Half the Sky Movement
Campus Ambassador Toolkit

With the generous support of Vagisil
Welcome

It means a great deal to us, and to women, girls, and communities everywhere, that you care and are willing to engage in this effort to create a fairer, freer, safer world. As you know, we believe that the oppression of women worldwide is the greatest moral challenge of our time. Together we believe we can turn that oppression into opportunity.

People ask us all the time, “How can I help?” We are journalists, so our way of helping is writing and sharing what we learn about the world through print. What will be your way? Are you a great community organizer? Fundraiser? Speaker? Teacher? Artist? Entrepreneur? There are so many ways to make a difference! It is our sincere hope that you will find ways to make a significant impact that is rewarding both to you and to those we seek to help.

In this Action Guide and through our interactions in the coming months, we hope to offer suggestions that will help you:

**Get connected.** Learn even more about challenges and opportunities facing women and girls worldwide.

**Spread awareness.** The challenges facing women will never be addressed if they are borne in silence. How can you spread the message in your community and beyond?

**Take direct action:** Fundraise, mobilize, volunteer, get creative.

We look forward to taking on this challenge alongside you. Please give us feedback along the way and we will find ways to be in touch and share ideas together.

Best of luck and thank you again!

Sincerely Yours,

Nicholas Kristof and Sheryl WuDunn
WHAT IS A HALF THE SKY MOVEMENT CAMPUS AMBASSADOR?

As an ambassador, you commit to spending approximately five hours per month through February, 2013 on Half the Sky Movement initiatives. Your first task will be to host a screening of the PBS documentary Half the Sky: Turning Oppression into Opportunity for Women Worldwide. (For those of you who are based outside of the U.S., you should host a screening of the condensed, 40-minute DVD. You can order one for free here.)

After the screening, we will be reaching out to you regularly with updates on how you can stay involved and organize your community around our campaigns. Read through our schedule of campaigns on the campus ambassador tools page. Some of the initiatives are internet-based: raising awareness on an issue through social media or gathering signatures for a petition. Other times, we’ll be asking for your help on the ground, suggesting fundraising challenges and events to engage your university community. You’ll be building awareness on your campus of these issues and mobilizing actions that bring us closer to a fairer, freer, safer world for women and girls.

We hope you help us spread the movement in the ways you feel most comfortable and capable.
Follow Half the Sky Movement on Twitter, Facebook, Tumblr, Pinterest, Google+ and YouTube. Sign up on our website to get updates on the movement. If you can, get five of your friends to sign up, too.

Ready to commit? Sign up to be a Half the Sky Movement ambassador. Once on board, you will become part of the ambassador community and we will keep you in the loop with regular newsletters, ideas on actions you can take, and opportunities to share and connect with other ambassadors.

Start reading *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* by Nicholas Kristof and Sheryl WuDunn if you haven’t already. It should be available in your library and bookstore, and can be purchased at Amazon.com.

www.halftheskymovement.org
PHASE 2
HOST A SCREENING
August - October

Half the Sky: Turning Oppression into Opportunity for Women Worldwide, the documentary based on Nicholas and Sheryl’s book, debuted nationwide in the U.S. on PBS October 1 and 2, 2012. Your first task is to host a screening. Try to engage many different groups on campus as co-sponsors in order to expand and diversify the audience.

Here are some steps you can take:

Find Partners or Start a Group on Campus
Set up a table at your student center and pass out information on the Half the Sky Movement. Or, post on Facebook asking your peers if they’d like to join you in your goal to bring the movement to your campus. With some key allies, your job is much easier.

Book a Screening Room
Research how to book an auditorium or screening room on campus. If you need a letter verifying the legality of the screening, you can find it on our tools page. We encourage all students to aim for 100 people in the audience.

Order a DVD
As a campus ambassador, you can order the DVD with public viewing rights for $50 from our distributor, New Video.

Two young girls in the streets of the Kibera slum in Nairobi, Kenya.
Enlist Co-Sponsors
This is a great way to expand and diversify the audience at your screening. (Who knows, maybe one group will even offer to host the after party!)

You know your campus better than we do, but some groups that we have had success engaging in the past include:

**Academic Departments**
- Asian Studies
- Government and Politics
- Women’s Studies
- International Development
- Religious Studies
- Medicine
- Public Health
- African Studies

**Gender Organizations**
- Women’s Leadership Clubs
- Sororities and Fraternities

**Event Committees**
- Take Back the Night
- Day of the Girl
- International Women’s Day

**Global Social Justice Clubs**
- Amnesty International
- Do Something
- FACE AIDS
- Kiva
- ONE
- Save the Children

**Cultural Groups**
- South Asian Student Association
- Asian Student Association
- African Students Association

**Religious Groups**
- Buddhist
- Christian
- Hindu
- Jewish
- Muslim
- ...and more

**Other Student Clubs**
- Film and Media
- Human Rights and Social Justice
- Sustainable Development
- Model UN
- Journalism

One girl who has been rehabilitated by Somaly Mam.
Turn Your Screening Into Action

Small donations can make a great difference to women and girls around the world. You may want to choose a cause and an NGO doing work on that cause. You can check out our page on CrowdRise to learn how to donate or fundraise for one of our partner NGOs in a few easy steps. Check out our action packet, discussion guide and commitment cards to help you. Allow at least 30 minutes at the end of your screening to host a discussion with participants around some of the following questions:

Which stories and issues had the greatest impact on you?
Did you identify with or relate to any of the issues in the series?
Do you think other women and girls in the US might?
What issue do we have the most resources to bring awareness and action to?
What, if anything, do you think one person can do or should do to make a difference on these issues?
What can we as a community do?

Alternatively, Screen the 40-Minute Version

Salon Toolkit DVDs are 40-minute, condensed versions of the film. For students in the U.S., they are available for free if you order them here. International ambassadors should order them through this form. Please email us at campus@halftheskymovement.org if you need your DVD by a certain date. Otherwise, allow up to two weeks for delivery.

Keep in mind that these DVDs are best suited for groups of 30-40 people who are committed to holding discussions about the film.
PHASE 3
BRING HALF THE SKY INTO CORE CURRICULA
November

Goal 1
Make Half the Sky a Common Read

If your college has a freshman or community-wide common reading program, getting *Half the Sky: Turning Oppression into Opportunity for Women Worldwide* selected as the campus read is a huge opportunity to “reach beyond the choir.” More than 20 colleges have already chosen *Half the Sky* as their Common Read (see next page).

Steps to get *Half the Sky* as a community-wide read on your campus

1. **Identify** a few other like-minded students and ideally also 1-2 faculty members who can advocate along with you.

2. **Find out:** Who is responsible for the Common Reads program? Most of the time, books are selected by a committee comprised of administrators (e.g. deans, director of orientation or new student programs, etc.), faculty, librarians, and, oftentimes, students. Then, find out: Is there a nominating process for suggesting books for the program?

If you are studying at a school in the U.S., you can email Keith Goldsmith at Random House for a free copy of the book if you pledge to try to bring it into classrooms on your campus.

In the email, include your name, university, address, and a sentence stating why you would like to own the book.

If you are studying abroad, you may want to ask the library at your college or university if they have the book available, or if they will consider purchasing it for their collection.
3 Identify and try to meet with one or several of those involved in the program and decision making.

Fourteen-year-old Avery McCall raised $36,000 for girls worldwide as a Teen Advisor for the UN Foundation’s Girl Up campaign.

4 Find out: What are the next steps?

If students participate in voting on the book, think about ways to leverage social media to encourage their vote for *Half the Sky*. Speak to leaders of relevant campus clubs about encouraging their members to support *Half the Sky*.

Sex-trafficking victims learning to use a loom in a Somaly Mam Foundation center in Cambodia.

Colleges that have used *Half the Sky* as the Common Read:
- Vanderbilt University
- George Washington University
- Mount Holyoke College
- University of Maryland
- Trinity University
- Webster University
- Wellesley College
- North Carolina State University
- Linfield College
- Smith College
- Eastern Illinois University
- Illinois College
- Mills College
- University at Buffalo School of Social Work
- Meredith College
- Rollins College
- Rochester Community and Technical College
- University of Richmond
- St. John’s University
- Massbay Community College
- Luther College

Prepare for that meeting:

**Bring a Letter of Support** signed by you and several other students and faculty members. This letter can demonstrate a base of support for the nomination and can be shown to others involved in the decision-making process.

**Bring copies of the attached book flier** to share and be ready to talk about why you feel this would be of wide interest and prompt valuable discussions at your school. Many schools have specific, stated criteria for the selection of a title. Make sure that you cover all the points that are mentioned. For example, *Half the Sky* might be said to:

- Help build global awareness.
- Communicate school values such as empathy and social justice.
- Encourage social entrepreneurial thinking.
- Sensitize students to the wide range of life experiences of others, including potentially those of some of their classmates.
Goal 2

Bring *Half the Sky* into classrooms

If your college does not have a Common Reads program, consider bringing *Half the Sky* and its issues into the academic discussion by meeting with individual professors or department chairs who you think would be interested in discussing why you think the book could be a useful part of their courses. If you have one, bring a copy of the book to share. Otherwise, you can bring the flier in the appendix to this manual.

Additional Information:

Professors interested in including all or parts of *Half the Sky* in their courses may obtain examination copies of the book [here](http://www.itvs.org/educators/collections/half-the-sky).

Exclusive video along with discussion and curriculum guides are available at:

[www.itvs.org/educators/collections/half-the-sky](http://www.itvs.org/educators/collections/half-the-sky)

Goal 3

Get *Half the Sky* materials on campus

Write to your campus library requesting they [purchase a copy](http://www.itvs.org/educators/collections/half-the-sky) of the PBS documentary *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*. While you’re at it, make sure they have the book *Half the Sky*, too.
PHASE 4
CONTINUE THE CONVERSATION
November - February

There are lots of ways to keep the conversation going about Half the Sky: Turning Oppression into Opportunity for Women Worldwide post-broadcast, too. We’ll be reaching out to you with new campaigns and challenges over the course of your term. Here are some of the ways we’ll be asking you to keep your university community engaged.

Goal 1
Keep the Conversation in the Public Eye

Using social media, you can share news stories and information on events related to the issues in Half the Sky: Turning Oppression into Opportunity for Women Worldwide. Check out our social media platforms to stay informed on the news around the issues and post about them.

You can also start a fundraiser for one of our 32 NGO partners as you educate your community all about the need to address international women’s rights issues.


Alternatively, focus your article on stories from your region. Write about an inspiring woman in your community who has seized opportunity and escaped oppression or about women’s issues on your campus. Send us a link to your articles with the subject line “Article for Review” and we may feature them on our website or push them out on our social media channels!

If writing isn’t your thing, ask a friend to take on this task and think up what you can do instead.

Goal 2
Organize an Event

Invite a speaker, a panel of speakers, or consider hosting an action-oriented event facilitated and informed by a local expert centered on the question: “What can we do to make a fairer, freer, safer world for women, girls, and people everywhere?” Screen a cut-down 40-minute version of the documentary for your participants.

Possible Speakers

Personal experience
Is there a student on your campus who has personal experience with these issues? Did someone volunteer for a humanitarian organization that helps women and girls? There may even be someone who personally faced challenges related to access to education or health care, violence, or even human trafficking.

Local chapter of national organization
Look online. Many of our partners have local offices: International Rescue Committee, CARE, Heifer International, Save the Children, World Vision, and American Jewish World Service. So do many other great organizations with a humanitarian focus.

A professor
Who on your campus specializes in these areas? Do they have colleagues on campus or at other universities they want to invite to speak on a panel?
Goal 3
Create Your Own Plan to Take Action
You can brainstorm here and get really creative! Here are some of the projects that others have taken on to make a difference in the lives of women, girls, and people everywhere:

Example 1
Jordana Confino was only in 8th grade when she and her friends started to make presentations to schools about the 66 million girls worldwide who cannot go to school. The young people she has inspired have started 90 chapters of her organization, Girls Learn International, in middle and high schools throughout the U.S. through which they spread awareness of these issues and partner with schools in the developing world, raising money, but mostly raising consciousness.

Example 2
Architect Deanna Culbreath ran 100 miles to raise attention and money for the Somaly Mam Foundation, working to rescue and rehabilitate sex slaves. “I will run for the ones who can’t run away,” she writes.

Example 3
Belle Staurowsky read Half the Sky and wanted to help curb violence against women. A martial arts devotee, she flew to India and started teaching karate to at-risk girls. Her goal? To empower girls with the confidence to defend themselves against aggressors.

What will your action be?
Thanks for your dedication!

We can’t thank you enough for your help spreading this movement. Throughout your term, keep us informed! We want to hear about, spotlight, engage, and inspire others with the great work you do. You can reach us in a number of ways:

**Email** campus@halfttheskymovement.org.
Send us emails with photos, anecdotes, and information on your events and projects. We may spotlight you on our blog or send out an email about all you are doing. Also, don’t be afraid to email with questions or comments. We’re here to help out where we can!

**Tweet** using our handle @Half.
If you have a quick question you want answered, a photo you want to share with the group, or words of encouragement for other Campus Ambassadors, tweet away!

**Google+ Hangouts.**
We hold bi-weekly Google+ Hangout sessions for campus ambassadors to exchange ideas, talk about their experience and ask questions. We’ll keep you posted with details and hope to see you there.

We’re looking forward to seeing all that you can do!
Our supporters

This program could not have been made possible without the generous support of Vagisil.

As the brand dedicated to feminine health, we’re proud to support Half the Sky.

CPB
The Corporation for Public Broadcasting (CPB) is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, noncommercial high-quality programming and telecommunications services. It does this in conjunction with noncommercial educational telecommunications licensees across America.

ITVS
Independent Television Service (ITVS) funds, presents, and promotes award-winning independently produced documentaries and dramas on public television and cable, innovative new media projects on the Web, and the Emmy® Award-winning series Independent Lens on PBS. ITVS receives core funding from the Corporation for Public Broadcasting, a private corporation funded by the American people.

PBS
PBS’ mission is to create content that educates, informs and inspires. PBS has transformed itself from a solely broadcast organization to a multi-platform leader that serves Americans through television, mobile TV, the Web, interactive whiteboards in the classroom and more. PBS reaches nearly 123 million people through television and more than 21 million people online each month. PBS is a private, nonprofit corporation, founded in 1969, whose members are America’s public TV stations -- noncommercial, educational licensees that operate more than 350 PBS member stations and serve all 50 states, Puerto Rico, U.S. Virgin Islands, Guam and American Samoa.

Women and Girls Lead
Half the Sky: Turning Oppression into Opportunity for Women Worldwide is a pillar program of the Women and Girls Lead campaign. Women and Girls Lead is an innovative public media campaign designed to celebrate, educate, and activate women, girls, and their allies across the globe to address the challenges of the 21st century. You can find engagement and education resources that support Half the Sky at womenandgirlslead.org.

Half the Sky Movement Funders:

www.halftheskymovement.org
The Book

From two of our most fiercely moral voices, a passionate call to arms against our era’s most pervasive human rights violation: the oppression of women and girls in the developing world.

With Pulitzer Prize winners Nicholas D. Kristof and Sheryl WuDunn as our guides, we undertake an odyssey through Africa and Asia to meet the extraordinary women struggling there, among them a Cambodian teenager sold into sex slavery and an Ethiopian woman who suffered devastating injuries in childbirth. Drawing on the breadth of their combined reporting experience, Kristof and WuDunn depict our world with anger, sadness, clarity, and, ultimately, hope.

They show how a little help can transform the lives of women and girls abroad. That Cambodian girl eventually escaped from her brothel and, with assistance from an aid group, built a thriving retail business that supports her family. The Ethiopian woman had her injuries repaired and in time became a surgeon. A Zimbabwean mother of five, counseled to return to school, earned her doctorate and became an expert on AIDS.

Through these stories, Kristof and WuDunn help us see that the key to economic progress lies in unleashing women’s potential. They make clear how so many people have helped to do just that, and how we can each do our part.

Deeply felt, pragmatic, and inspirational, *Half the Sky* is essential reading for every global citizen.

#1 New York Times Bestseller

Selected as a Common Read at more than 20 colleges and universities

“The way that Nick and Sheryl use stories to break through the indifference that still exists when you talk about women and girls is exactly the right way to go about it.”
- Hillary Rodham Clinton, Secretary of State

“Half the Sky...asks us to open our eyes to this enormous humanitarian issue. It does so with exquisitely crafted prose and sensationally interesting material...I really do believe this is one of the most important books I have ever reviewed.”
- Carolyn See, The Washington Post

“These stories will be an inspiration for anyone who reads this book, and a model for those fighting for justice around the world. You will not want to put this book down.”
- Angelina Jolie, Actress
The Film

Half the Sky: Turning Oppression into Opportunity for Women Worldwide is a four-hour television series for PBS and international broadcast, shot in ten countries: Cambodia, Kenya, India, Sierra Leone, Somaliland, Vietnam, Afghanistan, Pakistan, Liberia and the U.S.

Inspired by Nicholas Kristof and Sheryl WuDunn’s book of the same name, the documentary series introduces women and girls who are living under some of the most difficult circumstances imaginable — and fighting bravely to change them. Traveling with intrepid reporter Nicholas Kristof and celebrity advocates America Ferrera, Diane Lane, Eva Mendes, Meg Ryan, Gabrielle Union and Olivia Wilde, the film reflects the viable and sustainable options for empowerment and offers an actionable blueprint for transformation.

Through stories of individuals effecting meaningful change, the film explores the issues of gender-based violence, sex trafficking, education, maternal mortality, forced prostitution and economic empowerment, in that sequence.

The series premiered in the U.S. October 1 and 2, 2012, with international broadcast to follow in 2013.

“It takes very little imagination to put yourself in somebody else’s shoes, or at least see your own children in some of these faces and say, ‘What’s the difference between me and that person other than I got lucky and they didn’t?’”
- America Ferrera, Actress

“This is a bold and audacious movement with a simple goal, to change the world. Watching it and seeing the hope and the possibilities is one of the most uplifting and affirmative experiences that I have had in a long time.”
- Melissa Silverstein, Indiewire

“The delicate mixture of heartbreak and inspiration is sure to move those who watch Half the Sky.”
- Allison Yarrow, The Daily Beast

“Half the Sky can’t be called entertaining television. But it is thoroughly edifying, handsomely produced and buoyed by brave, resilient people fighting for basic equality. Amie Kandeh, Somaly Mam, Rebecca Lolosoli and others are the real stars.”
- Brandon Nowalk, A.V. Club

“It’s a gateway to activism, sure, but as a documentary, it raises awareness simply by putting social issues into concrete human terms via procedural detail and vivid photography.”
A man goes out on the beach and sees that it is covered with starfish that have washed up in the tide. A little boy is walking along, picking them up and throwing them back into the water.

“What are you doing, son?” the man asks. “You see how many starfish there are? You’ll never make a difference.”

The boy paused thoughtfully, and picked up another starfish and threw it into the ocean.

“It sure made a difference to that one,” he said.

– Hawaiian parable