

# AFLATOUN DAY 2017

7<sup>TH</sup> ANNUAL AFLATOUN DAY – 30 MARCH 2017

# Overview

- Introduction to Aflatoun Day
- Aflatoun Day Connect
- Example activities
- Highlight your organization with Aflatoun Day
- Aflatoun's Ambassador

# Aflatoun Day

- Aflatoun Day will happen 30 March! It is the annual celebration of the Aflatoun International network. The Day falls within Global Money Week that is organised by Child and Youth Finance (27 March-2 April).
- The Aflatoun International Day is a great occasion to celebrate your work together with the children and youth in your programme. Also you can use this occasion to tell people outside your organisation, such as parents, local authorities and others about the great impact of the programme on children and youth.
- To assist you to celebrate Aflatoun Day, we send you this introduction package. In the pages below we provide you with more information on:
  - Aflatoun Day Connect, our annual global Skype call
  - Example activities from previous Aflatoun Day editions;
  - Highlighting your organisation in the media on Aflatoun Day
  - The Aflatoun Ambassador celebration

# AFLATOUN DAY CONNECT

# Information and guidelines

- On Thursday 30 March 2017 we will organise the Aflatoun Day Connect event; our annual worldwide Skype call. We hope to see many young people from Aflatoun programmes to talk to one another.
  - To plan the worldwide Skype calls with your class or club, we ask you to register **before 14 March** at this link: <https://goo.gl/forms/ashsoP1VIJntV2ZV2>. Calls and classes not registered can not be planned for and thus not join the coordinated calls.
1. The calls taking place from 8.00 until 18:30hrs (CET) will be planned and supported by the Aflatoun International Secretariat. We will try to make the best connections possible. You can let us know your preferences in the form.
  2. You will receive instructions and information **by 22 March** on who you will be connecting with and how to handle the call and connection.
  3. At the designed time on 30 March gather the participants in front of a computer (with webcam and microphone). *Please make sure you test your webcam and microphone before the call.*
  4. Each Skype call organised by Aflatoun International will last a maximum of 30 minutes.
  5. Of course classes and clubs are free to connect with each other on their own terms as well.
  6. For logistical reasons, some calls might not be facilitated by the Aflatoun Secretariat. In that case, you will be asked to connect to the other partner directly on Skype. Contact details will be provided.
  7. For more information, contact Menno de Vries ([menno@afatoun.org](mailto:menno@afatoun.org))

# AFLATOUN DAY ACTIVITIES

# Activities:

- Are you planning an event for Aflatoun Day? Please let everyone know!
- You can use the Aflatoun Day 2017 banners to show the world that you're celebrating Aflatoun Day.
  - You can find different versions of the banner here:  
<https://aflatoun.box.com/s/g33bd0di9wo5pmsmq7j6lnuby4703j7>
  - Please print out some banners to provide it to the children and youth taking part in the celebration. This will make for great photos for social media and reports. Also, please send us some!
- If you would like to print out the Aflatoun International logo, you can download it here:  
<https://aflatoun.box.com/AflatounIntWhiteLogo>
- Please send these and other photos of the events taking place, together with short note to [elise@aflatoun.org](mailto:elise@aflatoun.org) or simply post them online!
- Please make sure the photos are off sufficient quality and properly lit
- If you send us photos on Aflatoun Day itself, we will make sure to post them on our social media channels.
- In the week after Aflatoun Day, please fill in the activity sheet to let us know what your organization has done. This way we can include it in the Aflatoun Day 2017 report. You can find the sheet here:  
<https://aflatoun.box.com/v/afladayactivitiesheet>

# Celebrate with us! Examples:

- As every year, we encourage you to organise your own celebratory events to mark Aflatoun Day. *Below are some examples of activities done by partners in previous years for inspirations*



Ghana (Savana Signatures)

Young children organized a cleaning exercise of the market square and held one-on-one interaction with market women and men on the need to keep the environment clean. They also organized a health talk on adolescent reproductive health services at the Yapei Health Centre where they interacted with health workers on their sexual and reproductive health and rights.



Yemen (For All Foundation)

All kids dressed in traditional folk costumes of Yemen, attended a workshop on the importance of saving, made draws for a gallery and launched balloons carrying messages of particular importance of savings.



Brazil (PLAN International)

A play has been performed by the girls in the local Aflatoun club. The topic was financial balance. The piece took into account two spheres: the family and the society. At the beginning the girls participating developed a dialog regarding financial issues. Then, a family went to a bank and try to solve a problem and thanks to this fact the girls could learn something while dealing with finance.





## Media – Press release

For highlighting your organisation you can use the template press release, please find it here: <https://aflatoun.box.com/v/afladaytemplatepress>

- Send out the press release 3 – 5 days in advance of Aflatoun Day;
- Please make sure the completed press release is short: less than 500 words and preferably fits on 1 A4 page;
- Put the press release on your organisation's website on 30 March – Aflatoun Day

# Web and Social media

Your website and social media are great channels to tell people about your organization and the work you are doing, especially with Aflatoun Day. Here are some guidelines to assist you in this.

- Announce the events you are going to organize on Aflatoun Day on your social media channel. You could do this for example by creating an event. You can use the banners designed for Twitter and Facebook. Please find them here: <https://aflatoun.box.com/v/afladaybannersocmed>
- Post updates during the event with snapshots
- Post short videos on Facebook or Youtube.
- Post a short report with photos after the event has taken place, for example as a blog.
- Please like the Aflatoun International Facebook page and join the event: <https://www.facebook.com/events/255024714942222>
  - Use the hashtag #AflatounDay and/or tag @Aflatoun in your posts for any post you do in relation to Aflatoun Day
  - Tip: on social media photos always work well to illustrate your story and create more views and shares;
  - Tip: Keep your updates and posts short.

# AFLATEEN AMBASSADOR



# Aflateen Ambassador 2017



**1 Sign Up**  
using Facebook  
account or email



**2 Follow Quest**  
Complete the  
quests  
on rights, money,  
planning and  
savings



**3 Take Action**  
Engage in youth  
activities within  
your community



**4 Upload Story**  
Share your  
Story with photo  
or video

The Aflateen Ambassador 2017 invites children and young people to share their ideas and entrepreneurial projects aimed at solving community problems.

Join us >>>

[www.aflateen.org](http://www.aflateen.org)

We hope you all enjoy our new promo video [Kojo's Bikes](#), the success story of a young entrepreneur renting out his bike to save money for his education. Turning a simple idea into a sustainable start-up, Kojo is at the heart of [Aflatoun's entrepreneurs](#). An Aflateen Ambassador in your programme could become part of this new series with their initiative and have the chance to feature as talent in our next video. This is also a great opportunity for you to showcase the success of your programme. Tell the stories of the lives it has changed and inspire both the network and future members. Please take part and we will announce on Aflatoun Day which Aflateen Ambassador will be part of the series 'Aflatoun's Entrepreneurs'.

## How to take part:

For each entry we need the following information:

- A good-quality photograph or video, ideally carrying out the youth initiative.
- One line summarising the youth initiative, i.e. "Kojo started renting out his bike to pay for his education and now has a business of four bikes."
- A quote from the young entrepreneur, i.e. "If you need to get from A to B, think of me."
- If possible, one to two paragraphs about their story, how the programme has changed their life, how they got the idea for the initiative and plans what they would like to achieve one day.
- Submit the story by **March 25<sup>th</sup>** by following links below and register:
  - [Stories in English](#)
  - [Stories in Spanish](#)
  - [Stories in Russian](#)
- Invite friends to support and vote for the youth initiative story. Voting period is open until **March 27<sup>th</sup>**.
- Stories collected on the [Aflateen Digital platform](#) from the period of April 2016 will automatically be part of the event.