

Get Active for Peace Day!

We would like you to use 21st September (Peace Day) this year to raise awareness of the launch of the Global Truce in your community by starting your own countdown.

We are hoping that as many of you as possible will hold a public event to highlight your action/project and to show the POD film. Set your audience the challenge of playing their part in making a global day of peace on 21 September 2012 a reality. We will help you with publicity materials including template press releases, to help you to

raise the profile of your event through your local media and social media. These will be launched in April and we'll be sure to let you know they're ready to use!

This event could be in a school, community centre or even in a public place (with local permission). You might also want to hold your public event alongside your Peace Day football/soccer match or other Peace Day action so that you attract as many people as possible, it is really up to you to decide.



Measuring our impact!

Locally, you can:

- Assess how many people take part in your project/activity
- Assess how many people attend/participate in Peace Day event
- Evaluate the benefits of your project/activity in your community
- Assess the use of Conflict and Resolution activities in your programmes, Chapter-based and Junior Branch activities this year
- Collect publicity materials eg newspaper articles, news bulletins

Globally we can:

- Showcase the number and variety of projects/activities on the CISV website
- Share our ideas and inspire others to act
- Create new activities to help people work successfully with Conflict and Resolution in our programmes and Chapters
- Find new partners to work with on Conflict and Resolution

Planning ahead

Please let us know what you are planning to do and if you need any help.

The CISV Challenge for Peace Day is a great project for your Junior Branch. To help you get started, JB are producing a special Resource pack, which will be available soon on JB Pedia <http://www.ijb.cisv.org>

If you are thinking of planning a Mosaic project, follow the International Mosaic Committee website, Mosaic Stories, <http://mosaic.cisv.org>, for the launch of their special CISV Challenge for Peace Day resource kit.

If you need help promoting your activity, project or event - contact the Profile Raising Department on profile.raising.department@cisv.org

Have you met your Regional Profile Raising Adviser yet? Your Regional Profile Raiser is a CISVer with professional fundraising and PR experience—and they're there to help you. Get in touch with prc.list@cisv.org and your Adviser will get back to you.



Look out for
planning and
publicity packs from
Denise, IJB and
Mosaic early next
month!