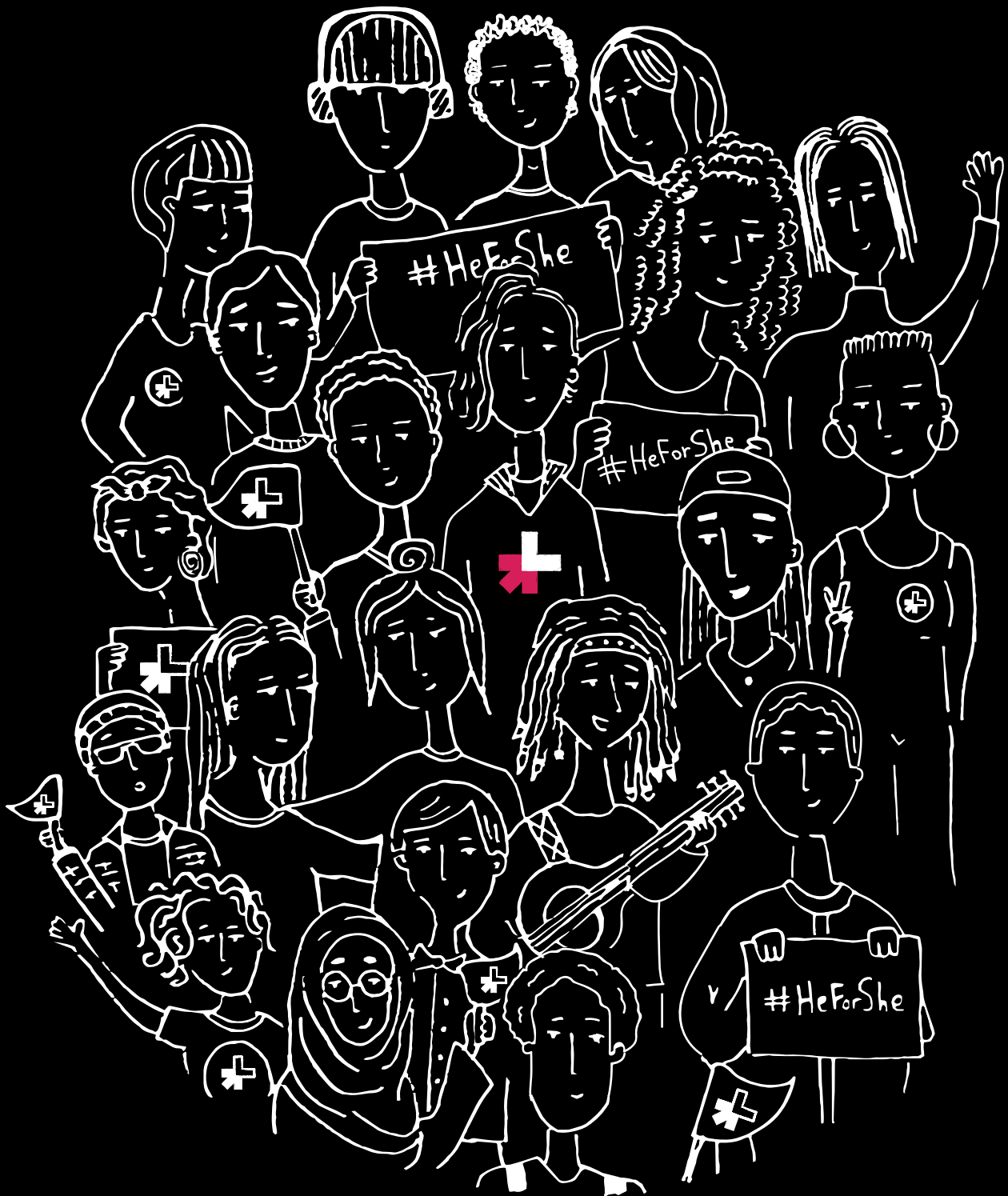


# HeForShe Action Kit

UNIVERSITIES




# Dear University Student, are you ready to change the world?

HeForShe is grounded in the belief that we can achieve gender equality in our lifetime. But we need your energy and passion.

This Action Kit is where it all begins. As a HeForShe campus activist, you can:

- + Create a HeForShe Student Club or a network of HeForShe campus activists at your school
- + Organize HeForShe events to raise awareness of gender equality among students, faculty members, and the university administration
- + Become part of a global movement of youth leaders taking action for the achievement of gender equality

But don't stop there. Tell us what gender equality means to you and your classmates and what you've been doing to change the world. Share your photos, videos, and reflections via social media [@HeForShe](#) and [HeForShe.org](#).

 **Have any questions or suggestions?** Email: [HeForShe\[at\]unwomen\[dot\]org](mailto:HeForShe[at]unwomen[dot]org)

Thank you for changing the world.

# Content

<b>1</b>	<b>Introduction – what is HeForShe?</b>	<b>5</b>
<b>2</b>	<b>Three actions for equality – how you can activate HeForShe on your campus</b>	<b>6</b>
<b>3</b>	<b>Contact details</b>	<b>13</b>
<b>4</b>	<b>Action plan</b>	<b>14</b>
<b>5</b>	<b>Resources</b>	<b>15</b>

# What is HeForShe?

Created by UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women, the HeForShe solidarity movement for gender equality provides a systematic approach and targeted platform where a global audience can engage and become change agents for the achievement of gender equality in our lifetime.

This requires an innovative, inclusive approach that mobilizes people of every gender identity and expression as advocates, and acknowledges the ways that we all benefit from this equality. HeForShe invites people around the world to stand together as equal partners to craft a shared vision of a gender equal world and implement specific, locally relevant solutions for the good of all of humanity.

Since its launch on 20 September 2014, at the United Nations, by UN Secretary-General Ban Ki-Moon and UN Women Global Goodwill Ambassador, Emma Watson, millions of men from around the world including Heads of State, CEOs, and global luminaries from all walks of life have committed to gender equality. HeForShe has been the subject of more than 2 billion conversations on social media, with off-line activities reaching every corner of the globe.

Check out Emma Watson's [launch speech](#) and Elizabeth Nyamayaro's [TED Talk](#) to learn more.

# What can you do as a student?

There is so much you can do on campus to promote gender equality.

**Start by launching a HeForShe club to bring supporters together.**

Student clubs are a great way to organize collective actions to promote gender equality, allow you to learn more, gain leadership experience, meet people with similar interests, and make your campus and community more gender equal.

- 1 PLAN**
- 2 ACT**
- 3 INSPIRE**

# 1 PLAN

## Step 1.1: Build a Team and Brainstorm Ideas

Your first step is to find friends and other students who are passionate about gender equality and HeForShe. Brainstorm together and decide what you want your club to focus on and build the executive core team that can make it a reality.

## Step 1.2: Define the Club's Purpose and Goals

With your executive team, figure out what the purpose of the club is, what advocacy activities you want members to take part in, and what goals you have for the club. Create a constitution or a bylaw brief manual for your club using the Constitutional Standards & Guidelines of your school or check other HeForShe Club for ideas.

## Step 1.3: Assign Duties and Plan Events

At one of the first meetings, you should assign leadership roles to help keep the club running smoothly.

Common officer roles include:

- + President/chair: Leads and supervises the club with support from other officers. We highly recommend having male and female co-presidents.
- + Secretary: Takes notes during meetings, maintains club records, keeps members updated on club news and events.
- + Events officer: Plans and manages programs and events.
- + Communication officer: Designs communication and advocacy campaigns and manages social media accounts.
- + Treasurer: Manages the club budget and expenses.

## Step 1.4: Register Your Club at Your School

Having your club approved or registered by your school can give the club access to more school resources and spaces to facilitate and organize activities on campus. Check your school's requirements for registering student organizations.

You can register as a HeForShe Club, which we highly recommend, or you can become part of an existing student organization which embraces HeForShe, or you can be a more informal group. HeForShe is a people's movement and so it is important that you choose the route that works best for you and your school.

Register your club or group with HeForShe by sending an email to [HeForShe@unwomen.org](mailto:HeForShe@unwomen.org) with a brief about your club and contact information.

## Step 1.5: Establish a Budget

Most clubs require some money to stay running, even if it is only a small amount to cover printing costs and snacks. Some clubs may need a much larger budget if they use a lot of materials or plan big events. We encourage partnerships with well-established student unions or organizations or other clubs who can offer resources, or facilitate access to them.

You can also try contacting local businesses who may be able to support your events by providing free space or refreshments.

# 2 ACT

**By now, you should have your club or group established, a team on board, and a plan of activities ready. Now it is time to take HeForShe to the whole student body with campus-wide events:**

## Step 2.1: Hold Your First Club Launch Event or Meeting

Your goal should be to introduce HeForShe and your club to your school and answer any questions people may have. Introduce your team, state what the club's purpose and goals are, what members will do, and any potential ideas you have for future activities and events. This is also a time to start your HeForShe commitment drive.

## Step 2.2: Inspire with Activities

### + On campus

- **The commitment drive:** Use the commitment cards and sheets or you can use a tablet or laptop and encourage people to commit at HeForShe.org. If you collect commitments on paper, make sure you type them up and either send us them via [email](#) or upload them on our [website](#).
- **Launch a speaker series:** Invite thought leaders from within your university and your community to speak about gender equality.
- **Dedicate a week to HeForShe:** During major campus events, like Fresher's Week, Senior Week, conferences, or concerts, organize a HeForShe event to raise the profile.
- **Got a problem that needs solving?** Partner with faculty to organize a gender-focused ideathon.
- **Build a pipeline of role models:** Work with faculty to invite girls from local high schools to campus to shadow current STEM students for a day.

### + Work with athletes to level the playing field

- **Dress the part:** Invite sports teams on your campus to wear HeForShe t-shirts during practice.
- **Move on:** Bring together athletes to discuss how we can all move past gendered language like "Man up," "Boys don't cry," and "Throw like a girl."
- **Join in the fun:** Invite co-ed teams to local elementary schools, engaging girls and boys to participate in sports.

### + Use your imagination and work with artists on campus

- **Feeling creative?**  
Launch a HeForShe exhibit and invite student artists to illustrate what HeForShe means to them.

- **Act it out:**  
Swap the gender roles of a well-known play or use improv and spoofing to challenge stereotypes. Host a discussion afterwards, and hear from everyone what it meant to them.

### + Engage your residential community in HeForShe

- **Get comfy:**  
Screen and discuss a gender-related documentary. Need ideas? Try *The Mask You Live In*, *Girl Rising*, or *Miss Representation*.
- **Print it, post it, flag it:**  
Post HeForShe flyers throughout your residence hall or create a gender-focused bulletin board.
- **Are you a book worm?**  
Bring friends together for a monthly HeForShe Book Club and discussion. Try *Bad Feminist* by Roxane Gay, *Half the Sky* by Nicholas Kristof and Sheryl WuDunn, or *I Am Malala* by Malala Yousafzai.

### + Communicate on campus to spread the word about HeForShe

- **Like to write?**  
Create a dedicated Op-Ed column in your student newspaper, addressing everything from campus issues to global issues. Invite faculty and students to contribute.
- **Have a campus radio station?**  
Host a debate or interview about gender equality related issues on campus or around the world.
- **Need to get the word out?**  
Use any and all social media platforms available on your campus to publicize your event, from Facebook and Twitter, to campus newspapers, radio stations, and the university website.
- **Utilize the kit:** HeForShe, UN Women, and other partners produced self-explanatory tool kits and manuals to facilitate knowledge and skills transfer about gender issues. Organize workshops and use the [Barbershop toolbox](#) and other resources to promote gender equality concepts.

### + Need more ideas?

- **Like to volunteer?**  
Organize a HeForShe service trip. Gather a few friends on a weekend morning to lend a hand at a mentoring program or domestic abuse shelter.
- **Get the coffee brewing:**  
Host a HeForShe Coffee Chat on campus or at a local coffee shop. Invite a gender studies expert, perhaps someone from your school, to facilitate a conversation between professors and students about their experiences of gender norms/stereotypes.
- **Bring back alumni:**  
With your Career Center, organize a panel of female graduates to explore gender in the workplace – everything from unconscious bias to salary negotiation.

## Step 2.3: Keep Your Club Going!

Now that you have your club up and running, it's important to make sure it lasts. Prepare a second line of leadership to take over before you graduate.


# 3 INSPIRE

Report on your activities and share your work with the HeForShe community. Use the HeForShe branding standards and its social media kit to market and report on your activities. If you collect commitments on paper, make sure you type them up and either send us them via **email** or upload them on our **website**.

Be creative and remember to have fun – if you feel stumped or simply don't know where to start, reach out to an administrator or faculty member on your campus, or drop us a line at:  
**HeForShe[at]unwomen[dot]org**.

See also our social media platforms:

[www.twitter.com/HeForShe](http://www.twitter.com/HeForShe)  
[www.facebook.com/HeForShe](http://www.facebook.com/HeForShe)  
[www.flickr.com/photos/HeForShe](http://www.flickr.com/photos/HeForShe)  
[www.instagram.com/HeForShe](http://www.instagram.com/HeForShe)  
[www.youtube.com/user/HeForShe](http://www.youtube.com/user/HeForShe)

For more information or support in  activating HeForShe in your workplace please contact:

The HeForShe team:  
HeForShe[at]unwomen[dot]org  
+1(646) 781-4960

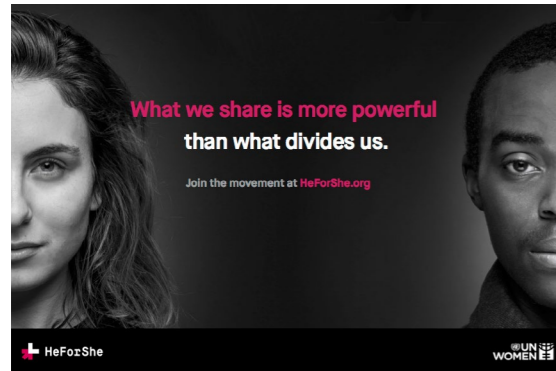




# Commitment card, poster & sticker

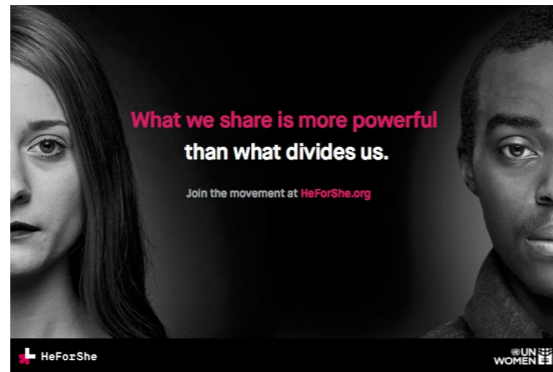
## COMMITMENT CARD

Download a print-ready pdf at:  
[bit.ly/HeForSheKits](http://bit.ly/HeForSheKits)



## HeForShe POSTER

Download a print-ready pdf at:  
[bit.ly/HeForSheKits](http://bit.ly/HeForSheKits)



### HeForShe Commitment Card

My personal commitment to gender equality is:

Name:

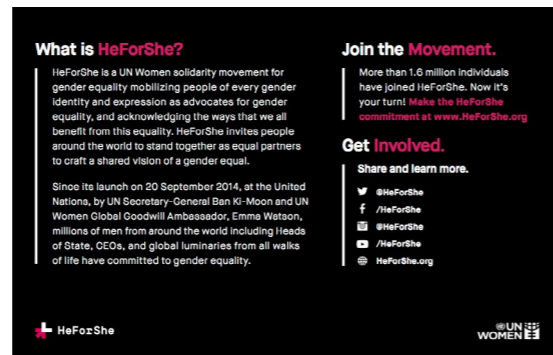
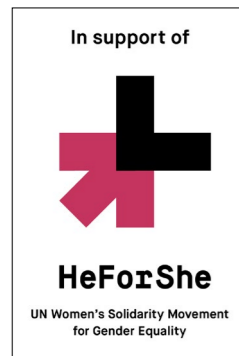
Gender:  Email:

Please email a photo of your completed commitment card to [HeForShe@UNWomen.org](mailto:HeForShe@UNWomen.org)



## STICKERS

Download a print-ready pdf at:  
[bit.ly/HeForSheKits](http://bit.ly/HeForSheKits)



In Support of

# HeForShe

PUBLIC SPACE

THIS SPACE SUPPORTS  
GENDER EQUALITY.

NO HARASSMENT OF ANY  
FORM WILL BE TOLERATED.

**TODAY YOU WILL  
CHANGE THE  
WORLD.**

**#HeForShe**