

GCE Global Action Week

19th -25th April, 2010

Schools Pack

1GOAL: Education for All

Join the Lesson for All

SECTION C

Dear Colleague,

Re: 1GOAL: LESSON FOR ALL 2010

We are writing to invite your school to take part in **1GOAL: Lesson For All** on 20th April. In over 100 countries all over the world, global football stars will join with millions of children in support of everyone having the chance to go to school and learn. As well as having a fun event on this important issue we hope to make history by setting the official World Record for the biggest ever simultaneous lesson.

The Lesson for All will happen **on** 20th April and is on the importance of everyone having an education. Many children and adults can't read or write because they have never been to school. Leaders have promised this will change and we hope that in 2010 this promise will be kept.

As you can see from the materials we have the support of many of the world's biggest stars and this will be an educational, inspiring and enjoyable activity. The teachers and children in your school will have the chance to join with millions of others and be part of this exciting global event. At the end of the lesson those that decide they want to support Education for All can choose to wear the campaign symbol around their wrist and to send a message to world leaders.

It is easy for you to take part in 1GOAL:Lesson For All and we have a list of resources to help you:

- The 1GOAL: Lesson For All Lesson plan.
- A sample letter for those who would like to invite a local football/any sports star
- Registration form so that you can let us know you plan to take part
- Validation form to be submitted after 1GOAL: Lesson For All

We hope you will consider taking part in this exciting activity in support of giving every child the chance an hope in life that an education brings.

Yours Sincerely,

[Insert the details/signatures/logos of your national coalition here. Having several signatures from CSO groups and teaching unions can show the broad coalition behind the campaign, which will make this mailing more credible and encourage more people to take part. If we or you secure signatures or quotes from players in your country that you think will be useful then please indicate it here].

**SAMPLE INVITATION LETTER TO POLITICIANS/LOCAL FOOTBALL ASSOCIATION/
SPORTS STARS**

Dear ,

[National coalition may want to add specific details of situation in your country before sending this to schools in the school pack. Also you might want to change the word politicians to a more relevant word in your country]

I am writing to invite you to visit our school on XX April and take part in **1GOAL: Lesson For All**. On that day in over 100 countries all over the world, global football stars will join with millions of children in support of everyone having the chance to go to school and learn. As well as having a fun event on this important issue we hope to make history by setting the official world record for the biggest ever simultaneous lesson.

The lesson will happen at *** GMT on XX April. It explains that many children and adults can't read or write because they have never been to school. Leaders have promised this will change and we hope that in 2010 this promise will be kept. As you can see from the materials we have the support of many of the world's biggest stars. On this day, notable footballers and people around the world will be taking part. We hope you can join us.

[Insert information on your school here including contact details and address and any local links with the politician/sports star if relevant].

Yours sincerely,

Headteacher

REGISTERING YOUR PARTICIPATION IN 1GOAL: LESSON FOR ALL

Individual learners' names must be on an attendance sheet showing that the children have taken part in 1GOAL: LESSON FOR ALL. This form should then be forwarded to your local coalition so that they can tally the numbers for onward transmission to the GCE Secretariat. This can be done by fax, email or post

1GOAL: LESSON FOR ALL

OBJECTIVES

1. To discuss the fact that millions of children and adults can't read or write because they have never had the chance to go to school.
2. To discuss the promises made by world leaders and the fact that they haven't acted on this promise.
3. To discuss the 1GOAL campaign around the 2010 FIFA World Cup and how global football stars, the football world and its governing body are encouraging football fans around the world to join them in support of every child having the chance to go to school and learn.
4. To show how the students can send a message if they want to on this issue as part of this worldwide effort.

PART A

SECTION A INTRODUCTION (5 Mins)

The teacher asks the class if they know what a world record is (for older children ask them to name world records they know of).

Give the example that the world record holder for the 100 meters is Usain Bolt from Jamaica.

The teacher explains they are taking part in history today by making a world record for the biggest ever lesson. The teacher explains that children in countries all over the world are taking part along with some of the world's most famous footballers in the *Lesson for All*.

Teacher asks if the learners know about the Football World Cup in June and where it will be held?

If needed the teacher tells them it is in South Africa from 11th June-11th July.

Teacher asks them if they know any football stars that will be playing. (For those children in non-footballing countries, ask if they can name any sports stars).

Teacher lets the class list 5-10 names.

The teacher explains that hundreds of football players around the world have come together with FIFA to encourage all fans around the world to support Education for All.

(The teacher can use pictures and quotes from players that are attached to the lesson plan. Depending on the ability of the learners the teacher could ask several of them to read out quotes from players).

SECTION B – EDUCATION FOR ALL

Teacher asks the class to imagine what their lives would be like if they had never been to school?

Teacher lets 2-3 children say the impact of not having an education.

The teacher explains that 75 million children are denied the chance to go to school and that most of them are girls. Learners are asked to suggest reasons they think so many people are out of school

Possible answers could be

- *They do not have money to buy books and uniforms*
- *They do not have money to pay school fees*
- *There are not enough schools to take in everyone*
- *Some people live very far away from the schools and they do not have transportation to get them to school*
- *There are not enough teachers*

Teacher gives examples of the benefits of education. Some examples could be:

- *Educated people are healthier people because they will make healthier choices in life and they also have access to information on healthy living*
- *Education combats hunger. Women who are educated are more likely to have children who are well nourished*
- *Education saves lives. A child born to an educated mother is two times more likely to survive to the age of five.*
- *Education helps end poverty*

Teacher asks if the class thinks it is fair that not all children get the chance to go to school.

SECTION C – EXPLAINING WHAT CAN BE DONE ABOUT IT

The teacher explains that in September all world leaders are sitting down to discuss Education for All after the World Cup and footballers are hoping enough fans will send them a message to make sure they act to give everyone the chance to go to school and learn.

The teacher explains that footballers, FIFA and the 1GOAL campaign are asking those that support Education for All to wear a bootlace on their wrist until September and that if they want to they can make one tonight at home from a spare lace.

SECTION D. EDUCATION FINANCING (OPTIONAL FOR MORE ADVANCED CLASSES ONLY – 10 MINUTES)

Teacher asks the class to identify what world leaders need to do to give all children the chance to go to school.

Possible answers could be

- *Have more schools*
- *Have more teachers*

Teacher explains that at the moment there is not enough money given to education in many countries to give everyone the chance to go to school. Some examples include:

- *In Malawi on average there are 72 pupils per teacher and in rural areas as many as 120 pupils to a teacher because there are not enough teachers employed.*
- *Many governments spend less than 20 per cent of their national budgets towards education.*

Teacher explains what a budget is in simple terms that it is a plan for spending money. Teacher then engages learners in a budget exercise and asks them to list items at home for which a budget is required

Possible answers are:

- *Food*
- *Water*
- *Electricity*
- *School uniform*
- *Clothes*
- *Books*
- *Transport*

Teacher then explains that governments also have a budget and that education is also listed in the budget but in order for education for all to be achieved governments need to do some things. Some of those things are:

- *Spend 20 per cent or more of national budget on education.*
- *Scrap / stop user fees for public schools.*
- *Train more professional teachers to inspire and teach children in classes not bigger than 40.*
- *Leaders of richer countries should give more money in overseas development aid for the education budget. The United Nations estimates rich countries need to commit \$16 billion.*
- *All leaders should guarantee education for all by 2015 because they promised to do so at Dakar, Senegal in 2000.*

Teacher closes off this section by mentioning that how much is spent on education over the next few years will determine whether all children in the world get the chance to go to school or not. This is why many people are asking leaders to spend more on education.

SECTION E. EVALUATION (5 Minutes)

Teacher asks the whole class the following questions. If there is a politician, footballer or other sports person you may call on them to answer some of the questions.

Q1. How many children in the world are not in school?

Q2. When is the Football World Cup?

Q3. Name a football player who is supporting the campaign?

Q4. Name some reasons why education is important?

Q5. Give an example of a world record?

SECTION F. ALL STUDENTS THAT WANT TO, SIGN THEIR NAME 'FOR THOSE WHO CANNOT'.

EVERYONE COMPLETES THE VALIDATION FORM TO COUNT FOR THE WORLD RECORD. ALL STUDENTS THAT WANT TO, MAKE A CAMPAIGN SYMBOL (FOR SCHOOLS THAT HAVE THE MATERIALS) **OR** ALL STUDENTS ARE REMINDED ABOUT HOW TO MAKE A SYMBOL AT HOME IF THEY AGREE ALL CHILDREN SHOULD HAVE THE CHANCE TO GO TO SCHOOL

1GOAL: LESSON FOR ALL REGISTRATION FORM

This form tells us you are planning to take part. It is not compulsory but it is helpful for us if we know who is taking part beforehand. You can e-mail or post it to **[NATIONAL COALITONS INSERT CONTACT DETAILS HERE]**. Alternatively you can register online on www.campaignforeducation.org

Fax:

Website:

E-mail:

Post:

School/Organisation: _____

Name and job title of contact person: _____

E-mail:

Address: _____

Estimated number of participants: _____

1GOAL: Lesson For All will start at : XXX GMT

We are planning to invite a politician/sports star to attend: Yes No

(If Yes who is it and are they confirmed? _____)

We are planning to invite the local press to attend: Yes No

We would like to receive further updates about the activities around the world:

Yes No

(If 'yes', please supply an e-mail address if you can. Communicating by e-mail helps us to save money.)

VALIDATION FORM

This form is essential to count for the world record attempt.

1GOAL: LESSON FOR ALL– Representative’s Witness Statement

Lesson Subject: Importance of Education Financing

Date of lesson: 20th April 2010

Start time: _____

Total number of successful participants:

- I, the undersigned, can confirm that the above stated number of people took part in a lesson in support of the importance of education financing to achieve education for all.
- I can confirm that the people stated above demonstrated that they had learned the subject by being tested in accordance with the lesson plan and that the lesson lasted 30 minutes.
- I can confirm that none of the participants had a vast prior knowledge of the subject matter before the lesson took place.

Witness1.

Signed:..... Date:.....

PrintName:..... E-mail

School/Organisation:.....

Address:.....

..... Country:

Witness 2.

Signed:..... Date:.....

PrintName:..... E-mail

School/Organisation:.....

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Address:.....

..... **Country:**

Please let me know if we have broken the world record and keep me updated with efforts to provide education for all. (Yes/No)

This form must be copied and returned to the Global Campaign for Education:
The details can be logged online: www.campaignforeducation.org
Scanned and emailed to: validation@campaignforeducation.org
Faxed to +27 11 447 4111
Or Posted to:
The Global Campaign for Education, PO Box 521733, Saxonwold, 2132, South Africa

B7: HOW TO GUIDES AND RESOURCES

Several 'How to Guides' and Resources have been developed to help you to deliver a successful 1GOAL campaign in your country.

These are listed below. The How to Guides can be accessed through basecamp. The Resource files will be issued once you have returned the FAX BACK form.

HOW TO GUIDE 1 – USE BASECAMP TO DOWNLOAD 1GOAL RESOURCES

HOW TO GUIDE 2 – BACKGROUND TO WORKING WITH FOOTBALL

HOW TO GUIDE 3 – APPROACH AND FILM 1GOAL AMBASSADORS AND PLAYERS

HOW TO GUIDE 4– WORK WITH THE FOOTBALL WORLD

HOW TO GUIDE 5 – APPROACHING BROADCASTERS

HOW TO GUIDE 6 – DEVELOP A STRONG DIGITAL/WEBSITE PRESENCE

HOW TO GUIDE 7 – PROMOTE THE CAMPAIGN SYMBOL (will be available early Dec 09)

HOW TO GUIDE 8 – SIGN UP PARLIAMENTARIANS

HOW TO GUIDE 9 – DEVELOP A NATIONAL EVIDENCE BASE AND LOBBY ON FINANCING

RESOURCE 1 – SEPP BLATTER ENDORSEMENT LETTER

RESOURCE 2 – TEMPLATE INVITE LETTER FOR PLAYERS

RESOURCE 3 - TEMPLATE INVITE LETTER TO FOOTBALL ASSOCIATIONS

RESOURCE 4 – SUGGESTED HIGHLIGHT EVENT TALKING POINTS

RESOURCE 5 – SUGGESTED HIGHLIGHT EVENT CHECK-LIST

RESOURCE 6 – QUOTES FROM 1GOAL PLAYERS AND AMBASSADORS

RESOURCE 7 – SUGGESTED MEDIA STRATEGY TEMPLATE

RESOURCE 8 – MEDIA ALERT TEMPLATE

RESOURCE 9 – STANDARD PRESENTATION

RESOURCE 10 – MAIN FILM TO USE

RESOURCE 11 – PLAYER LIST

RESOURCE 12 – SHORT FILMS, AUDIO, AND IMAGES

RESOURCE 13 – EVENT GRID

HOW TO GUIDE 2 – BACKGROUND TO WORKING WITH FOOTBALL

For more information or if you have any questions –e-mail muleya@campaignforeducation.org, clare@join1goal.org, michelle@camapignforeducation.org

This brief document gives a short guide to some of the dos and don'ts when looking to work with football organisations and players.

Who should I contact?

Most countries have a similar football structure with the following key organisations within the game.

Football Association – They will govern all football within the country from the national team to children's fun games. In most cases this is the most powerful organisation in each country but not always. The FA will have limited access to players, usually during times around international matches, but this does mean that there are many top name players in one place.

Initial contact should be made with the marketing or communication department but within football, as with any organisation, personal contacts should be used if possible.

National League – The League will run all the contact with professional clubs within the countries and thus provides an excellent link into the clubs.

Players' Union – Every country has a union which represents players. On the whole the Players' Unions are supportive of our type of work but can vary hugely as to how much influence they have.

Football Clubs – Each club will be placed within a league and they will also play games for International Cups, eg the Champions League and UEFA Cup. The club will have strict rules around what charities can and cannot do. They will also have their own charities they support. Clubs play in their home ground 1 week and at an away ground the next week within the league. Training grounds are not at the club but at a separate place where the majority of players, coaching and medical staff reside. Most managers have to be informed of any club activity and the press office is the normal route for contact.

Football Agents - These are people who have obtained a licence from their country Association to transfer players from club to club. They can be lone individuals or part of a company. Many players also have a representative who works with them on all their commercial deals and media outside of their club duties eg book deals, newspaper articles, endorsements. They may also have a PA who manages their day to day diary.

Footballer Charities - Many footballers are patrons of their own charity which will be primarily around what affects them – eg family illness, the country or city they were bought up in, crime or emotive situations around their lives. These charities could be linked to the 1GOAL campaign if they agree with Education for All goals. Players have limited time to themselves – so when they work on charity events it's important to be efficient with their time.

Sporting PR Agencies – Clubs, players and Associations have agencies that work with them to manage the media, bring in sponsors or form lines of communications with tournaments. These have a limited access to the club but a lot of influence in how the media and general public will perceive them.

Hard Facts:

- Football matches happen every weekend and 1 match mid-week
- Clubs also conduct reserve games against other teams
- All fixtures are set at the beginning of the season, in many countries this starts in August and runs through till May, give or take a few weeks depending on the country

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- Football is one of the most commercial businesses around and creates a huge turnover at every level
- Media conferences are held mainly on Fridays
- All Football Associations have a main committee
- No access is given to players on match days
- Some clubs have massive rivalry that could impact on decisions made for the campaign
- What the club/association says goes –they manage access to managers, players, media assets etc and they need sign off if their logos are being used or shown.

Do's and Don'ts:

- Don't expect any more from football than you would every other business you work with!
- Don't underestimate the amount of gravitas clubs have within their associations but also commercially and within the media
- Don't under estimate the amount of charitable requests that football receives on a daily basis
- Do not contact clubs on match days or the day before
- Press officers are there to manage media of the club
- Don't go straight in asking for players to attend this event or do this piece of work or to introduce to other players – let them offer
- Don't believe everyone who says they can get to this player or that player
- Don't ever pay anyone who says they can deliver you a footballer - not one of the players or agents involved in the campaign so far has been paid
- Don't always expect footballers to turn up on time if at all!
- Don't add extra asks on such as working on different campaigns or with other charities
- Don't expect working with players will be the same as other celebrities. A footballer's time is often dictated by matches and training and we should be aware of that. In most cases players will be more available in the afternoon; we should not approach players to do anything on a match day or a day either side if possible
- Don't play clubs against one another
- Don't underestimate media eagerness to access clubs and players through your launches or filming – no journalists should be at any filming
- Many people who are on the committee at Association level also are high up at club level
- Do make sure the people you are talking to understand who we are and that we are well connected and have experience within football
- Do make sure you understand about football in your country before you make contact, it can often be a very political sphere of work
- Do use your contacts to get to people within football such as politicians, celebrities etc.

For more information or if you have any questions –e-mail muleya@campaignforeducation.org, clare@join1goal.org, michelle@camapignforeducation.org

- Do make sure you list the organisations we are working with such as FIFA, The English Premier League etc (1GOAL staff can give you an up-to-date list)
- Do also mention the top name players that have so far supported the campaign such as Rio Ferdinand, Sir Bobby Charlton, Robin Van Persie, Pato, Thierry Henry, Alan Shearer etc (see Basecamp for up to date list)
- Do contact the 1GOAL staff for advice and information before you make contact, they may be able to advise you or help with current contacts
- Do make it clear what you expect from both players and organisations and do not add to that at the last minute
- Do ask the 1GOAL team for templates for asks to each of the organisations or players

For more information or if you have any questions –e-mail muleya@campaignforeducation.org, clare@join1goal.org, michelle@camapignforeducation.org

HOW TO GUIDE 3 – APPROACH AND FILM 1GOAL AMBASSADORS AND PLAYERS

FILMING GUIDELINES

Before confirming or filming any player or ambassador for 1GOAL, contact 1GOAL first as we need to approve the approach (to save problems later if there is a reason we can't have them as a supporter).

LOCATION:

- 1) A very quiet, indoor & controlled environment. Have enough room to use a backdrop & lighting.
- 2) If you have to go outdoors – use a plain backdrop (quiet and well lit).

FORMAT: Filmed in Standard Def.

OPTION 1) Digi beta when there is time and equipment available to set this up.

Using Wide Angle.

OPTION 2) DV CAM: In addition to the digi camera for your wide shot OR as a back up option (when filming abroad/ last minute etc). Fixed position on a tripod.

LIGHTING:

2-3 basic lights are required. Ensure no shadows in the backdrop.

BACKDROP FOR SIGNING THE AIR, STATS/ Q& A::

1) GREEN SCREEN: There is a pop up option called a Reflecmedia Chroma Key pop up screen (£70 per day) you don't need heavy lighting or equipment and you can insert ANY background (in online edit).

2) WHITE BACKDROP: An arctic white colorama roll (can be bought from places such as direct lighting approx £50). You will need to hire a stand to hold the backdrop. Please try to get a **full body shot** against the white background of them signing the air – this way we can use a variety of proportions in the final signing piece.

Write their first name to the side (see shot/ script list for details). If they can try to write their name properly in the air we can follow it with gfx and flip it so it looks genuine.

But also attempt one backwards as some celebs do not like being flipped.

3) CHALKBOARD: Use a large chalkboard to fill the entire space.



4) VARIED BUT PLAIN BACKDROP: A brick wall, concrete, fence.

For more information or if you have any questions –e-mail muleya@campaignforeducation.org, clare@join1goal.org, michelle@camapignforeducation.org

'1 GOAL' hand gesture:

Make sure their hand is clearly visible and fist is tightly closed.

Q&A (facing the interviewer)

If they don't want to answer more policy heavy Q&A, we're asking simply "What was your first day at school like?"

Remember to tell them to repeat back the question at the start of their answer, ie "My first day at school was..." as people often forget you won't be in the edit, just their answer.

STATS:

Any conversational chat about school memories, opinions is fine off camera facing the interviewer BUT any stats or pleas – **definitely get all this down the lens.**

ACTUAL SIGNATURES:

We need to get them to sign their name on a blank piece of paper in thick black marker so we can animate that signature potentially in the edit or another product.

One version of the full signature, one with just the first name.

STILLS:

Book a photographer to get head & shoulder shots doing 1GOAL hand gesture and straight profile (gfx logos etc can be added later).

Lighting & white background should already be in place, if not keep it simple.

RELEASE FORMS (location & contributor)

Essential for each person, with a contact in their office to follow up with for any approvals.

The release forms are available on basecamp

HOW TO GUIDE 4 – WORK WITH THE FOOTBALL WORLD

This note suggests some things you should ask for in approaching clubs, football associations, football leagues and player unions. The existing support from the football world should make these normally very difficult approaches much easier, but please bear in mind it will still require a lot of work to get right. One of the key things is asking for the right things – asking for a share of ticket revenues is likely to lead to a short meeting with a club and not be as valuable to the campaign as recording a message with players. This note is a guide only and if it is helpful to discuss any approaches in detail then please contact the football team in 1GOAL.

You should consider asking Football Clubs to:

- Sign up to be a supporter of the 1GOAL campaign with a public moment with an agreed form of words.
- Help promote the campaign through all forms of media, website links, programmes, big screens (if you have one).
- Access to any unsold advertising space in the stadium, website, programme, club magazines or any other areas you may have. All of these resources can be provided to you by the 1GOAL team.
- Dedicate a match day to supporting 1GOAL at your stadium with articles in the programme, messages on the big screen, tannoy announcements, players warming up in 1GOAL T-shirts and wearing the 1GOAL sweatbands.
- Access to your players for a short period of time after training to film a message for 1GOAL.

You should consider asking the League to:

- Sign up as a supporter to 1GOAL with an agreed form of words and a signing moment with 1GOAL and your league for press / internal communication.
- Introduction letter to clubs within your league asking for support for the 1 GOAL campaign (see requests to clubs document).
- Link to 1GOAL via your website.
- Use of communication methods your league has available such as centrally sold advertising, newsletters and other media outlets.
- Support to hold 1GOAL day of action at stadiums around the country where information on the campaign is disseminated, players warm up in 1GOAL T shirts and adverts within programmes supporting the campaign.
- Invitation to events held by the league and the opportunity to promote the 1GOAL campaign.

You should consider asking the Football Associations

- To sign up and become a supporter of 1GOAL at a public event or match day.

For more information or if you have any questions –e-mail muleya@campaignforeducation.org, clare@join1goal.org, michelle@camapignforeducation.org

- Provide one home international match dedicated to promoting the 1GOAL campaign through programmes, website, tannoy announcements, big screens, interview backdrops, advertising space etc.
- Access to your national team, after training or at a suitable time for you, to film players and obtain collateral for use in the 1GOAL campaign.
- Help push with other Associations the 1GOAL message to ensure the whole of football takes ownership of the campaign.
- Information on the campaign to be disseminated through newsletters, emails etc.
- A representative to attend any 1GOAL events that are taking place in your country.

For more information or if you have any questions –e-mail muleya@campaignforeducation.org, clare@join1goal.org, michelle@camapignforeducation.org

HOW TO GUIDE 5 – APPROACH BROADCASTERS

The broadcast strategy is to reach the maximum number of broadcasters for the minimum amount of effort. Global Action Week marks the beginning of the campaign's public drive, consequently content placement will also begin during Action Week. However we need to begin approaches earlier to make this happen. Broadcast falls into two categories: television and radio.

Television

Each continent has a representative broadcast body that has been involved in negotiating rights for the World Cup with FIFA.

Europe: the EBU has bought 2010 World Cup rights for broadcasters in 37 countries.

Africa: the AUB holds rights to broadcasters in 41 African countries.

Asia: FIFA has completed a deal with Football Media Services, which assigns control over the distribution of Asian broadcast rights. This included the agreement with SBS International for sole rights to broadcast in North and South Korea. ESPN Star Sports gained rights to 7 South Asian countries and ART will broadcast matches for 14 Middle Eastern countries.

Australasia: Australia's public broadcaster, SBS, dominates the rights. Whilst it is broadcasting in Australia, SBS has sub-license agreements with MAI TV for 11 countries and with Sky Network TV and TVNZ for New Zealand.

The Americas: OTI owns rights to 14 South American countries and CFU has bought rights for 16 Caribbean Islands. Canada will be broadcasting the matches through CBC, whilst broadcasters Futbol de Primera, Univision and ABC/ESPN are sharing rights for the USA and Puerto Rico.

1GOAL Broadcast has a document of the complete picture and can let you know the situation in your country – e-mail clare@join1goal.org to find out more.

To simplify and reduce the number of conversations, we will be aiming to make initial approaches via these continental bodies. We will also be talking to international broadcasters with a footprint in a number of territories and some of the other key broadcasters around the world. Our content plans will be shared with you - there is likely to be a distinction between *rights-holding broadcasters* and *broadcasters without rights* in terms of the content that we offer – but do aim to get some content on both.

How will you know the situation in your country? We will send out a list of broadcasters and their status ahead of GAW. We will also indicate any countries where we have secured content placement.

For more information or if you have any questions –e-mail muleya@campaignforeducation.org, clare@join1goal.org, michelle@camapignforeducation.org

Will you be able to place TV content yourselves? Absolutely, but please email the broadcast team to find out the background in terms of central conversations about placing content centrally: broadcast@join1goal.org

How will content be distributed to broadcasters? A web-based system will be finalised ahead of launch date and the details shared with you and relevant broadcasters. We plan to make a wide range of content for broadcasters and this will be tailored to different regions and in some cases countries – as different ambassadors will have more impact in different places. We will produce materials in many languages. It will include Arabic, English, French, Portuguese and Spanish but a definitive list is not yet available as it depends on budget.

Radio

A radio package/campaign is being created that will have elements you can use to help secure support for Education for All. This will be made in several languages (also still to be decided) and will be intended for use in certain markets, but will be generic enough for it to work wherever you are.

There will be a series of audio trails designed to run from the beginning of April, that will point listeners towards Global Action Week. They will also serve to get the SMS number and e-mail sign up addresses and the call to wear the symbol out in the public domain. The actual day will vary from country to country according to scheduling imperatives. There will be a one hour 1GOAL programme available which will be delivered in segments so that broadcasters can drop it into their own advert breaks and other content. There will also be a menu of other distinct items that radio stations can run in their own airtime.

The aim will be to create a sense of urgency and challenge that each station owns and runs through the day - asking listeners to sign-up online or via SMS on that particular day.

The content will be a mix of items and formats that will include interviews with 1GOAL celebrity players, items on why education is important, and what a difference the campaign can make.

For more information or if you have any questions –e-mail muleya@campaignforeducation.org, clare@join1goal.org, michelle@camapignforeducation.org

Your role

National Coalitions will be pivotal in ensuring:

- Radio stations adopt the idea
- All the content is available to the radio stations
- The radio station adds necessary specific details. For example, they will be able to brand the trails for their specific station and to highlight the moments you are planning in country.

For both the TV and radio coverage in your country – you will also be able to:

- provide guests (except where the programme is broadcast from the World Cup)
- act as spokespeople on air
- provide general on-air context and detail to ensure listeners know what is happening in their country as part of this global effort (this is vital in giving everyone the details and placing it within the bigger picture).

You will need to work with the television stations to ensure there is a connection between the content on TV and the radio output. You can also include this radio push as part of your in country PR plans for GAW.

What will the content be?

This is being made over the coming months and we will share it with coalitions as it is prepared.

HOW TO GUIDE 6 – DEVELOP A STRONG DIGITAL/WEBSITE PRESENCE

For more information or if you have any questions –e-mail muleya@campaignforeducation.org, clare@join1goal.org, michelle@camapignforeducation.org

1GOAL aims to mobilise at least 30 million 'Education For All' advocates from footballers, fans and the world at large. We are a truly *global* campaign and our online presence and engagement has to fully support that. The global join1goal.org website is therefore available in 6 languages (English, French, Spanish, Portuguese, Italian and Arabic). We are also building a mobile version of the site that will run on cell phones.

1GOAL on coalition sites.

We are developing several tools that will allow full integration and customization of the campaign (within the established guidelines) *into your own websites* if you want. This will mean you will be able to engage your supporters directly from your own national sites.

For example, the "1GOAL in a box" widget, will be in 3 sizes and 6 languages and will allow you to run the best of the 1GOAL website on your own site or blog. You will be able to display approved rich media content, RSS feeds, and the sign up. This widget will run fully integrated on your own site, can be adapted to ensure full relevance and integration into your national campaign.

These adaptation features include the ability to:

1. Translate the text into your national language (if not one of the 5 official 1GOAL languages).
2. Adapt parts of the widget to feature nationally relevant content, including both text and photos.
3. Adapt the colours to better integrate with the look and feel of your national site.

We may use the same widgets throughout the campaign, but will constantly update the content to ensure they are relevant and engaging. Starting during Global Action Week there will be new content fed from our site to these widgets every day, as we launch our 75 days of '1GOAL Action'.

These 75 days begin with a live global streaming and link up to the 1GOAL Lesson for All. From then on we will be pushing through new content and 'calls to action' every day to sign up and engage millions of supporters from then until the World Cup final.

Any names collected through *your* website, (or on a 1GOAL 'widget' on your website) *will only be contacted by you* (unless you specifically ask us to). Those who sign up on the *global* 1GOAL website will be contacted by 3 groups - GCE Global, the ONE campaign and GCE national coalitions (if you would like to).

1. Do national coalitions have to receive the supporter list from the global 1GOAL site?

No, it is entirely up to national coalitions. We will strongly encourage it as we expect millions to sign up to the 1GOAL global site of which several thousand supporters or more will be from your country. This should be a great resource for national coalitions, but there are three requirements:

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- The coalition agrees to keep the list for the coalition and comply with data protection laws (i.e. you can't split it up amongst individual members).
- No fundraising can be done with the list, it is for use on campaigning on education and poverty as decided by the national GCE coalition.
- The coalition agrees to service the list, engaging them at least 6 times a year in relevant actions, consistent with GCE's 3-year strategic plan as agreed by the World Assembly.

We will share the supporter lists with coalitions straight after the World Cup as long as the three requirements are agreed and maintained.

2. How will national coalitions receive the supporter information?

We will provide a free technology option to make it easy for you to send regular e-mails to the supporters who have signed up – or we can just hand over the data on a disk, whatever you prefer.

Coalitions on 1GOAL website

If coalitions are holding 1GOAL events, or have 1GOAL related news then we may be able to feature this on www.join1goal.org Coalition Content that we can feature includes news, photos, short films, competitions, viral content, ambassador blogs etc. Your work is the heart of the campaign and we would like this to be features alongside the high profile footballers and other supporters. Your content could be featured in the following ways:

- *Our homepage timeline (moving feature at top)*

We can put any dated coalition activity in here that is relevant to the 1GOAL campaign.

- *News section*

We can put in here any relevant news from coalitions.

- *News Feeds*

We are launching a general RSS (or Twitter hashtag) for all our coalitions to feed in newsworthy content live into our Supporter page.

- *Facebook & Twitter*

News carried on our site will appear on our Facebook page and be publicised on our Twitter account

- *Youtube*

We can link from our Youtube page to any videos that are relevant to 1GOAL

- *Flickr*

We can link from our Flickr page to any photos that are relevant to 1GOAL

- *Email Newsletters*

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We are sending out regular email newsletters. Relevant coalition content can be included in these.

What we can provide for your 1GOAL digital presence and integration into your national campaign sites:

1GOAL success will be measured by having millions of people sign their support, either on the 1GOAL site, on coalition sites, or via independent supportive campaigns. Here you will find tools to help you spread the word and gather support in your own communities.

Included in the action kit available online over the course of the campaign will be:

- "Friend Raising" application that works on the web, inside Facebook, and with mobile smart phones
- "Sign-up widget" allows you to gather supporters on any website. Everyone who signs on is instantly counted into the global total.
- Full "1GOAL in a box" widget allows you to run the best of the 1GOAL website, in mini, on your own site or blog, including rich media content, RSS feeds, and the sign up.
- Graphics, banners, and badges for your email signature, blog, or profile

Coalitions will have access to all the approved photos, blogs and videos we have for the campaign via their creative commons license use on our YouTube and Flickr channels and also on our internal sharing site, basecamp.

1GOAL: Online Assets To Share:

- **1GOAL.org templates**
- **1GOAL urls www.join1goal.de, [.nl](http://www.join1goal.nl), etc.** (so we can make national pages featuring lots of links and content from your national campaign as well as the ambassadors that have the most recognition in your country).
- **1GOAL Banners** (available now)
- **1GOAL symbol to spread virally online**
- **Widgets** (with a 1GOAL sign in)
- **Photos** (on flickr, photo widget)
- **Films** (available on youtube)

- **1GOAL: Lesson for All** (film, tools, posters, curriculum resources, etc)

- **Online Tool Suite - allows you to use online tools in your website:**
 - **Build a community & manage your database**
 - **Blast emails**
 - **Petitions**
 - **Organising Events**
 - **Allows supporters to write direct to their minister**
 - **Allows supporters to write direct to an editor**

HOW TO GUIDE 8 – SIGN UP PARLIAMENTARIANS

This note refers to Parliamentarians but it applies equally to members of Assemblies, Congress, Senates or whatever appropriate bodies run the politician system in your country. In the interests of space we have picked just one term throughout this note– but they all apply. Similarly regional or local decision makers can be engaged with many of the same targets. Lastly this note should be read in conjunction with How to Guide 9 – which discusses the demands presented to Parliamentarians through the different methods suggested in this note.

Why engage parliamentarians/legislators?

As you are aware, through the 1GOAL campaign GCE aims to influence governments to make specific actionable commitments to speed up progress towards Education For All by 2015. Importantly, we would like to ensure that high-level political pledges are truly translated into action, which means that they should be written into law, budgets or policy frameworks within a reasonable timeframe. **GCE and the 1GOAL is setting a deadline for this to happen by the end of 2010.**

It will therefore be very important to secure the involvement of national parliamentarians or legislators in the campaign and the policy response as they may play a number of roles in ensuring that political rhetoric is matched by tangible changes in policy and, where appropriate, financing.

In poorer countries where the focus is on education policy:

- Parliamentarians can push for the enactment of laws, such as abolition of user fees, or the minimum age of employment and marriage.
- Parliamentarians approve the national budget proposed by the Ministry of Finance and can demand increases for education or reallocation of education budgets to make it more equitable or targeted.
- Parliamentary committees may have oversight over the implementation of education policy and its impact, including an opportunity to review education indicators such as enrolment, completion, gender disaggregated data and learning outcomes.
- Parliament usually has to approve loan arrangements with international financial institutions, and may also be working with relevant Ministries on donor programmes.

In the richer countries where the focus is on development policy:

- Parliamentarians can push for aid levels to be formalised in law, either overall aid budgets or even the level to be allocated to basic education
- Parliamentary Committees may have oversight on Ministries of Development and their strategies and policies
- Parliamentary Committees may have oversight on the Finance Ministry's relationship with the international financial institutions

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In all cases where there is a legislative body, a range of formal procedures should be available to parliamentarians, such as asking parliamentary questions, submission of motions, requests for parliamentary enquiries and others.

How should we engage them?

You should start the process of engagement with parliamentarians now, so that you can identify likely champions for 1GOAL. **The objective is to sign up parliamentarians to 1GOAL in the early stages of the campaign**, so that they can help promote the campaign in its building and launching stages, and help to hold governments accountable for political commitments made during the campaign.

- Find out which committees, if any, are discussing issues relevant to education – remember to think widely, as those that are concerned with finance, planning or development assistance may be as important as specific education committees
- Check media archives to see if any parliamentarians have made strong statements on education and consider approaching them
- Ask your coalition members to recommend friendly parliamentarians
- Consider putting on a parliamentary event, involving 1GOAL champions and coalition members, where you can get parliamentarians to sign up to 1GOAL
- Invite parliamentarians to your Global Action Week highlight event or school events, and get them to sign up to 1GOAL
- Bring a delegation of school-children into parliament, accompanied by a 1GOAL champion, and have them invite parliamentarians to sign up to 1GOAL
- Host a special parliamentary breakfast or dinner on 1GOAL attended by a champion
- Offer to give testimony on education to parliamentary committees
- Work with parliamentarians to propose questions and motions to the house
- Produce shadow legislation documents and use these to propose ideas for actual legislation
- During the World Cup encourage as many of them as possible to declare their support for the campaign. This will make it harder for them to refuse campaign demands later in the year.

HOW TO GUIDE 9 – DEVELOP A NATIONAL EVIDENCE BASE AND LOBBY ON FINANCING

This note encourages coalitions to use the policy demands you have set. We need and want coalitions to do this, but please do note that if you are using the 1GOAL campaign at events where you discuss policy areas not covered by 1GOAL you need to make clear you are speaking as GCE or your national coalition when you mention those matters.

Here are some suggestions of action to take in order to develop a national evidence base and lobby on financing. You could:

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- Familiarise yourself with core GCE positions from The Next Generation: Why we need a Global Fund for Education for All and Education on the brink.
- Prepare a dossier for presentation to government, particularly your Head of State Office, Finance Ministry and Legislative / Parliamentarian leaders, during GAW on education financing containing data and testimonies/case studies about the impact of inadequate financing on schools, teachers and pupils. This could be done by:
 - Simple surveys or questionnaires which profile the financial situation of education in a particular school or district, or the charging of fees to families
 - Build a national evidence base (see the tools in the Education Financing Toolkit produced by ActionAid + Education International (2009)
 - Essays or statements by teachers or learners stating why more financing is needed for achieving EFA, or why it is important that education is free
 - Mapping exercises that show where financing constraints are having an impact on education
 - Letters from children or learners to politicians or officials about the impact of lack of financing on schools, or the impact of fees
 - Drawings or photos of children in school lacking teachers, overcrowded classrooms, or other effects of under-funding
 - Gathering and presenting official statistics, facts and figures, where available, reflecting shortages of financing at national level.
- Design a national campaign on education financing (see AA/EI toolkit).
- Establish relationships with:
 - Ministry of Finance and parliamentary committees on financing education
 - In-country representatives of donors and international financial institutions
 - Friendly journalists who might want to develop stories on financing education
 - Academics / thought leaders on financing public services.
- Write lobby letters to relevant ministries and the Head of State office regarding levels of domestic financing, aid and the impact of macro-economic conditionalities.
- Make links with parliamentarians especially those involved in committees and other processes relating to the budget.
- Form alliances with other organisations and networks concerned about public investment and draw up alternative budget frameworks.
- Engage the Finance ministry in policy dialogue about macro-economic policies (more guidance can be sought from GCE's IFI Policy Officer/Advisor, Amy Gray).
- Establish dialogue with donor agencies and IFIs at country level (e.g. World Bank, USAID, IMF in-country representatives) to emphasise the important role of adequate financing in improving service delivery.
- Establish dialogue with national government decision-makers for donor agencies and IFIs at country level (e.g. Departments of International Cooperation or Foreign Affairs).

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- Get your members involved in community monitoring of budgets; build capacity of in-country CSOs, including GCE's NGO and TU members, to monitor budgets and macro-economic policies.

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