



WIN WIN
#newyearforwomen

Collaborations

Academia

Men

Unions

Faith Community

Women's/LGBTQ
Groups

Philanthropy

Business

Media

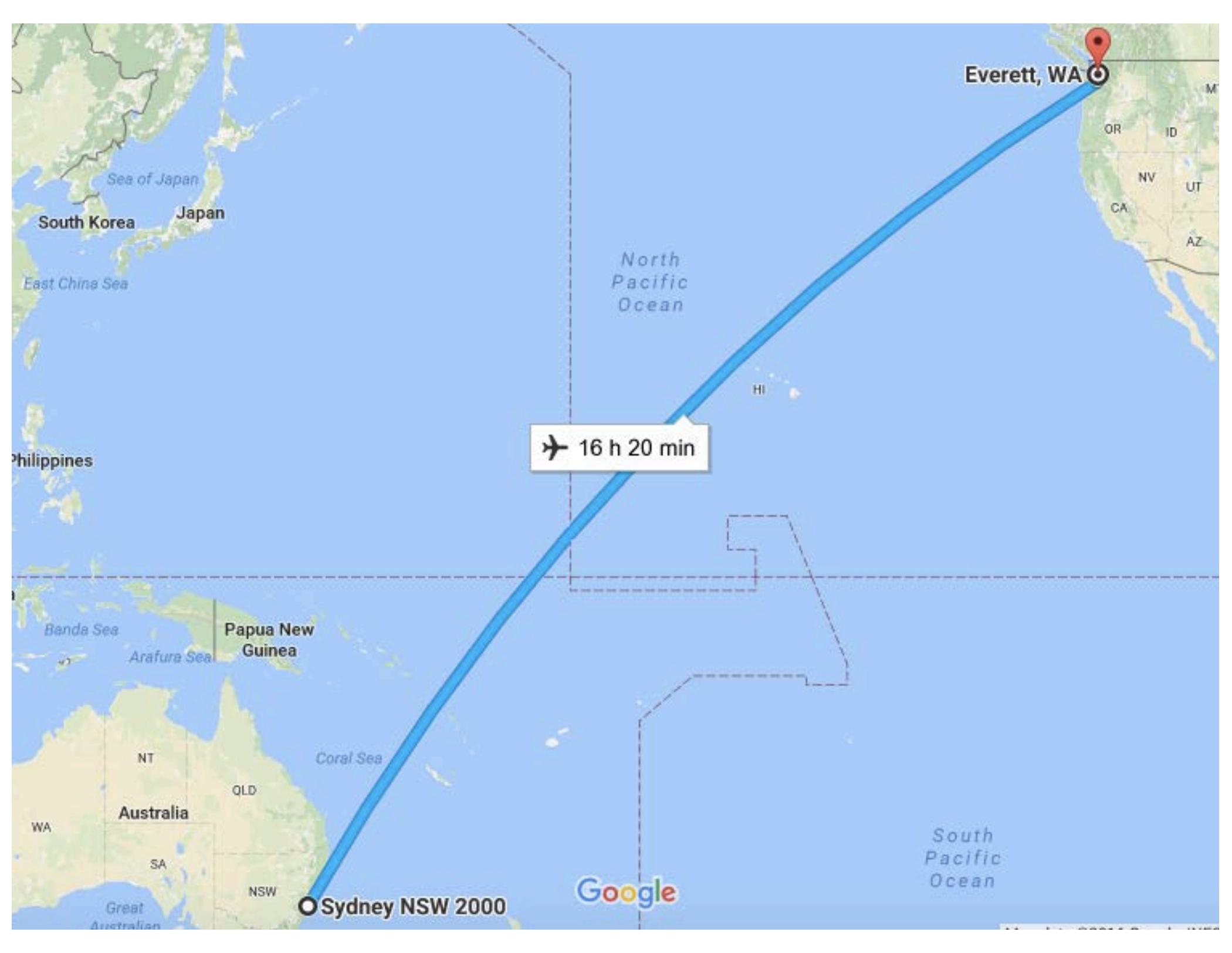
Government



Wrench Moran





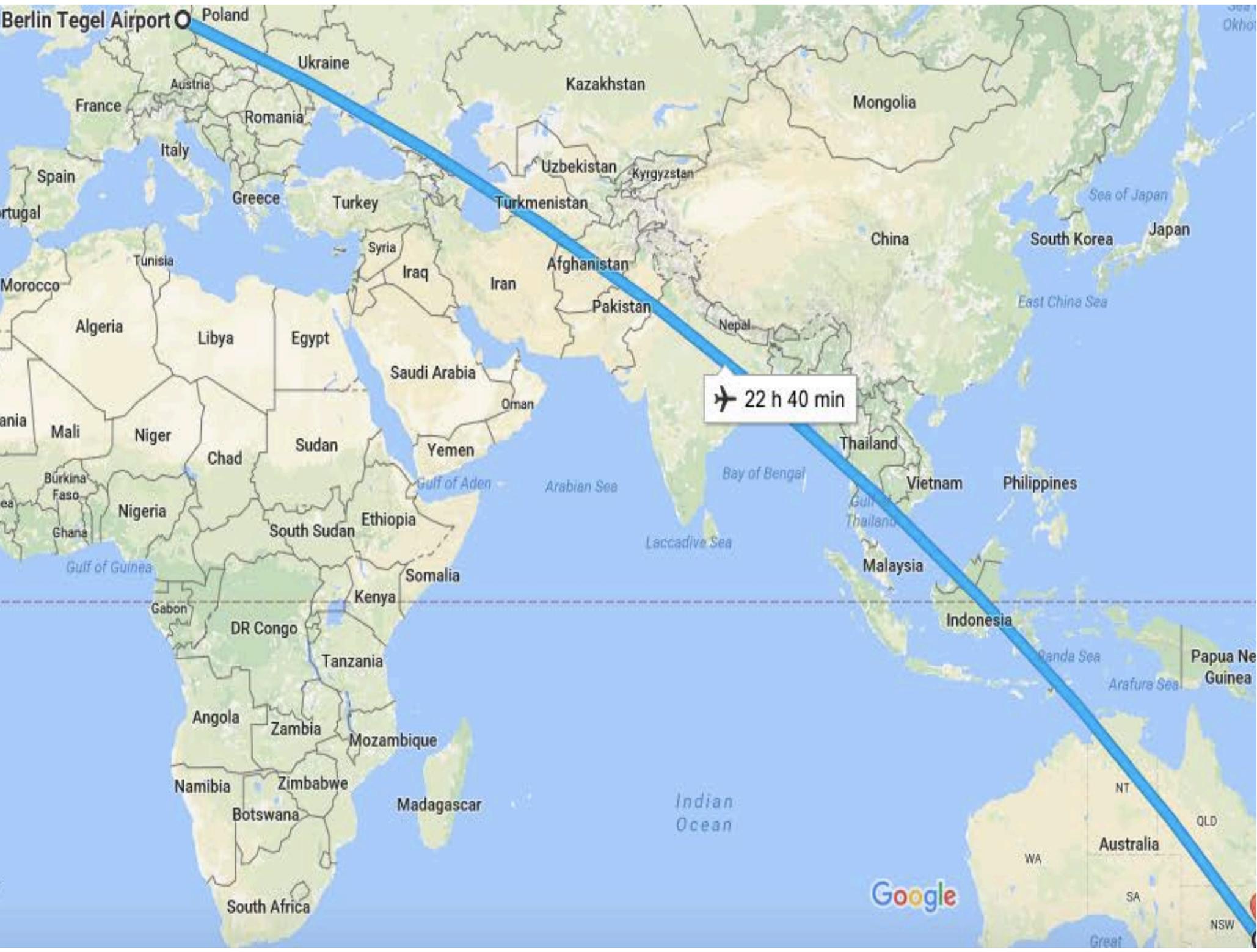


Everett, WA

✈ 16 h 20 min

Sydney NSW 2000

Google



Berlin Tegel Airport

✈ 22 h 40 min

Google





TITLE IX:

NO PERSON IN THE UNITED STATES, SHALL, ON THE BASIS OF SEX, BE EXCLUDED FROM PARTICIPATION IN, BE DENIED THE BENEFITS OF, OR BE SUBJECTED TO DISCRIMINATION UNDER ANY EDUCATION PROGRAM OR ACTIVITY RECEIVING FEDERAL FINANCIAL ASSISTANCE.

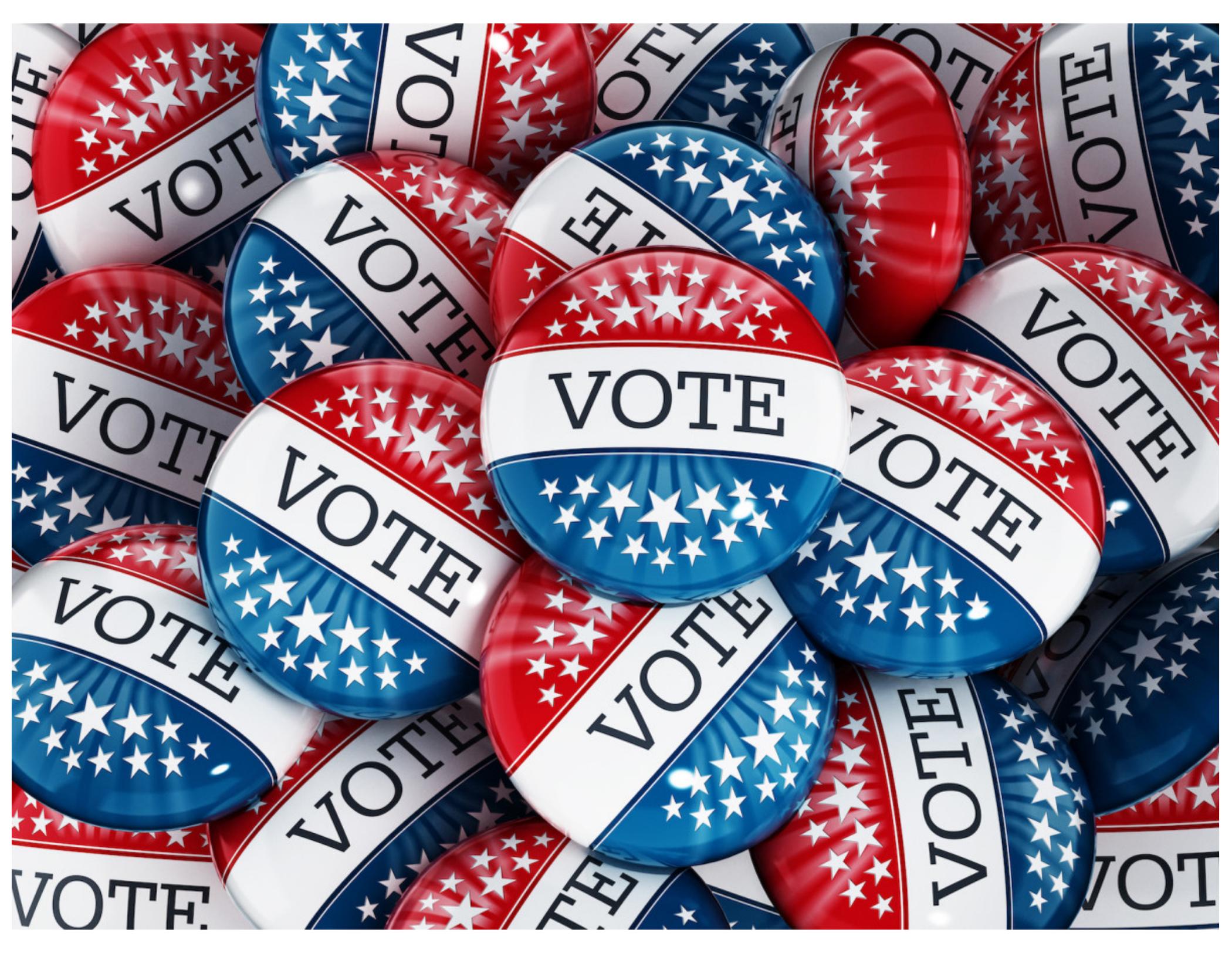
Title IX of the Education Amendments of 1972







HUMAN POTENTIAL



Influence

















HALF THE SKY

TURNING OPPRESSION
INTO OPPORTUNITY
FOR WOMEN WORLDWIDE

Nicholas D. Kristof
and Sheryl WuDunn

WINNER OF THE PULITZER PRIZE





WHAT IS A MOVEMENT?

A movement is a group of people with a shared purpose who create change together. It is made up of:

A strong pipeline of leaders

Powerful grassroots support



Solid partnerships

A shared political goal and plan for the future

With a combination of strategies:

Advocacy

Media Reach

Legal Action

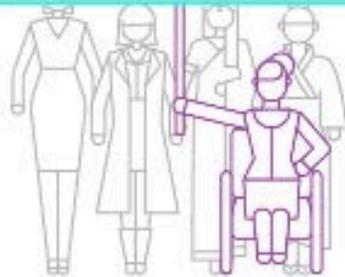
Protests

Research

WHY ARE MOVEMENTS IMPORTANT?

Movements can change the world by:

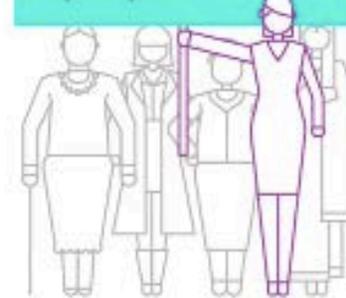
Getting laws passed
and enforced



Advancing social,
political, & economic
justice for
marginalized groups



Changing culture
and how
people behave



Research shows that women's movements are the best guarantee of securing and protecting women's rights – **more powerful** than national wealth, progressive political parties, or even the number of women in government.

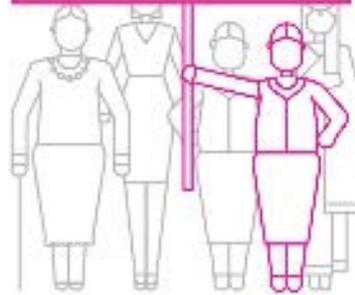


Women's movements have:

Ended civil wars



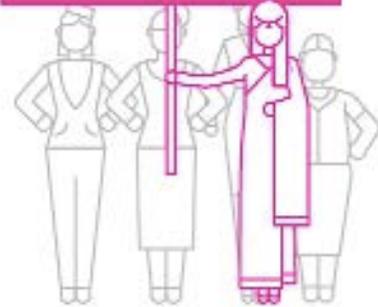
Elected
female presidents



Secured laws
protecting millions
of women & girls



Won women
the right to vote



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WHAT MAKES A GOOD BRIDGE BUILDER?



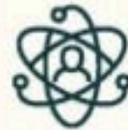
THEY HAVE
EXPERTISE
ENOUGH



OTHERS
TRUST THEM



THEY WORK
TOWARD A CAUSE,
NOT A BRAND



THEY'RE
CONNECTED



THEY'RE
SKILLED
COMMUNICATORS

Business

WATERING THE LEAVES

STARVING THE ROOTS

THE STATUS OF FINANCING FOR WOMEN'S RIGHTS
ORGANIZING AND GENDER EQUALITY

by Angelika Arutyunova and Cindy Clark 2013

NEW ACTORS NEW MONEY

NEW CONVERSATIONS

A MAPPING OF RECENT INITIATIVES
FOR WOMEN AND GIRLS

by Julia Miller, Angelika Arutyunova, and Cindy Clark
2013

The median income of women's organisations in the sample

\$20,000

740 women's organisations – combined income

\$106 million

Greenpeace Worldwide

\$309 million

Save The Children International

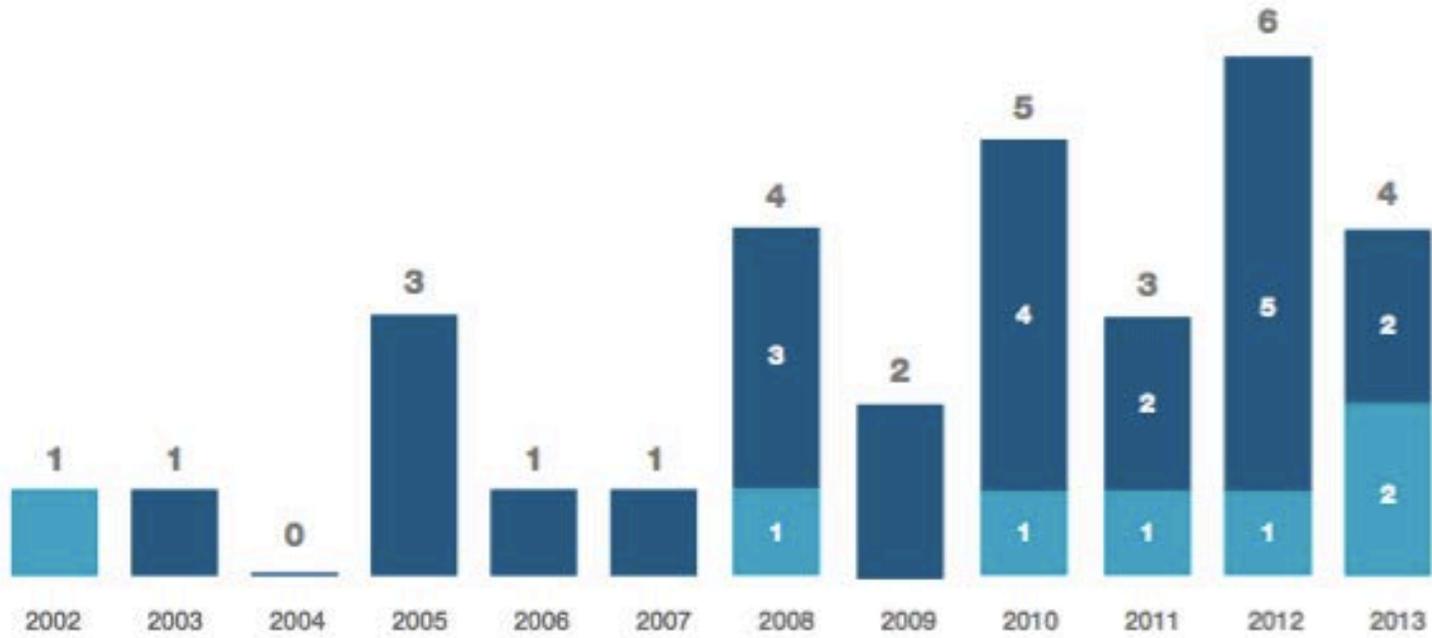
\$1.442 billion

World Vision International

\$2.611 billion

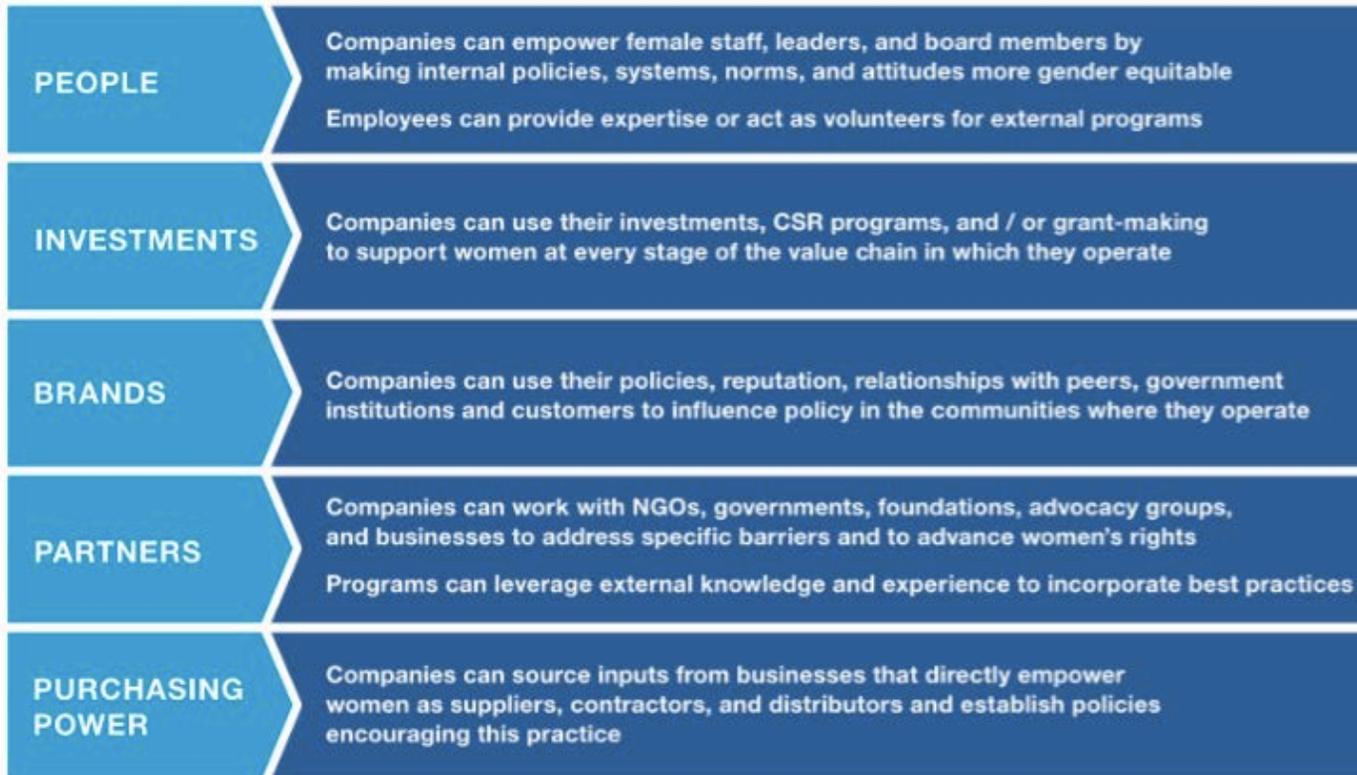
Programs included in this study by launch year

Companies Corporate Foundations



8 'BUILDING BLOCKS'





HIGHER IMPACT, HIGHER EFFICIENCY, AND HIGHER ROI

1. Relationship Gap

Limited understanding and knowledge between women's rights organizations and corporations of each others motives, achievements and rationale for action.

2. Different Points of Views

Individual v. Systemic

Solutions v. Problems

3. Perceptions on the Status of Women

Women's rights organizations: 'troubled' and 'in flux'

Corporations: 'improving' and emphasize potential

4. Women's Rights Achievements

Most interviewees found it difficult to name a singular recent major achievement of the women's movement.

5. Language

The language of women's rights, not necessarily the overall concept, seems to be **limiting rather than enabling communication.**

6. Theory of Change

Movement Building v. Economic Empowerment

7. Corporate Engagement

It was noted that a better way to engage corporates might be through their actual business practices.

8. What About Men

Widespread uncertainty about the role of men in women's rights.



WIN-WIN COALITION

Building Cross-Sector Strategies to Empower Women Globally

[Learn More](#)

TO ACHIEVE GREATER PROGRESS FOR WOMEN AND GIRLS, WE NEED AN ECOSYSTEM OF ACTORS FROM DIVERSE SECTORS WORKING TOGETHER TO DRIVE CHANGE.

Philanthropy

Government

1 NO POVERTY



2 NO HUNGER



3 GOOD HEALTH



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 CLEAN ENERGY



8 GOOD JOBS AND ECONOMIC GROWTH



9 INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



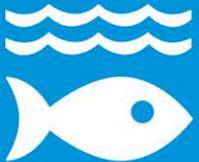
12 RESPONSIBLE CONSUMPTION



13 PROTECT THE PLANET



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE

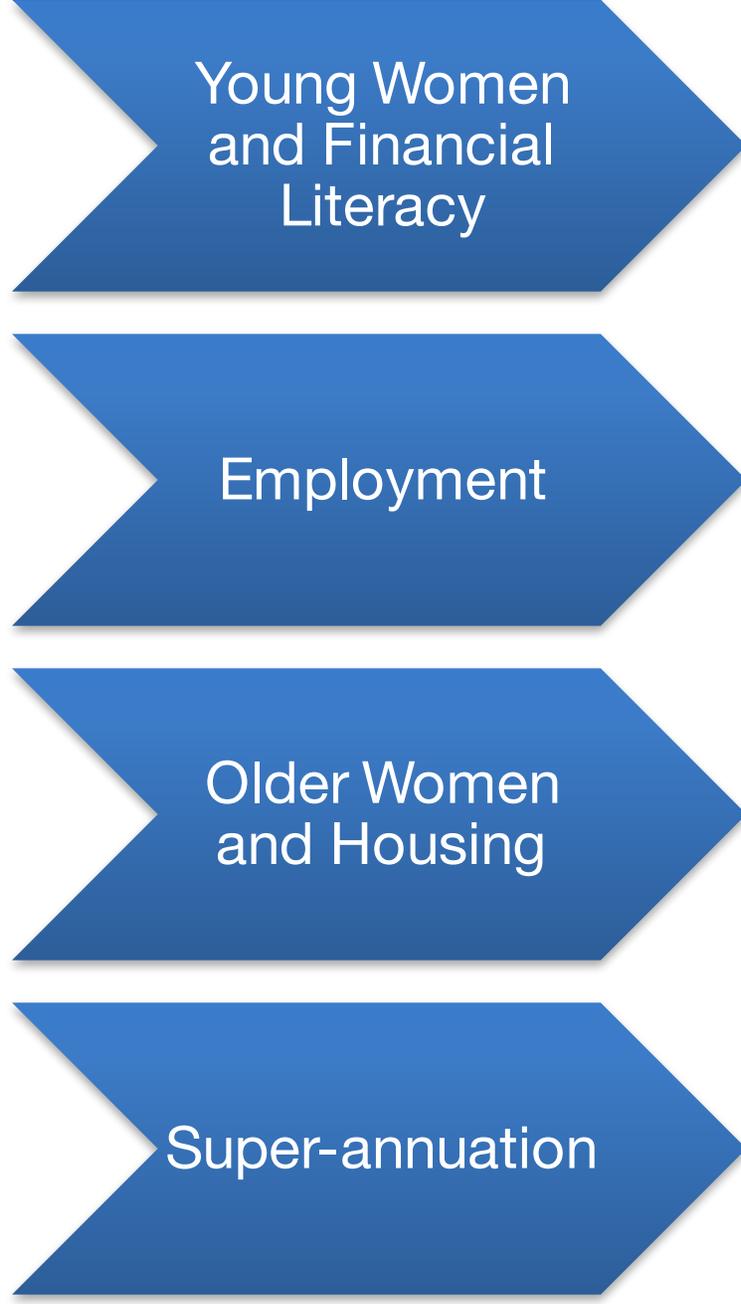


17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOALS
For Sustainable Development

Evidence Based
Innovation



Outcomes
Time

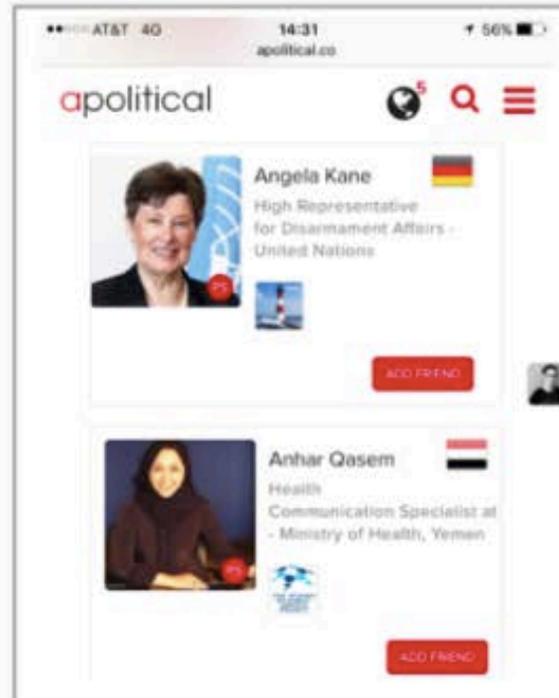
Apolitical at a glance

Topic channels



Channels are focused on public service needs but are accessible to interested individuals in any sector.

Invitation-only network



Our online public service network is supported by human problem-solving concierges for premium subscribers.

Impact media



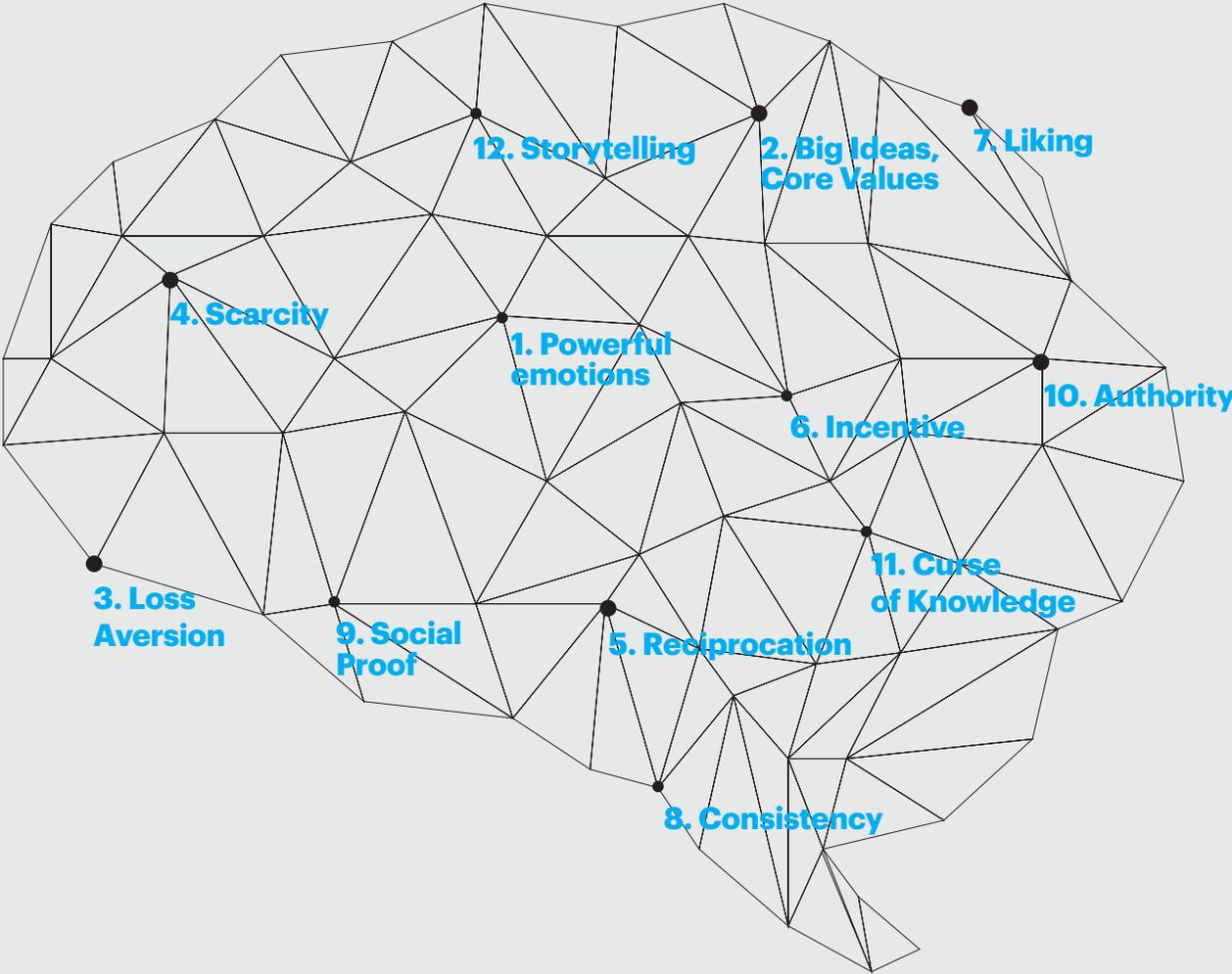
Our media features public service innovations and curates the best from around the web.

Events and convening drive engagement online and increase value to members.

Behavioral Science Checklist



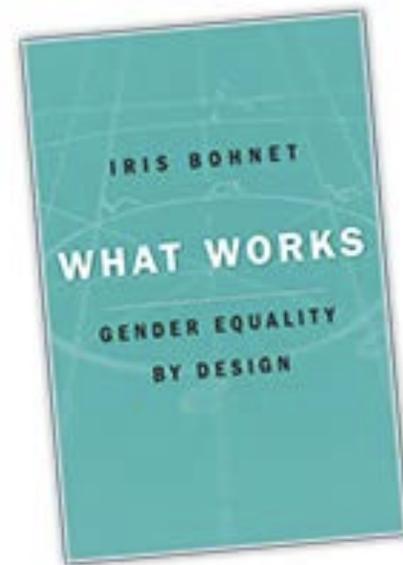
**How to Create Compelling, Persuasive
and Shareable Communications:
12 Ideas from Behavioral and Influence Science**



For illustration purposes only, not representative of the human brain.

What Works

Gender Equality by Design





1. Powerful Emotions

We are more likely to share what we've seen if it evokes strong and activating emotions like awe, anger and joy.



2. Big Ideas, Core Values

For people who are not experts, this higher-level framing often drives whether or not they support a specific policy recommendation.

Tip: Don't start your argument by presenting a specific issue or policy recommendation. Instead, appeal to a common value.

1.

1. Brave

1. Brave

2. Collaborative

- 1. Brave**
- 2. Collaborative**
- 3. Inclusive**

- 1. Brave**
- 2. Collaborative**
- 3. Inclusive**
- 4. Active**

3. Loss Aversion

We feel the pain of losses more strongly than the joy of gains.

**Tip: Tell your audience what they stand to lose
— not just what they will gain.**

4. Scarcity

When there's less of something, we want more of it.

Tip: Tell your audience why what you're offering is unique and how they'll miss out if they don't take advantage of it.

5. Incentive

People want to know what's in it for them to support a particular organization or cause. Internal motivators are much more powerful than external motivators like money (Pink, 2011).

Tip: Know your audience. Take time to understand them and why they might want to do what you've asked of them.

6. Social Proof

Most (but not all) people will look to the actions of others to determine their own actions, especially when they are uncertain.

Tip: Tell your audience who else is in and supporting the cause.

7. Authority

People follow the lead of credible experts. For example, research shows that displaying a medical diploma in an office leads more patients to follow the recommendations or instructions of the doctor or therapist.

Tip: Enlist respected voices—like research institutions or trusted spokespeople—to back up your statements whenever possible.

8. Salience

9. Storytelling

Successful public narratives help people craft the story of now (Why now?), the story of me (Why am I getting involved?), and the story of us (Why are we working together to solve a social problem?).

Good Stories...

- **Connect with audience**
- **Visual power / description**
- **Memorable characters**
- **Conflict, challenges to overcome**
- **Authentic, credible**

10. Commitment

People are more likely to follow-up on a commitment if they do it publically.

1. Why are you getting involved?

- 1. Why are you getting involved?**
- 2. Why now?**

- 1. Why are you getting involved?**
- 2. Why now?**
- 3. Why are we working together? What does our collaboration add?**

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- 2. Why now?**
- 3. Why are we working together? What does our collaboration add?**
- 4. What do you have to gain? What do you have to lose?**

- 1. Why are you getting involved?**
- 2. Why now?**
- 3. Why are we working together? What does our collaboration add?**
- 4. What do you have to gain? What do you have to lose?**
- 5. What is your commitment?**

You are here.



HUMAN POTENTIAL



One Word



WIN WIN
#newyearforwomen