27 FEB
WORLD NGO DAY
TOOLKIT
Celebrating World NGO Day 2019

Each year, World NGO Day is celebrated from New Zealand and Australia, to the North and South Americas, bringing together supporters from the NGO sector, international and government leaders, multi and bilateral organisations, private sectors, communities, teachers, learners and experts in the field.

TIPS TO CELEBRATE WORLD NGO DAY

Organise An Event
Cooperating with local schools/universities/corporates/city councils to run a simulated World NGO Day events for students, pupils, society to learn about opportunities, from local charities to international movements.

Reach out
Organising activities to raise awareness, such as sharing messages with the community via online, TV, Radio, newsletters or local newspapers.
Case Studies: https://worldngoday.org/ngo/video/

Spread the word
Highlight stories through social media such as Facebook, Twitter or Instagram using the hashtags: #WorldNGODay, #NGODay
Spanish: #DíamundialONG

NGOs are of different scope, scale, and structure – from international member associations to local foundations and small charities. They represent a multitude of interests, sectors and activities. The current estimated number of NGOs worldwide is 10 million or 50 million NGO workers, which will be in excess of 20 million (100 million NGO workers) by 2030.

World NGO Day is an important annual marking point for NGOs to celebrate their achievements, as well as allowing small, grassroots organisations to gain the recognition they deserve. The day inspires people to become more actively involved within NGOs, encouraging more collaboration between NGOs and commemorating all individuals who dedicate their lives to the important work of the NGO sector.
What Can My Business Do?

If you’re already involved in supporting an NGO (NPO/Charity), or you want to get started, here are some great ways to participate in World NGO Day 2019.

→ **Educate, then spread the word.** Make your customers and the community aware of the mission of your chosen NGO and the need for what it does. You can use social media, email, your website and public relations to spread the news about both the NGO you support and World NGO Day in general.

→ **Solicit donations.** Encourage your customers to donate to your chosen NGO. Make it fun: Give a percentage of your profits on February 27 to the organisation to encourage your customers to buy from you, or offer a discount to every customer who gives X amount.

→ **Get involved.** Plan and host an event to raise awareness of what your NGO does and how members of the community can participate.

→ **Donate.** Make a donation to the NGO of your choice. You don’t have to donate money—in fact, donating goods or services can be more effective at raising awareness of your cause.

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On World NGO Day, we celebrate the outstanding role civil society plays in ensuring that fundamental human rights are respected, that no one is left behind. [February 27, 2018, Statement on the occasion of World NGO Day]

Federica Mogherini, Vice-President of the European Commission and High Representative of the Union for Foreign Affairs and Security Policy

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Useful links

→ **Official Website:** [http://worldngoday.org](http://worldngoday.org)
→ **Quotes:** [https://worldngoday.org/ngo/quotes/](https://worldngoday.org/ngo/quotes/)
→ **Timeline:** [https://worldngoday.org/ngo/timeline2019/](https://worldngoday.org/ngo/timeline2019/)
→ **Videos:** [https://worldngoday.org/ngo/video/](https://worldngoday.org/ngo/video/)