AN ADVOCACY TOOLKIT
Plan
Plan works for and with 78 million* children in 50 low and middle income countries across Africa, Asia and the Americas. We focus on inclusion, education and protection of the most marginalised children, working in partnership with communities, local and national government and civil society. We are independent, with no religious, political or governmental affiliations.

*from Plan's Worldwide Annual Review and Combined Financial Accounts 2013

A World at School
A World at School is a digital mobilisation and communication initiative harnessing the efforts and energies of the many NGOs, teachers’ organisations, faith groups, individuals and youth campaigners to make education a reality for all of the world’s children.

YAG
The Youth Advocacy Group (YAG) consists of young people from around the world who strengthen momentum and increase support for the Global Education First Initiative (GEFI). The YAG moves forward GEFI’s three main priorities - putting every child in school, improving the quality of learning, fostering global citizenship.


The stories and examples of advocacy in this toolkit are based on the experience and work of YAG members.

Acknowledgements
This toolkit was only made possible with the wise advice and contributions of many people and organisations. Many thanks to Abigail Kaindu, Anna Susarenco, Anusheh Bakht Aziz, Bertheline Nina Tchangoue, Cheryl Perera, David Crone, Dejan Bojanic, Dina Ramzi Batshon, Esther McFarlane, Gaoshan Junjian, Hayley McQuire, Jamira Burley, Joseph Munyambanza, Lauren Greubel, Luiz Carlos Guedes, Rolando Villamero Jr., Salathiel Ntakirutimana, Morgan Strecker, Daria Ng, Nora Fyles, Jo Dempster, Mara Sirbu, Gretel Truong, Anthony Davis, Craig Dean, Stefanie Conrad, Vernor Munoz and Zara Rapoport.

Toolkit team and authors: James Edleston, Dan Smith, Sumaya Saluja, David Crone, Chernor Bah and Emily Laurie.
Malala is inspiring young people around the world to advocate for their right to an education.
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   UN Special Envoy for
   Global Education

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Youth Empowerment through Arts and Media
I want to challenge you to support the greatest endeavour in history and one of the great civil rights struggles of our time. I challenge you to end the exploitation of child labour, the oppression of child marriage, the obscenity of child trafficking and the injustice of discrimination against girls by guaranteeing what no generation has ever managed to achieve before: the achievement of the basic right of every girl and boy to an education.

In 2000, the global community promised to achieve the Millennium Development Goal of universal education by 2015. Little more than a year before we are to achieve this goal, 57 million boys and girls across the world are still missing out on the opportunity to attend even one day at primary school. Of those fortunate enough to go to school, over 250 million are unable to read, write or do basic mathematics after several years of education. At the heartbreaking pace of progress under a “business as usual” plan of action, we stand to achieve our promise of universal primary education by 2086 - seventy years too late.

On the eve of the 2015 deadline, we have the opportunity to stand up for the millions of children around the world denied the right to education. In the final push to the end of 2015, we must convince governments to keep the promise made to millions of children around the world and deliver education for all.

All around the world, young people have mobilised to demand that world leaders deliver on this promise. I am continually inspired by the impact that these courageous young leaders have. Last year, backed by the millions of youth voices from over 100 countries, Malala Yousafzai delivered a petition for universal education in the first-ever youth takeover of the United Nations. Not only did the petition capture the world’s attention and imagination, it has produced results in country after country now taking education more seriously.
Young people are taking a stand to impact generations to come. Their voices are being heard - but your help is needed in this defining moment to make certain a fundamental human right is provided for all. This advocacy toolkit, prepared by Plan International, A World at School, The Youth Advocacy Group of the Global Education First Initiative with support from UNGEI and UNICEF, will provide you with the tools you need to join the millions of young leaders around the world in our campaign.

The world, having promised to achieve universal education by the end of 2015, has a deadline that we must meet. We can only do this with your support, mobilisation and commitment. Education has the power to change lives. And we have the power to make it possible for education to change lives.

Rt. Hon. Gordon Brown, MP
UN Special Envoy for Global Education
Attendees at the youth takeover of the United Nations General Assembly raise their hands to support girls education

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OUR VISION

We imagine a world where EVERY CHILD receives a good quality education

OUR AIM

WE AIM TO...
empower young people to advocate for change so that all young people can enjoy a quality education

This toolkit can help you plan and carry out EDUCATION ADVOCACY
THIS TOOLKIT

This toolkit is for anyone who believes passionately in the power of education as a force for good in the world and the right for all children to get a good quality education, no matter where they are and what the circumstances.

We hope this toolkit will support you to carry out your own advocacy campaign.

If you are just beginning to think about taking action on education, you can work your way through the toolkit from start to finish. But you can also dip in to pick up useful hints or activities to help you carry out your existing plans. We know this toolkit doesn’t cover everything you might need and we’ve tried to sign-post you to other resources where possible.

Included in here are lots of real stories of change, led by young people, from all over the world. We hope they inspire you. The young global movement for education is growing, and you can be part of it.
EDUCATION IN NUMBERS

57 million children of primary school age are out of school.

There is a funding gap of $26 billion for basic education.

1 in 5 girls is denied an education.

The Universal Declaration of Human Rights states that "everyone has the right to education."
Young advocates present a manifesto for girls education to Ministry of Education in Pakistan
WHAT IS ADVOCACY?

A CALL FOR CHANGE +

VOICE OF THOSE WHO WANT CHANGE

+ EVIDENCE = ADVOCACY
Advocacy is about:

**Giving people a voice**
about the issues that affect them.

**Building evidence**
on what needs to change and how that change can happen.

**Positive change in society**
towards greater social justice and equality.

**Influencing people with power**
and changing how they think and act.

**Speaking truth to power**
We, a youth group representing out-of-school girls, are calling for change to investment in informal education for young mothers because the right to education is in our constitution, and research shows more girls in school means better health and wealth. We know informal education is the number one priority for the girls in our community and we have the biggest impact for the investment. We can do it because we have the plans in place, the networks, experience and support to deliver what is needed. Make a difference by supporting this initiative and help make a real change.
BRILLIANT ADVOCATES

Shirin Ebadi
(Iran) Advocates for gender equality and children’s rights.

Mahatma Gandhi
(India) Challenged injustice and inspired the world to change through non-violent action.

Ida B Wells-Barnett
(United States) Advocated for women’s right to vote as well as African-American rights.

Martin Luther King
(United States) Advocated for civil rights for black people in the United States.

Malala Yousafzai
(Pakistan) Advocates for access to education, especially girls.

Nelson Mandela
(South Africa) Advocated for the end of the apartheid in South Africa as well as for forgiveness.
SALATHIEL’S STORY OF BEING A BRILLIANT ADVOCATE

Securing education for Burundian orphans

After the Arusha peace agreements security conditions improved and schools started to open doors for children. However the school fees made them inaccessible to orphans, refugees and others whose families had been affected by the war.

“Like some of my friends, I had just lost both my parents during the civil war and I could not afford to pay for school materials and fees. I was suspended from class, with the worry that failure to pay fees for the trimester would result in expulsion.”

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GET OUT!

Story from Burundi

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We also raised money to support individuals who had been expelled...
Why should we be punished because our parents have been killed? The country has a responsibility to help us.

Clubs spread across the country...

We got on the radio! Word was spreading! Even the Minister of Education publicly endorsed us...

“All orphans in the country will be allowed to go to school for free!”
Students in Uganda celebrating access to quality education