



TAKE ACTION TOOLKIT

Your guide to making a lifetime of impact.

DEAR FELLOW ACTIVIST,

This toolkit will provide you, your family and friends with the actions necessary to bring about change in the lives of young girls and child refugees in Nairobi, Kenya. With your help, we can foster positive change, growth and livelihood for thousands of girls and children each year who have suffered multitudes of trauma and abuses. We need your help to raise awareness and support our mission to bring about real change for young refugees.

In gratitude,

The Heshima Team

OUR MISSION

Heshima Kenya specializes in identifying and protecting unaccompanied and separated refugee children and youth, especially girls, young women and their children living in Nairobi, Kenya. Our shelter, education and community outreach services, coupled with local resources and the refugee community, empower this population to live healthy lives. By providing resources for long-term support, these girls and young women become catalysts for strengthening networks creating sustainable change within the local and global communities.

GETTING STARTED

Today, **YOU** can start making an impact in the lives of young refugee women and girls in Kenya. We need your talent, resources and ability to help spread awareness about the refugee crisis and raise funds to help fight for this cause. Use these idea starters to change the world today! While individual efforts are extremely valuable to supporting Heshima's mission, working with a group or partner can double the impact of your advocacy work. Here are some quick tips to guide you:

- Review this tool kit and sample social media posts
- Set strategic goals for yourself and fellow advocacy members
- Create specific plans for recruiting and retaining members
- Decide leadership roles within your advocacy group
- Develop specific action plans for individuals
- Support your group members by providing a cohesive framework for your efforts, including any information needed for a successful event or meeting
- Remember you can always email us at takeaction@heshimakenya.org

HOST A SCARF SOCIAL

In the Maisha Collective, every scarf tells a story. The Maisha Collective is a peer-driven social artisan enterprise that fosters leadership development and business management skills through the design and production of unique hand-dyed scarves and textiles. In managing the collective, participants gain life-long business and marketing skills that develop their confidence and prepare them for future independence. The power of purchase inspires their journey to support, empower and ultimately protect other young refugee women.

Heshima's Scarf Social program is a way for you to share the work of our refugee artisans with your friends, family and co-workers. We invite you to plan a party at your home, office, school or wherever your stomping grounds may be, and sell Heshima's one-of-a-kind scarves to your community. 100% of the proceeds from your party are reinvested into the Maisha Collective and Girls' Empowerment Project programs.

Hosting a Scarf Social is a tangible way to connect your community to empowering refugees in East Africa. Apply to be a host/hostess today by filling out this form: <http://bit.ly/297mNru> or emailing maisha@heshimakenya.org!

ENGAGE YOUR BOOK CLUB

If you are part of a book club, suggest a book about the plight of refugees and discuss women's experiences as refugees or views of gender-based violence. Ask for voluntary donations or a suggested entrance fee.

Recommended reading:

- **City of Thorns: Nine Lives in the World's Largest Refugee Camp** by Ben Rawlence
- **Half the Sky: Turning Oppression into Opportunity for Women Worldwide** by Nicholas D. Kristof and Sheryl WuDunn
- **Little Bee: A Novel** by Chris Cleave
- **Making Modern Girls: A History of Girlhood, Labor, and Social Development in Colonial Lagos** by Abosede A. George
- **Pedagogy of the Oppressed** by: Paulo Freire

If you are not part of a book club but are interested in starting one, the refugee crisis is an example of an intriguing and engaging theme that you can base your book choices off of. Tips for starting a book club:

- Choose a theme (refugee/migrant stories, human rights, etc.)
- Spread the word to friends, family, colleagues, etc. through email or social media
- Set up a convenient time and location for your club to meet
- Go over ground rules with members via email
- Finalize how books and moderators will be chosen
- Consider starting a blog or online forum to organize the club

HUSTLE FOR HESHIMA

Join the Heshima Kenya team as we Hustle for Heshima and make our way across the finish line to raise funds and awareness for the refugee crisis. Whether you run, swim, or bike, set a goal and challenge your friends and family to give a donation in honor of your dedication to your next race or competition. Send your fundraising page to family via e-mail, post to social networks, talk to colleagues and spread the word on campus, in church and throughout your neighborhood.

Check out our detailed Hustle for Heshima Guide that will provide you with all the information necessary to join our team, help us reach our fundraising goal and recruit runners, as well as how to start your own personal marathon training process.

GIFT YOUR BIRTHDAY

Ask your friends and family to give a donation in lieu of birthday presents to help young refugee women. Tell your family how you are using your birthday to fight for the rights of others and celebrate your birthday for a cause!

SOCIAL MEDIA ADVOCACY

Help share our campaign efforts on social media sites like Twitter, Facebook and Instagram in order to spread our mission and values to your own social networks. You can use the official hashtag for Heshima Kenya's social artisan enterprise, #MaishaCollective, #HeshimaKenya, or come up with your own catchy hashtag.

Keep us in the loop by mentioning our Twitter handle @heshima_kenya, Instagram account @heshimakenya and by tagging our Facebook page. We love to retweet, comment and share our supporters' posts! Tag photos of yourself, friends, or family in scarves from the Maisha Collective and use the hashtags #HeshimaKenya or #MaishaCollective for a chance to be "re-grammed" by Heshima Kenya!

SAMPLE POSTS

Twitter

- Every scarf tells a story & every purchase empowers—check out the gorgeous scarves from the #MaishaCollective online at heshimakenya.etsy.com
- Learn more about @heshima_kenya and the work they do to empower young refugee women! #heshimakenya

Facebook

- @Heshima Kenya is a place where young refugee girls can heal, learn and thrive. Learn more about their work and support female economic empowerment at heshimakenya.org
- Interested in helping young women and children refugees in Nairobi, Kenya achieve their goals, grow and learn? Join the Heshima Kenya Ambassador Board by emailing us at ambassadors@heshimakenya.org to change lives! #HKAmbassadors

THANK YOU

Thank you for using your passionate and excitement to support the young women and children of Heshima Kenya!

Do you have any questions? Concerns? Ideas of other actions to include in this toolkit? Email us at takeaction@heshimakkenya.org!