Welcome to your one-stop shop for all the resources, advice, and ideas you need to begin your activism journey! The Digital Activism Toolkit is a guide to start organizing your community to make a difference.

“Fight to make your vision of tomorrow a reality today.”

- Nadia Murad, Nobel Peace Prize Laureate and President of Nadia’s Initiative
WHERE TO START ORGANIZING

Powerful activism often begins at the grassroots level.

Here are some great places to start:

- **COMMUNITY GROUPS & CLUBS**
  
  Give your team's next game or club's next meeting a theme related to your cause: take donations, pass out information, or wear a color related to the cause.

- **SCHOOLS & STUDENT GROUPS**
  
  Host an event on campus to support a cause you care about with phone banking, fundraising, or educating your peers.

- **SOCIAL MEDIA**
  
  Follow organizations and activists, repost their content, engage with and participate in campaigns to increase awareness among your followers.

- **FRIENDS, FAMILY & NEIGHBORS**
  
  Recommend books, documentaries, etc., that inspire and educate you! Learn together and discuss ways to help.
ADDITIONAL ORGANIZING ACTIONS

CONTACT GOVERNMENT OFFICIALS

Engaging directly with your representatives is a powerful way to advocate for human rights. Voicing your concerns lets them know what issues to pay attention to and what is important to their constituents.

EXAMPLES: PHONE BANKING, WRITING LETTERS, STARTING OR SIGNING PETITIONS

PARTICIPATE IN PROTESTS

By joining together with others who share your passion, you can draw attention to important issues and pressure decision-makers to take action, leading to positive change for communities and survivors of human rights violations.

FOR A GUIDE ON HOW TO PROTEST PEACEFULLY AND SAFELY, CLICK HERE.

FUNDRAISING AND DONATING

Supporting causes you believe in through fundraising and donating can have a significant impact on organizations and the communities they serve.

You can use special occasions like birthdays to fundraise and collect donations, or participate in a gift matching program.

TO SUPPORT NADIA'S INITIATIVE & DONATE, CLICK HERE.
If you are interested in advocating for the Yazidi community, here are some places to start:

**Has your country officially recognized the Yazidi genocide?**
If not, urge your representatives to do so and advocate for setting August 3rd as a day of recognition and remembrance of the atrocities committed against the Yazidi community. If your country has recognized the genocide, urge them to reaffirm the recognition on the occasion of the 10th anniversary on August 3, 2024. Recognition can even occur on the state or local level.

**Has your country made an effort to hold ISIS members accountable for the sexual violence, genocide, and other mass atrocities committed against the Yazidis?** Urge your government leaders to use universal jurisdiction to prosecute ISIS members who have returned to live in your country. You can also advocate for your country to press for a hybrid court with Iraq to hold transparent trials of ISIS members still in Iraq.

**Does your country provide aid to international development agencies and/or provide protection for ethnic and religious minorities?** Advocate for funding post-conflict reconstruction efforts to rebuild the Yazidis’ ancestral home of Sinjar.

**Can your country create or contribute to task forces aimed at rescuing missing Yazidi women and children?** To this day, more than 2,000 Yazidis - many of whom are women and children - remain separated from their families and are awaiting reunion.
ADDITIONAL RESOURCES FOR IMPACTFUL ACTIVISM

Holistic understanding and education are essential to great activism.

It is also key to center the communities you are advocating for in your activism. Listen to survivors, work to amplify their voices and stories, and make sure your actions support what they truly need and want. Survivors and communities affected by crises know best what they need to heal and rebuild.

To better understand the 2014 Yazidi Genocide and the continued plight of the Yazidi community, check out resources such as:

- ‘The Last Girl: My Story of Captivity, and My Fight Against the Islamic State’ by Nadia Murad
- ‘Rebuilding Amid the Ruins: Status of Sinjar Report 2023’ by Nadia’s Initiative
- ‘Supporting Yazidi community in their fight for a brighter future in Iraq’ by Global Survivors Fund
- ‘Rethinking Recovery: How to Sustainably Support Communities Affected by Genocide and Sexual Violence’ by Nadia Murad for the Brown Journal of World Affairs
- The Murad Code (available in 12 languages)

Other Resources:
- ‘Advocacy 101: Types, Examples, and Principles’ by Human Rights Careers
- ‘Grassroots Activism’ by Amnesty International
ABOUT NADIA MURAD

Human rights activist and recipient of the 2018 Nobel Peace Prize, Nadia Murad is a leading advocate for survivors of genocide and sexual violence.

Nadia’s peaceful life was brutally disrupted in 2014 when ISIS attacked her homeland in Sinjar with the goal of ethnically cleansing all Yazidis from Iraq. Like many minority groups, the Yazidis have carried the weight of historical persecution. Women, in particular, have suffered greatly as victims of sexual violence. After escaping captivity, Nadia began speaking out on behalf of her community and survivors of sexual violence worldwide.

ABOUT NADIA’S INITIATIVE

Nadia’s Initiative (NI) is on a mission to create a world where women are empowered and able to live peacefully; communities that have experienced trauma and suffering are supported and redeveloped; and perpetrators of atrocities are held accountable for their crimes. NI advocates – at the local, national, and international levels – for resources and policy changes needed to protect and support survivors of sexual violence and rebuild communities in crisis. NI is currently working to sustainably rebuild the Yazidi homeland in Sinjar, where Nadia Murad grew up, by laying the foundations for the community to not only survive but thrive.

Learn more about Nadia’s Initiative by visiting our website.