



International Women's Day activation kit

Ready-to-go resources to activate your people, fast.

Rally your people quickly and easily for International Women's Day.

Launching a giving or volunteering initiative is time consuming. From deciding which nonprofits to support to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create a campaign for **International Women's Day on March 8**, but don't have a lot of time, this activation kit is for you.



Give our activation kits a try

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates – saving you time, so you can focus on maximizing impact.

With ready-to-go, expertly curated content, your team will be fully prepared to rally support for **International Women's Day** on March 8!

Developed by Benevity's expert content team, the **International Women's Day** activation kit includes:



Giving opportunities



News articles








Image suggestions



Vetted nonprofit
recommendations

Your activation kit includes:

-  **A note to program leaders – [page 5](#)**
-  **Pre-written giving opportunity templates – [page 6](#)**
-  **Vetted nonprofit recommendations – [page 12](#)**
-  **News articles – [page 15](#)**
-  **Image suggestions – [page 18](#)**

A note to program leaders

- International Women's Day 2024 is March 8.
- Different organizations are focusing on different themes. The International Women's Day website promotes the theme of Inspire Inclusion, while UN Women is focused on the theme of economic empowerment. This activation kit is based on the theme of "Inspire Inclusion".
- This kit includes a giving opportunity and a news article for the U.S., Canada, the UK and Australia, image suggestions as well as vetted nonprofit recommendations.
- You can use all of the recommended nonprofits or a selection.
- Sources used in the development of this kit:
 - [International Women's Day](#)
 - [UN](#)
 - [Government of Canada](#)

Giving opportunities





Champion inclusion for International Women's Day

We can contribute to a brighter future for women around the globe by eliminating bias.

International Women's Day is many things – a celebration, a conversation, a day to acknowledge unfairness and work together to end discrimination. While equality and equity have come a long way, there's still so much work to be done. Violence against women remains high. Many women don't have the autonomy to make decisions about their own bodies and health. And many parts of the world are seeking to further limit opportunities, education and safety for girls and young women.

This International Women's Day, as we reflect on the achievements and challenges of the past, we can take action to create a future that's more equitable, safe and inclusive.

International Women's Day is March 8 and the theme for 2024 is Inspire Inclusion. As the International Women's Day website explains, "When we inspire others to understand and value women's inclusion, we forge a better world."

When you donate to this giving opportunity, you help organizations that promote empowerment, equity and women's rights.

- **Ms. Foundation for Women:** Building women's collective power in the U.S. by advancing meaningful social, cultural and economic change.
- **AnitaB.org:** Paving the way forward for women and non-binary individuals in tech.
- **National Black Women's Health Project:** Eliminating barriers to wellness for Black women and girls.
- **MADRE:** Transcending geographies and generations to deliver sustainable gender, racial, disability and climate justice.
- **She Should Run:** Building a community of women who are curious about the possibilities of public leadership.
- **National Women's Law Center:** Using the law in all its forms to change culture, drive solutions to gender inequity and break down the barriers that harm all of us.



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- **Canadian Women's Foundation:** Advancing gender justice and equality, and building diverse leadership and knowledge for sustainable change.
- **Up With Women:** Helping women and gender diverse individuals rebuild their careers after violence and homelessness.
- **Dress for Success Canada:** Empowering women to achieve economic independence by providing a network of support, professional attire and development tools to help women thrive in work and life.
- **Society for Canadian Women in Science and Technology:** Creating an environment where women and girls in Canada can pursue their interest, education and careers in science, technology, engineering and mathematics without barriers.
- **YWCA Canada:** Creating change through informed advocacy, empowering women, standing up for social justice and fostering healthy communities.



Promouvons l'inclusion à l'occasion de la Journée internationale des femmes

Nous pouvons contribuer à un avenir meilleur pour les femmes du monde entier en éliminant les préjugés.

La Journée internationale des femmes représente beaucoup de choses. C'est une célébration, une conversation et une journée où nous pouvons reconnaître les injustices et travailler ensemble pour mettre fin à la discrimination. L'égalité et l'équité ont beaucoup progressé, mais il reste encore du travail à faire. La violence faite aux femmes demeure courante. Un grand nombre de femmes n'ont pas l'autonomie nécessaire pour prendre des décisions au sujet de leur propre corps et de leur propre santé. Et dans de nombreuses régions du monde, on cherche à limiter encore davantage les possibilités, l'éducation et la sécurité des filles et des jeunes femmes. En réfléchissant aux réalisations et aux défis du passé à l'occasion de la Journée internationale des femmes, nous pouvons agir pour créer un avenir plus juste, plus sûr et plus inclusif.

La Journée internationale des femmes est célébrée le 8 mars, et le thème pour 2024 est « Inspirer l'inclusion ». Comme l'explique le site Web de la Journée internationale des femmes, « Lorsque nous incitons les autres à comprendre et à valoriser l'inclusion des femmes, nous créons un monde meilleur. »

En faisant un don à cette occasion de don, vous aidez des organismes qui œuvrent pour l'autonomisation, l'équité et les droits des femmes.

- **Canadian Women's Foundation :** fait progresser la justice et l'égalité entre les genres, et bâtit un leadership et des connaissances diversifiés pour un changement durable.
- **Up With Women :** aide les femmes et les personnes issues de la diversité des genres à reconstruire leur carrière après avoir subi de la violence et s'être retrouvées en situation d'itinérance.
- **Dress for Success Canada :** habilite les femmes à atteindre l'autonomie économique en leur offrant un réseau de soutien, une tenue vestimentaire professionnelle et des outils de perfectionnement pour les aider à s'épanouir, tant sur le plan professionnel que personnel.
- **Society for Canadian Women in Science and Technology :** crée un environnement où les femmes et les filles au Canada peuvent poursuivre leurs intérêts, leur éducation et leur carrière dans les STIM (science, technologie, ingénierie et mathématiques) sans obstacle.
- **YWCA Canada :** crée des changements par un plaidoyer éclairé, autonomise les femmes, défend la justice sociale et favorise des communautés saines.



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- **Rosa Fund:** Improving the lives of women and girls by distributing funding and resources to the women and girls sector, and by using their voice to achieve change.
- **The Malala Fund UK:** Breaking down the barriers that hold girls back.
- **The Fawcett Society:** Campaigning for gender equality and women's rights at work, at home and in public life.
- **Smart Works:** Giving women the confidence they need to reach their full potential, secure employment and change the trajectory of their lives.
- **The Girls' Network:** Inspiring and empowering girls from the least advantaged communities by connecting them with a mentor and a network of professional role models.



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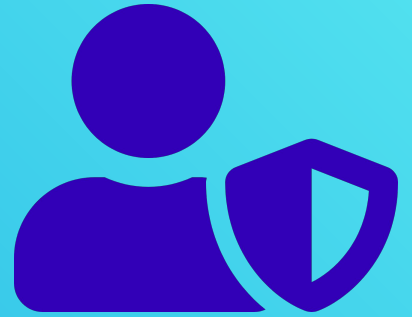
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- **National Foundation for Australian Women:** Amplifying important messages around societal issues affecting women in Australia.
- **Fitted for Work:** Helping women in Australia to become work ready, gain secure employment and experience success in their careers.
- **WOC Harm Prevention Fund (Women of Colour Australia):** Advocating for, supporting, and strengthening the lives and experiences of Women of Colour in Australia.
- **YWCA Australia:** Working to ensure women in Australia have safe, secure and affordable homes and can build the future they want.

Vetted nonprofit recommendations



Support the nonprofits you care about – with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform – from local food banks to international water conservation associations – undergoes a rigorous, multi-step review process.

Benevity researches, evaluates and recommends nonprofits based on:

- Up-to-date regulatory information and program eligibility
- Self-certification declarations
- Completed automated clearing house payments/electronic funds transfer details
- Rigorous vetting against multiple watchlists (adverse media, politically exposed persons)
- Regular follow-up to ensure nonprofits remain in good standing

Benevity gives your people access to nearly 2 million vetted nonprofits globally.

United States

[AnitaB.org](#)

San Mateo, CA
Charity ID: 840-770480427

[MADRE](#)

New York, NY
Charity ID: 840-133280194

[Ms. Foundation for Women](#)

Brooklyn, NY
Charity ID: 840-237252609

[National Black Women's Health Project](#)

Atlanta, GA
Charity ID: 840-581557556

[National Women's Law Center](#)

Washington, DC
Charity ID: 840-521213010

[She Should Run](#)

Washington, DC
Charity ID: 840-204210843

Canada

[Canadian Women's Foundation](#)

Toronto, ON
Charity ID: 124-129855607RR0001

[Dress for Success Canada Foundation](#)

Casselman, ON
Charity ID: 124-775960289RR0001

[Society for Canadian Women in Science and Technology](#)

Vancouver, BC
Charity ID: 124-119154607RR0001

[Up With Women](#)

Toronto, ON
Charity ID: 124-838059459RR0001

[YWCA Canada](#)

Toronto, ON
Charity ID: 124-888789393RR0001

United Kingdom

[Rosa Fund](#)

London, UK
Charity ID: 826-1124856

[Smart Works Charity](#)

London, UK
Charity ID: 826-1080609

[The Fawcett Society](#)

London, UK
Charity ID: 826-1108769

[The Girls' Network](#)

London, UK
Charity ID: 826-1156517

[The Malala Fund UK](#)

London, UK
Charity ID: 826-1178655

Australia

[Fitted for Work](#)

Melbourne, VIC
Charity ID: 036-78126256862

[National Foundation for Australian Women](#)

Canberra, ACT
Charity ID: 036-32008659630

[Women of Colour](#)

Macquarie Park, NSW
Charity ID: 036-17643518576

[YWCA Australia](#)

South Melbourne, VIC
Charity ID: 036-74111663873

News articles





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[LINK TO GIVING OPPORTUNITY]

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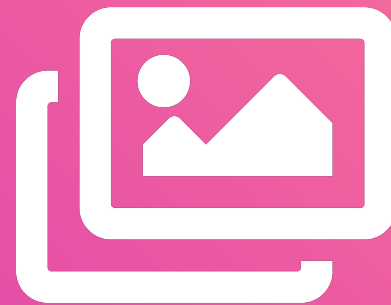
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Image suggestions



Tell a richer story with images

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. This page contains images we've handpicked in support of International Women's Day.

Click each image to visit Getty Images and license it.



Impact made easy

Quality content is a key contributor to campaign success. For clients who use Benevity's employee engagement platform, activation kits are proven participation drivers.

Did you know?

Clients using our pre-written news items have seen campaign participation double. And with direct access to relevant imagery they can license, it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's platform makes it easy for your company to dramatically increase employee engagement and drive social impact.

See how activation kits work seamlessly in Spark.

[Book a demo today!](#)

Support these nonprofits for International Women's Day:



AnitaB.org

At AnitaB.org, we envision a future where the people who imagine and build technology mirror the people and societies for whom they build it. We connect, inspire, and guide women ...

San Mateo, CA, United States

Matching Offer

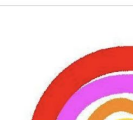


CANADIAN WOMEN'S FOUNDATION

The Canadian Women's Foundation empowers women and girls to move out of violence, out of poverty, and into confidence and leadership.

Toronto, ON, Canada

Matching Offer

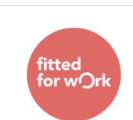


ROSA FUND

... this vision. Rosa's Values are to be trailblazing, creative and bold. Rosa's Aims are to: • Raise funds and invest in change - identifying new resources, and providing funds and step ...

London, ENG, United Kingdom

Matching Offer



Fitted for Work

Fitted for Work believes in a future that is equal, positive, and powerful for women in the workplace. We are a national not for profit and have 18 years' experience supporting ...

Melbourne, VIC, Australia

Matching Offer