

# Speak up with silence.



**WE are**   
**silent**

**Pledge to go silent for global children's rights. Every \$50 raised gives one child access to primary education.**

Our voices are a powerful tool for social change—and so is our silence. Join the global movement and take a vow of silence for children's voices that go unheard. Together, we can prove just how big of a difference we can make when we all work toward the same goal. All donations for the WE Are Silent fundraising initiative will go toward the WE Villages Education Pillar of Impact. Education is the cornerstone of a sustainable community, and it gives children the tools to advocate for their basic rights and secure a livelihood.

AN INITIATIVE OF



## About WE

WE is an organization that makes doing good, doable. Through our sustainable development model, WE Villages, we partner with developing communities in nine countries to help break the cycle of poverty. As of today, we've built more than 1,500 schools and school rooms, giving 200,000 children the opportunity to learn and succeed.

# WE are silent

1

## **Start planning.**

Check out your WE Are Silent Fundraising Toolkit to help plan your fundraising initiative. With tools and tips on how to set a goal and create an action plan, and resources to help you spread awareness, you'll be set up for success from the start.

2

## **Create a goal and a CrowdRise page.**

Set a fundraising goal and create a CrowdRise page to collect and track donations. Donors will be able to see who is participating in the event, what your fundraising goal is and why you are choosing to go silent. You'll also find a budget template in your toolkit to help you track your donation commitments and how close you are to reaching your goal! Go to [crowdrise.com/wearesilent](https://crowdrise.com/wearesilent) to start.

3

## **Kick off your campaign on October 11.**

On any given day, more than 130 million girls around the world are not in school. On October 11, International Day of the Girl Child, start your fundraiser by learning about the issues that affect access to education and use this information to advocate and fundraise for children's rights around the world.

4

## **Spread the word!**

Over the next few weeks, let your classmates, family and community know about your campaign and educate them about your cause. Put up campaign posters around school, share on social media and host small fundraisers to help reach your goal. Your toolkit also contains letter templates that you can use to help ask for donations. And don't forget to share your CrowdRise page!

5

## **Take a vow of silence on November 20.**

This day marks the United Nations Universal Children's Day, which signifies and offers a platform to advocate, promote and celebrate children's rights—that's why WE is choosing this day to go silent. Through the tools and resources WE gives youth to make a difference, we hope to spark the conversations and actions that will help create a better future for kids everywhere. On November 20, speak up with silence and give a voice to children around the world.