#WalkTogether and share a #SparkofHope

CONTINUE MANDELA’S LONG WALK TO FREEDOM

Guidelines and Support for Spark of Hope Events and Walks
If you are receiving this, your team and organisation are a Spark of Hope, not only in the community you impact, but as an inspirational example to many other communities in the world. These guidelines are intended to help Sparks of Hope organise a ‘walk’ or commemorative event in the communities where you work. This could be a specifically created event, or a short moment during your daily work.

Purpose
Together we can celebrate 100 Sparks of Hope! By organising connected events around the world your actions – and especially the visuals of your communities! – will help to showcase the growing global movement built from the grassroots who are walking together to impact positively on many of the key challenges we face.

Key Outcomes
The Elders will present 100 Sparks of Hope at Nelson Mandela’s 100th anniversary on 18th July in South Africa. They will present the ideas grounded in your work to world leaders at the UN in September 2018. Your #WalkTogether event will provide the perfect visual demonstration of a movement that is truly building around the world, offering light in the darkness of fear and division. If you already have an upcoming event planned, why not incorporate #WalkTogether into the activities?

How?
Remember no walk is too small. Whether you can mobilise a size-able group, or organise something to take place during your daily work, your participation is appreciated. Downloadable resources are there to help make your event a success, and show that your action is part of the #WalkTogether platform.
At walk-together.org/walk you will find downloadable resources to support your walk and connect your action to one another around the world.

**DOWNLOADABLE RESOURCES INCLUDE:**

- Email template
- Poster artwork – in English and Spanish
- WalkTogether logo files – in English and Spanish
- Social media assets
- Example imagery

Please email jessy.field@theelders.org if you require a press release template.

Several of these resources have been translated into Spanish. We rely on a volunteer network for our translations, please get in touch if you are able to help with any translations into other languages.
Here’s what you can do:

1. Read through these guidelines and get creative with ideas
2. Choose a date that works well for your organisation
3. If organising an event in a public space, let your local authorities know – you may need to apply for a permit
4. Download logos and social media assets and create an invitation
5. Share invitation with your networks
6. Download and print posters to hand-out at your gathering
7. Share photos and videos from your event using the hashtags #WalkTogether #SparkofHope and please email to jessy.field@theelders.org
Once you have a date for your event, submit the details at the bottom of the page of the hub or email jessy.field@theelders.org. Your walk will be added to the map of hope, lighting up the globe.

Check out the other Sparks of Hope walks happening around the world by clicking on the lights!
INVITATION

An email invitation template IS AVAILABLE. Simply add details of your #WalkTogether EVENT and share with your networks.

Make sure you include all information about your event here, including:
- Date & time
- Venue
- Contact details, if any guests have questions before the event

Change to photographs of your daily work activities, or from any previous events that you have organised.
TOP TIP: using a Facebook event means you can see who has accepted your invitation, so you have an idea of how many people will come to your event.

Download social media images to create Facebook events, or use for your own invitations.

#WalkTogether and share a #SparkofHope
CONTINUE MANDELA'S LONG WALK TO FREEDOM
POSTERS

Use this space for your message. Why is your work so important for achieving the SDGs? Why do you work for Peace, Health, Justice and Equality?

Add your logo here

Download posters as a design file or ready-to-print PDF.

If printing posters for your event, make sure you have marker pens so that people can write their own reasons for why they #WalkTogether with your organisation.

These posters are also available on the hub in Spanish.
Use posters to connect your action to the #WalkTogether campaign and the other Sparks of Hope around the world. They also look great in photos or videos!
LOGOS

Download the #WalkTogether logo to create your own co-branded assets; such as posters, banners or garments like t-shirts or caps.

Please leave blank space around the #WalkTogether logo when using for your own assets.

If you would like to use the #SparkofHope globe please email jessy.field@theelders.org

The #WalkTogether logo is available in English and Spanish.
CREATE YOUR OWN!

Navy

Yellow

C87 M73 Y54 K63
R21 G36 B49

C0 M20 Y80 K5
R241 G196 B65

#WalkTogether font:
ROBOTO SLAB BOLD (for headlines)
ROBOTO SLAB REGULAR (for subheadings)
ROBOTO REGULAR (for body copy)
CAPTURING YOUR WALK

Photos and videos tell the story of your event, so take as many as you can. You don’t need to be a professional photographer – photos on a mobile phone or tablet are perfect!

Photo checklist:
• Keep the activity at the centre of the picture
• Action shots
• Make sure #WalkTogether posters are clearly shown
• Share on social media using the hashtags #WalkTogether and #SparkofHope

Please send YOUR photos or videos to Jessy.Field@theelders.org
CAPTURING YOUR WALK: VIDEO

As well as recording videos of your event, please record someone in your team saying the following:

“I’m (YOUR NAME) and I work for (NAME OF YOUR ORGANISATION)........(USE 20-30 SECONDS TO DESCRIBE WHERE YOU WORK AND WHAT YOU DO)........ Walk Together with a Spark of Hope!”

Remember:
• Keep it short and simple – it is best to assume that the person who will watch the video has never heard about your organisation before

Videos or images that you are able to send will be used to create a highlights film, as well as feature in the on-screen for the #WalkTogether event in Johannesburg on 18th July
IDEAS

Please share your plans with us. Email jessy.field@theelders.org or submit your walk on the #WalkTogether hub and help us light up the map of hope!

We have already heard some ideas from Sparks of Hope to organise:
• Walk with partners, donors and supporters
• Combining a walk with an already planned event or a project visit
• Local schools visits
• Creative poster competition
• Photos with #WalkTogether posters at office
• Digital ‘walk’ – using social media to nominate followers to say why they #WalkTogether with your organisation
“As we let our own light shine, we unconsciously give other people permission to do the same.”

Nelson Mandela
Founder of The Elders
You have made this movement possible. Thank you for continuing Mandela’s long walk to freedom with us.

Sharon Johnson, #WalkTogether Campaign Director, Sharon.Johnson@theelders.org
Jessy Field, #WalkTogether Campaign Coordinator, Jessy.Field@theelders.org
Appendix

Background on The Elders and #WalkTogether – Continue Mandela’s Long Walk to Freedom
The Elders are a group of independent leaders, brought together by Nelson Mandela in 2007, to use their collective experience and influence for peace, justice and human rights worldwide.
#WalkTogether is a year-long campaign to inspire hope in the world, launched in July 2017 on The Elders’ 10th anniversary, leading up to Nelson Mandela’s 100th anniversary in July 2018.

Focusing on the freedoms and principles their founder, Nelson Mandela, devoted his life to achieving -- peace, health, equality and justice – over the course of the year the Elders will champion and give a platform to courageous moral leadership around the world who assert the values of empathy, compassion and solidarity.

"We need to come together to stop the fear, xenophobia and hatred that is dividing humanity."
Kofi Annan, Chair of The Elders
The campaign structure included key events to launch Freedom themes on a platform celebrating grassroots courage, in partnership with civil society networks and linked to Sustainable Development Goals (2030).

Deep engagement and global reach is established through collaborating with Core campaign partners from civil society with large global grassroots networks.
The planned outcomes: The Elders will promote 100 Ideas for a Freer, Fairer World, grounded in the work of the Sparks of Hope, to honour Mandela’s 100th Anniversary

A series of connected ‘walks’ with the 100 Sparks of Hope during the first weeks of July 2018, can shine a light on the 100 Ideas the Sparks of Hope represent, promoted by Elders and partner networks.

The Bright Map of Hope will be presented towards the 100th Anniversary celebrations of the life and legacy of Nelson Mandela.

The Elders will then present these 100 Ideas from the grassroots leaders of the world to global leaders.

#WalkTogether and share a SparkofHope
CONTINUE MANDELA’S LONG WALK TO FREEDOM
Each week stories of Sparks of Hope are spreading across digital channels and have reached 65 million + supporters on social media across the world so far and are a key feature at major public events.

THANKS TO YOUR COURAGEOUS WORK, THIS MOVEMENT IS BUILDING!

We’re building a bright map made up of Sparks of Hope collectives and groups accelerating ‘Mandela’s Freedoms’ – Peace, Health, Justice and Equality in grassroots communities around the world.

By July 2018 there will be 100 Sparks of Hope celebrated by the #WalkTogether campaign
The Elders and #WalkTogether partners launched the campaign and its Freedom themes on 18th July 2017 in Cape Town, at the same spot where Mandela made his famous Freedom speech in 1990.

Since then public ‘walks’ have been held in cities around the world, to show that progress can only be achieved when we walk together - moving forward, side-by-side, we can overcome our common challenges.