

Moving Forward with

SAY YES FOR CHILDREN CAMPAIGN



*Central and Eastern Europe and the Baltic States Region
July 2001*

Guidelines

- Please do not alter the wording of the Rallying Call.
- When you are collecting pledges, make sure that the 10 points of the Rallying call are understood.
- Encourage people to fill in all the information on the pledge forms.
- The Say Yes campaign is part of the Global Movement for Children. Please avoid individual branding of promotional materials.
- The Global Movement for Children is about working together as a coalition in support of children's rights. Work with partners and local organizations to make the campaign a success.

• Get Involved

- ***Sign on as an Organization:*** Become an official NGO Partner of the GMFC and team up with others at the local level to promote the campaign.
- ***Reach out and Mobilize Your Constituencies:*** Include Say Yes in your organizational activities.
- ***Promote Say Yes For Children:*** Post the Say Yes pledge on your website (details from pledge@netaid.org.) and distribute promotional materials.
- ***Spread the Word:*** Exchange stories and comments on the online Message Board and the Story Feature Page on the Say Yes site.
- ***See how people around the world are pledging their support.*** Click on See Results on the Say Yes site at www.netaid.org!!

HOW TO....



The Global Movement for Children is creating a massive constituency of people around the world concerned with children's rights. The *Say Yes for Children* campaign is mobilizing people and communities everywhere to pledge their support. The results of the campaign will be presented to the UN Special Session on Children from 19- 21 September 2001. We need your help to make the campaign a success!

To pledge online:

Go to www.gmfc.org or partner sites (www.netaid.org, www.unicef.org, www.plan-international.org, www.savethechildren.org, www.brac.net, or www.worldvision.org), click on Say Yes for Children and join the Global Movement for Children.

To involve those without Internet access:

Collect Pledges

- Download the pledge form and the Rallying Call at www.gmfc.org or any of the partner sites. Print copies and you're ready to go!
- Or make copies from promotional materials available from UNICEF offices or from Netaid, 267 Fifth Avenue, 11th Floor, New York, NY 10016, USA or ask pledge@netaid.org.

Submit Pledges

You can submit collected pledges via the Internet, email or regular post. Internet submissions are most preferred, however feel free to use the other options according to your needs.

- To submit results **via e-mail**, request for a data entry form at resultsform@netaid.org. The data entry form will be sent to you with instructions and an e-mail address for submitting the completed form.
- If you don't have Internet access, mail the Entry Forms or paper pledges to **Netaid.org, 267 Fifth AVE, New York, NY 10016, USA**, or to the nearest UNICEF office. To ensure that they are included in the world tally

to be presented at the UN Special Session on Children, **they must arrive by August 20**.

- You can also submit pledges one-by-one on the Say Yes pledge form **over the Internet**.
- **To Submit results in large quantities**. Go to www.netaid.org, click on Say Yes, go to *Involve Others, Collect Forms Online*, register, then follow instructions. Please note there are two forms. The first allows you to enter complete results and the second allows you to enter results that are generated from pledge forms that are partially completed.
- To input data into one or both of these forms please register with Netaid. Then use your login name and password.

To register, follow these steps:

- Go to Say Yes for Children in www.netaid.org
- Click on *Involve Others* in the left-hand column
- Click on *Register*. Complete the form and submit.
- A login ID and password will be sent to your email address. Use these to submit results in bulk.

NOTE:

- Complete pledge forms are those containing all of the requested data in the complete pledge form.
- Incomplete pledge forms include simplified pledge forms and giant posters through which signatures have been collected. **Netaid has a mechanism in place to track the source of the total number submitted to ensure that input through Entry Form 2 is genuine. On no account should Entry Form 2 be misused.**

Establish a web site link

1. Link to Pledge Form

Show your support by establishing a direct link to the Say Yes for Children default page. To establish a link, point to the following URLs from your site:

<http://app-netaid.netlojix.com/SayYes/en/vote> (English)
<http://app-netaid.netlojix.com/SayYes/fr/vote> (French)
<http://app-netaid.netlojix.com/SayYes/sp/vote> (Spanish)
<http://app-netaid.netlojix.com/SayYes/ch/vote> (Chinese)
<http://app-netaid.netlojix.com/SayYes/ar/vote> (Arabic)
<http://app-netaid.netlojix.com/SayYes/ru/vote> (Russian)
<http://app-netaid.netlojix.com/SayYes/po/vote> (Portuguese)

Once a link is established, your web site visitor will have access to the pledge form, thank you page and result details, which appear in a separate window ensuring that the user remains on your site even after completing and submitting a form. All results will

be tabulated in the Netaid database. *Unfortunately, the system does not have the capacity to show the origin of the completed pledges.*

Feel free to use this button against the URL pointers above also available on

<http://www.seastatesolutions.com/sayyes/buttons/sayyes_logo_butn.gif>



Tracking Pledges Made From Your Site

If your organization needs to know how many pledges were made through your site, please provide the following information to Netaid. A unique link will be assigned to you several days after the information is received:

Site Name

Contact Name

Contact Phone Number

Contact E-Mail Address

Language (English is default)

NB. Please note desegregated data cannot be made available.

Customising the Thank You Page

If your organization would like to customise elements of the **Thank You** page that users see after they have made a pledge, please provide the following information for a unique link. This will also enable you to track the number of pledges that have been made through your site:

Site Name

Contact Name

Contact Phone Number

Contact E-Mail Address

Language (English is default)

File Name of Image To Be Used (please attach this image in your e-mail)

URL for Customized Thank You Page Link

Text for caption for URL (10 words or less)

Timeframe: This will take between one and two weeks from the time we receive your information.

Submitting Campaign Stories, Photos, Footage, and Exhibition Material

Human interest stories and photographs that reflect the qualitative aspects of the campaign are useful both for media distribution, the Say Yes website, and further mobilisation of partners and groups. Your observations and evaluation of the awareness building and social mobilisation aspects of the campaign are also valuable. Please forward story ideas and observations to Venus Easwaran at the CEE/CIS and Baltic States Regional Office <veaswaran@unicef.org>.

Video footage illustrating Say Yes activities should be sent directly to Ruth Landy at the Television Unit in DOC-NY <rlandy@unicef.org>. This unit is also ready to provide technical advice.

Exhibition materials should be sent to Allison Brown at DOC-NY <abrown@unicef.org>. Say Yes posters, t-shirts, caps, children's drawings, stories and any other material produced by your office is of interest.

Songs that have been written should be communicated to Venus Easwaran.

