



deliver for

GOOD



DIGITAL
ENGAGEMENT
TOOLKIT



Getting Started

WHAT IS DELIVER FOR GOOD?

Deliver for Good is mobilizing multi-sector allies to redefine the narrative around girls and women—from the most vulnerable, to agents of change and critical drivers of progress. We are building a movement to fuel concrete action and implementation of the Sustainable Development Goals at the global and country levels, and we ask you to join us.

Deliver for Good focuses on the whole girl and the whole woman—not just her health needs, her educational needs, or her rights. Deliver for Good sets to connect the issues that affect girls and women's lives through an integrated approach. Policy briefs and infographics set out the evidence. Together, we focus on solutions and on action across the following 12 investment areas:

1. Improve Maternal and Newborn Health and Nutrition
2. Meet the Demand for Modern Contraception and Reproductive Health
3. Respect, Protect, and Fulfill Sexual Health and Rights
4. Ensure Health for All
5. Dramatically Reduce Gender-Based Violence and Harmful Practices
6. Ensure Equitable and Quality Education at All Levels
7. Boost Women's Economic Empowerment
8. Strengthen Women's Political Participation and Decision-Making Power
9. Accelerate Access to Resources – Land, Clean Energy, Water, and Sanitation
10. Invest in Women to Tackle Climate Change and Conserve the Environment
11. Improve Data and Accountability for Girls and Women
12. Build Sustainable Financing and Partnerships for Girls and Women

Are you ready to Deliver for Good?



Key Resources



WEBSITES & RESOURCES

About Deliver for Good: Deliverforgood.org

Women Deliver Website: Womendeliver.org



THE BRIEFS

The Briefs: womendeliver.org/deliver-for-good/review-briefs/



INFOGRAPHICS

12 Infographics: bit.ly/D4GInfographic

Ensure Equitable and Quality Education at All Levels

THE WORLD TODAY

- ONLY 29% of countries have achieved education gender parity at the upper secondary level
- 90% of children living with disabilities in developing countries do not attend school
- 1/2 of primary schools in developing countries lack adequate water and sanitation, increasing absenteeism among adolescent girls
- 2 out of 3 illiterate adults are women

THE INVESTMENT CASE

- 10-20% Every additional year of schooling for a girl increases her future earnings by 10 to 20%
- 10.37% Each additional year of schooling for children increases the average annual GDP by 0.37%

SOLUTIONS

- Transportation and infrastructure to make schools accessible
- Low or no enrollment fees
- Awareness of the importance of educating girls
- Safe, supportive, and gender-sensitive school environments

To join the campaign and for data sources, please visit deliveredfor.org

Invest in Women to Tackle Climate Change and Conserve the Environment

THE WORLD TODAY

- 4.3 MILLION people die prematurely from heart disease as population in developing countries in 2012
- 25 MILLION people have been climate displaced
- 2.8 BILLION people in the developing world still use polluting fuels like wood, coal, and charcoal
- ONLY 20% of the renewable sector workforce is women

THE INVESTMENT CASE

- Continuing to use solid fuels = \$123 billion in annual costs
- \$123 BILLION health, environmental, economic
- A study of 130 countries found female parliamentary representation is associated with the ratification of international environmental treaties

SOLUTIONS

- Female involvement in climate negotiations and resource management, including Indigenous women
- Integration of environmental considerations into women's health programming
- Technologies that enhance renewable and clean energy sources
- Secure land rights and inheritance rights for women

To partner on this campaign and for data sources, please visit infographic.org

Improve Data and Accountability for Girls and Women

THE WORLD TODAY

- Despite government commitments to improve the health and wellbeing of girls and women, there has been too little action
- Many countries do not have the necessary systems to collect or track civil registration and vital statistics
- The lack of gender, age, and income disaggregated data is an obstacle to assessing the needs of girls and women

THE INVESTMENT CASE

- \$3 TRILLION Open data could unlock an estimated \$3 trillion in annual economic potential in seven areas of the global economy
- Example: Using open data in education could create \$1 billion in economic value every year

SOLUTIONS

- Integrated data collection, dissemination, and use to improve accountability for unmet needs
- Strategies that hold governments accountable to their policies, commitments, and budget allocations
- Partnerships to increase development assistance for girls and women
- Transparency and disaggregated data collection across institutions, regions, and sectors

To join the campaign and for data sources, please visit deliveredfor.org

Suggested Posts

DELIVER FOR GOOD KEY MESSAGES

All messages should incorporate #DeliverforGood

Girls & women carry more than water and babies - they are unlimited potential. Now is the time to #DeliverForGood for all girls & women.

At the dawn of the #SDGs we have to prioritize the health, rights, and wellbeing of all girls and women. It's time to #DeliverForGood

#DeliverForGood will focus on increasing investment in girls and women around the globe. Will you join us? More at: DeliverforGood.org

The key to achieving the #SDGs is integration of all 17 of the goals. #DeliverForGood is here to help you deliver for girls & women.

Girls & women are the drivers of sustainable development & powerful agents of change. Show your commitment to them & #DeliverForGood.

What's a gender lens, and why should we put one on the #GlobalGoals? Visit Deliverforgood.org and find out. #DeliverForGood

I'm signing onto #DeliverForGood because I believe the #SDGs will only succeed when we work for & with girls&-women. Deliverforgood.org

Let #DeliverForGood be your tool for advocating for the health, rights, & wellbeing of girls & women! More info at DeliverforGood.org

TWEETS + GRAPHIC

Tweets with character counts that allow for photos/graphics

Women carry so much more than babies, or water. They carry solutions. Learn more at: DeliverForGood.org

I #DeliverForGood! Do you? Visit Deliverforgood.org to learn more & make your investment.

Join the #DeliverforGood conversation and tell the world why girls & women belong at the heart of development.



Suggested Posts



THE 12 INVESTMENT AREAS

Suggested language that showcase the 12 Deliver for Good investment areas

Over the past 25 years great strides have been made in [#MaternalHealth](#) - but we can do more. It's time to [#DeliverForGood](#) for girls & women.

When girls & women can plan their fertility, they can plan their futures. Join [#DeliverForGood](#) and make the case for girls and women!

Governments have to stop using criminal law to control people's [#SRHR](#). Visit Deliverforgood.org to ensure that we can make this happen.

Girls & women need to be equipped with better information about NCD risk factors. To help move this forward visit: deliverforgood.org

The first step to eliminating [#GBV](#) is to ensure national legal frameworks and policies are in place. Take action at Deliverforgood.org

As of 2015 only 19 women worldwide were serving as heads of state. It's time for change. Visit Deliverforgood.org & help fuel progress.

Without the tools to manage their [#periods](#) girls & women can't reach their fullest potential. [#DeliverforGood](#) & take a stance for girls & women.

[#62milliongirls](#) girls are not in school - that's 62 million missed opportunities. Join [#DeliverForGood](#) to ensure education for all.

We can't [#DeliverForGood](#) without partnerships in the [#SDGs](#). Learn more and elevate your voice at deliverforgood.org

Without solid data advocating for the health, rights, and wellbeing comes to a halt. [#DeliverForGood](#) and show the power of good data!

What do [#ClimateChange](#) & [#GenerEquality](#) have in common? Visit deliverforgood.org to find out. [#DeliverForGood](#)

Fully closing the [#GenderGap](#) in work would add up to \$28 trillion to the GDP by 2025. [#DeliverForGood](#) is helping push the movement forward.

Suggested Posts



FACEBOOK

*and other longform
text platforms*

To power progress for girls and women many different constituents must work together to make change. Visit deliverforgood.org and make your commitment to changing the world for girls and women everywhere.

In order to #DeliverForGood we have to improve the state of #MaternalHealth. There should not be 300,000 girls and women dying each year due to pregnancy related complications. But the investments don't stop at maternal health, we have to integrate all the #SDGs in order to improve the lives of girls and women, and achieve the goals set by the new Sustainable Development agenda. Visit DeliverforGood.org and take your stand for girls and women everywhere.

Did you know that vaccinating girls against the human papilloma virus (HPV) over the next 10 years would only cost only \$10 to \$25 per person and could avert more than 3 million deaths from cervical cancer across 72 low- and middle-income countries? To learn more and make your stance for girls and women visit Deliverforgood.org

What difference can a toilet make to a young girl in school? Sometimes it's the difference between staying in school or dropping out. Access to sanitary and private toilets in school increases girls' enrollment by 11%. It's time to #DeliverforGood for all girls and women. Learn more and make your commitment at Deliverforgood.org



deliver for
GOOD
Investments in girls & women
power progress for all.

sign the commitment at deliverforgood.org

