A STUNT



PLAY
MUSIC



CREATE
A GIF



CREATE A
SCULPTURE

PERFORM
A DRAMA

DRESS
UP IN A
COSTUME

MAKE A ZINE



PAINT A PICTURE



Don't be limited by what's here, come up with your own ideas – the more creative the better!

You got this!

Campaign Stunts

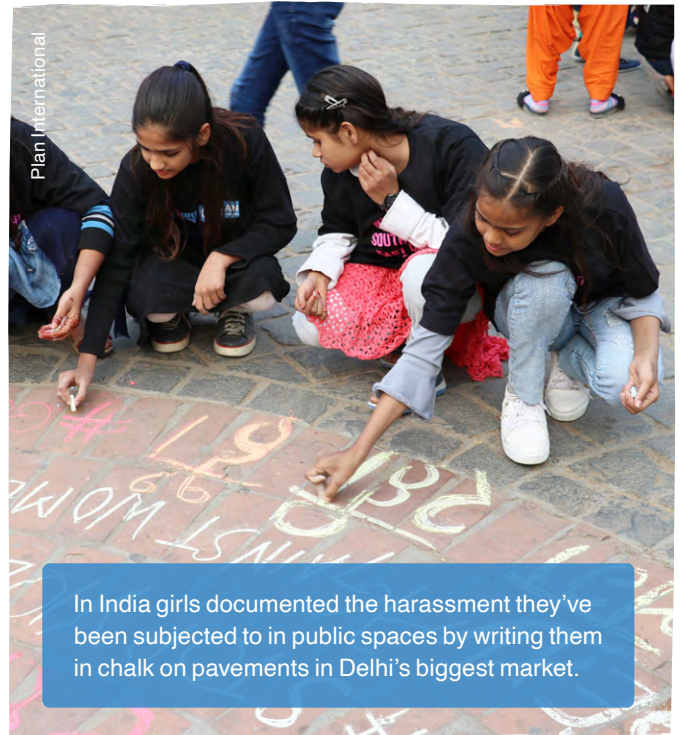
What could you do?

A ‘campaign stunt’ is when a group of campaigners do something unusual and creative with the aim of getting publicity and attention for their cause.

Key elements of campaign stunts include the visual and the place. The visual refers to how your stunt would look in a photograph in a newspaper or on social media, or to somebody walking by – the idea is to try to tell the story of your campaign in a single visual image. The place refers to where you have chosen to do your stunt, is it in front of an important building, for example a government department or a place from history, is it in a place where you will catch attention from the public?

It’s a good idea to think about how to get the word out via your campaign stunt, for example by contacting your local newspaper and posting on social media (check [Act for Girls: Amplify](#) for more tips).

Remember to always get permission for what you are going to do (for example from the property owner if you are in a private space, or from the police if you are in a public space), and always move on if asked.



In India girls documented the harassment they’ve been subjected to in public spaces by writing them in chalk on pavements in Delhi’s biggest market.

Check it out

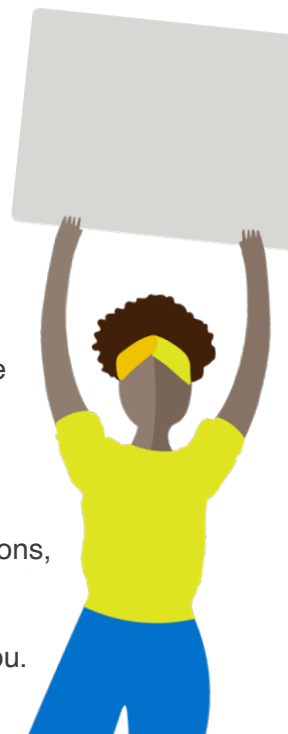


A girl participates in Girls Rock, a creative project around positive messaging for girls.

Craftivism

Craftivism is the combination of craft and activism, so it’s the idea of making something to support your cause.

Campaigning doesn’t have to be shouty protests or intellectual research – it can be slower, more reflective and introspective. A great way to do this is through craftivism, which can include any type of craft but is often sewing, knitting or embroidery. These creations take a while to make which can create space to reflect more deeply as an individual or as a group on the cause you are supporting and why. You can then display your creations, or perhaps present them to decision makers, or you could post photos on social media and ask others to join you.



HOW WE DID IT



EGYPT

Girls in Egypt took part in a series of 'safety walks' in their district to chart the spaces that are unsafe for girls. The girls found that the bus station was a particular area of concern due to its poor lighting.

To reduce the risks and draw attention to the need for safer spaces for girls, the project installed better lighting and the participants painted a series of murals on walls and waiting areas at the bus stop featuring colourful and inspirational images about girls' safety.



Youth activists from our Safer Cities projects in Nairobi, Kenya took part in a 'Chalk Back' event in their communities to share their stories of harassment – their messages were written in chalk on pavements and streets along with the hashtag #stopstreetharassment, photos of their street art were then posted on Instagram.

KENYA



SCOTLAND

Girls Rock was a project created by girls. They wanted to empower girls in their local area so they decided to paint rocks with inspirational messages and leave them around their hometown of Edinburgh for members of the public to find.

For World Refugee Day we asked the public to get crafty for a good cause and make a paperchain of girls to join in virtual hands with girls in crisis around the world. The paperchains were then put in windows and photos shared online to show solidarity.

UK





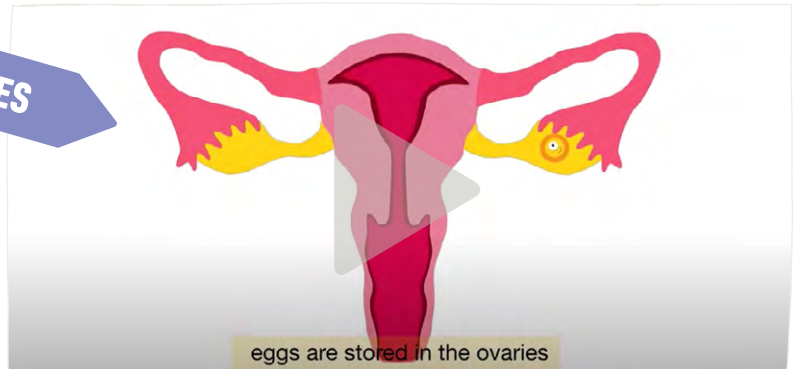
UGANDA

In Uganda, the prejudice faced by girls when they have their periods is putting their education at risk. With no access to period products and no washing facilities at their schools, many girls are forced to stay at home when they are on their period instead of going to school.

Members of the community, supported by Plan International, are using street theatre to campaign against period stigma. Through theatre, dance and song, these performances show young people and adults that menstruation is normal and nothing to be ashamed of.

Girls in Wales created an amazing animation to explain menstruation in an accessible way and smash period stigma. They met the Welsh Education Minister to share their menstruation education campaign. She agreed to promote their lesson plan and this animation on the education resources website for every school in Wales, meaning their work will help educate girls across Wales about their bodies.

WALES



eggs are stored in the ovaries



CAMBODIA

Young people in Cambodia are staging a play about child marriage watched by a young audience from nearby villages. The group aim to raise awareness about the negative impacts of marrying early and encourage children to continue their education instead.

Yes, you did it!

Hopefully this guide has left you brimming with ideas and inspiration on how to get creative to support your campaign cause. The next step is to turn your ideas into reality – we know you can do it!

Do make sure to check out the other guides in the Act For Girls Toolkit [here](#).

Please feel free to get in touch with us at Plan International UK on youthengagementteam@plan-uk.org with any questions, comments or for further information. And do let us know how you get on, we would love to hear all about your campaigning!

Further reading:

HOW TO BE A CRAFTIVIST by Sarah Corbett

CRAFTIVIST-COLLECTIVE.COM Full of project ideas, free resources as well as kits, tools and books to use

BEAUTIFULTROUBLE.ORG

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ACT FOR GIRLS: INFLUENCE Everything you need to know to influence your decision maker!

ACT FOR GIRLS: AMPLIFY Everything you need to know to get the word out!

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