



The National Day of Action Planning Guide

In the United States, a powerful movement is growing. A movement of people who are standing up and speaking out against global poverty, joining others across the planet, from both prosperous and impoverished countries alike, who are doing the same. On CARE's National Day of Action, we will all come together to raise our voices in unity – so that people everywhere can live in dignity and free of poverty and social injustice.

The National Day of Action is about empowering people to become influential leaders in the fight against global poverty, especially on behalf of women and girls who are marginalized and disproportionately affected by poverty.

Thank you for hosting a National Day of Action event and for being one of those at the forefront of a worldwide movement dedicated to helping women change their lives and transform their communities. With enough passionate people, we can show decision makers that there is an active constituency who believes the United States can play a bigger role in building a better, safer world for all. This movement is growing, thanks to people like you and to organizations like CARE and the ONE Campaign. But in order for it to really take off in a major way, we need people of all ages and from all walks of life to join with us. That's what CARE's National Day of Action is all about. Empowering your friends, family and colleagues to stand up and speak out on the issues of global poverty. Together, we'll educate and engage new supporters, and provide concrete, meaningful steps they can take to become part of this unprecedented movement.

Your National Day of Action event will do more than raise consciousness – it will give people substantive ways to help change the situation of global poverty right now!

National Day of Action events

CARE's National Day of Action will take place on October 17, the International Day for the Eradication of Poverty. On this single day, events around the world will promote solidarity with people and communities who struggle with extreme poverty every day, especially marginalized women and girls. During National Day of Action events, hosts will give their guests ways to begin achieving immediate results, such as signing a letter to the next President of the United States, raising money for CARE's poverty-fighting programs, and joining CARE in other ways to advance the movement.

Action Steps For Guests During National Day Of Action Events:

Sign a Letter to the Next President of the United States

Sign this letter to the next President of the United States, preferably online, proclaiming how imperative it is to re-engage with the world and confront global poverty. Not only because it's the right thing to do, but also because it will strengthen our national security and improve our economy.

Join CARE Supporters at the 2009 CARE National Conference

The *CARE National Conference*, held annually in Washington, D.C., is an opportunity for volunteers, donors and other parties to learn more about CARE's programming and how they can play a role in fighting global poverty. While in Washington, participants can choose from a series of workshops, hear from dynamic speakers, and visit lawmakers on Capitol Hill to discuss issues that can make a significant difference in poor communities around the world. It's a national event for CARE and a personal experience for you!

Donate to CARE's Poverty-Fighting Programs

If you would like to ask guests to make a financial contribution to CARE, please direct them to www.care.org. Online donations are the most efficient to handle, and we will work as quickly as possible to process all donations and send out a letter for tax purposes. Something important for your guests to know: 90 percent of CARE's resources go directly to poverty-fighting programs, only 10 percent to fund raising and support services. In addition, CARE meets the Better Business Bureau's Standards for Charity Accountability.

Join the Movement with CARE

Have your guests join you and CARE in the movement to end poverty and gender inequity. By enrolling as a member of the CARE Action Network (<http://www.care.org/getinvolved/advocacy/>), people can learn more about CARE and how they can further engage on global issues that have an impact on all of us. In addition, CARE Action Network members will receive updates on ways they can take immediate action when it is needed the most!

You don't need to be a global poverty expert to host an event!

Being the host of a CARE National Day of Action event is easy! Our toolkit will help you plan your event. It provides talking points and includes all the materials you'll need for your guests to take action. Just decide how you want to stage your event and invite some friends.

In the next section, we have included five steps that can help you be successful. Step 1 will guide you through the process of tailoring your own National Day of Action event. Step 2 will help you create your agenda. Step 3 will give you tips on inviting guests. Step 4 will provide you with helpful tips you can use on the day of your event. Step 5 will provide a few important things to do after your event to ensure that all your efforts lead to concrete results – *and possibly a free trip to the 2009 CARE National Conference held in Washington, D.C.*

Things to Consider: Eliminating global poverty can only happen if people take action. For the National Day of Action, there are four different things you and your guests can do. Choose just one or all four!

With the upcoming presidential election and a new administration, now is a great time to stand united and call for a new set of priorities around U.S. foreign policy. If you only ask your guests to take one action, having them sign a letter to the next President of the United States may make the biggest impact right now.

STEP 1

What your National Day of Action event looks like is truly up to you. But you probably have a few questions... Where do I start? Where do I have the event? What actions will I ask guests to take? How comfortable am I talking about CARE, the National Day of Action, or global poverty issues? Things like where to go to become more informed—and which resources in our toolkit will help you the most—can be found here.

With the election just a few weeks away, wouldn't it be great to see a debate between McCain and Obama focused on global poverty? Here's the next best thing: a debate between high-level representatives of the two campaigns that took place at CARE's National Conference this past June. This highly engaging debate focuses on issues such as maternal health, climate change and foreign assistance. It, and other CARE videos, will be available for download and view on CARE's YouTube Channel for an October 17 event. CARE staffers will be online and watching the National Day of Action Blog all evening on October 17, ready to participate in a discussion with anyone and everyone moved by this event.

However, if you have a different idea for your National Day of Action event, go for it! This guide will still be useful in helping you plan.

Location/Time:

Things to Consider: You can host an event at your home or ask to hold it at your local coffee house or somewhere else. If there's another occasion you are planning to attend, like a PTA meeting, birthday, etc., you may be able to hold a National Day of Action event there. Holding your event on October 17 will make you part of the worldwide activities taking place on the International Day for the Eradication of Poverty.

For more information on CARE, fighting global poverty and how U.S. policies affect poverty:

www.care.org

<http://www.care.org/getinvolved/advocacy/>

<http://www.time.com/time/covers/1101050314/> (Jeffery Sachs on How to End Poverty)

<http://www.millenniumcampaign.org/> (Ending Poverty by 2015)

<http://www.undp.org/> (United Nations Development Program)

<http://www.cgdev.org/section/rwpw> (A Guide to Global Development)

STEP 2

Create your event and agenda early enough to give yourself as much time as needed to prepare. Do you need to pick up some supplies the next time you are at the store? Do you have a way to screen an online video at your event (i.e., can people watch the video on your computer or can you hook your computer up to a TV)? You should also brush up on how U.S. policies affect the fight against global poverty. From time to time, come back to your agenda to see if there's anything new going on that could affect it. Below is a sample agenda to help you create your own.

My National Day of Action Event

Event:	National Day of Action social gathering over dinner and snacks
Location:	My Home
Date:	October 17, 2008
Time:	6:00 p.m.
# of guests:	10

Agenda

6:00 p.m. – 7:00 p.m.	Guests arrive and dinner
7:00 p.m. - 7:05 p.m.	Introduction of my National Day of Action event
7:05 p.m. – 7:30 p.m.	Watch the debate between Andrew Natsios and Gayle Smith online
7:30 p.m. - close	Group discussion in person and on our Blog (www.care.org/dayofactionblog) regarding what you experienced <ul style="list-style-type: none"> • Ask guests to sign a letter to the next President of the United States • Ask guests to Join the Movement with CARE • Ask guests to donate to CARE

STEP 3

There are many ways to get the word out about your event. If you want to invite close friends and family, the easiest way is by phone, e-mail or dropping an invitation in the mail. If you plan to invite as many people in the community as possible, other options include posting paper flyers and advertising your event in public places and through Internet forums. A great way to advertise your event and see what other events are occurring near you is to use CARE Connections.

1. Go to CARE Connections: <http://we.care.org>
2. Click the Events tab at the top of your screen
3. Click the "Add an Event" button in the top left of your screen to create your own event
4. Search for other events near you by keyword, ZIP code or date

There will also be a National Day of Action Blog, which you can access at www.care.org/dayofactionblog.

Once you've invited your guests and have received RSVPs, remind them of the event one or two days before.

Sample reminder

Hi Adam,

On October 17, join me at my home to celebrate friends taking action to fight global poverty by empowering marginalized women! Not only will we get together for some fun over dinner and snacks, we'll also do a few things to help people in developing countries build better lives! Let me know if you're coming and be sure to bring some friends, too!

Hope to see you there!

Jen

STEP 4

On the day of your event, you will probably be excited and very busy, but you'll be prepared! You have studied up on the issues you wanted to know more about, had your questions answered by e-mailing CARE, and invited a full house. All that's left is making sure all the small details are taken care of. By making a checklist a few days before your event, you'll be able to concentrate on hosting your event while making sure those small but important details aren't forgotten.

Check-List

- Talking Points
- CARE Fact Sheet
- Computer with Internet access and a way to screen the event
- Camera
- Letter to the next President of the United States, preferably online for guests to sign
- Pens

Remember to link the discussion back to our four "asks," and in particular signing a letter to the next President of United States about the importance of re-engaging with the world. This letter can be signed online, which is preferred, or by mailing hard copies back to us.

STEP 5

It's the day after your event and your guests are probably feeling empowered to do more to fight global poverty. Not only did they sign a letter to the next President of the United States or decide to donate to CARE, your guests have indicated how they would like to continue to be involved in the movement!

What next?

Step 5 is how your event creates lasting change

First, go to www.care.org/dayofaction and complete our National Day of Action Survey. It's the only way we will know how many events were held, how many people attended and what the impact was. The survey is also your entry form for a drawing to receive free travel and registration to the 2009 *CARE National Conference* in Washington, D.C.

We plan to hand-deliver the signed letter to the next President of the United States on November 5, highlighting your event and the actions of your guests. Donations will be promptly processed and guests will receive a letter for tax purposes. Lastly, CARE will continue building the momentum you created by contacting guests who indicated they want to do more to fight global poverty!

If you have taken pictures of your event and give us permission to use them online and in print, please e-mail them to dayofaction@care.org.

Be on the lookout for an e-mail we will send in the weeks after October 17. This will give hosts a first look at the impact their events had around the country and the world. We will also let hosts know what further measures need to be taken and other things they can do to continue leading the fight against global poverty in their community.

Thank you for your efforts in hosting a National Day of Action event. Good luck! And we look forward to hearing about your accomplishments!