Education Cannot Wait (ECW) High Level Financing Conference
Action and Social Media Toolkit

Join education champions in advocating for and welcoming U.S. commitments to Education Cannot Wait (ECW), the UN's fund for education in emergencies and protracted crises, during the ECW High-Level Financing Conference in Geneva on February 16-17, 2023. Together, let's urge U.S. leadership to increase funding and support for education in emergencies.

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1. **Social Campaign Targets**

Below are some social media targets and partners that can be tagged/referenced, although this list is not exhaustive. Partners are encouraged to include other relevant stakeholders.

U.S. Leadership Social Media Handles

Twitter/Instagram

- Joe Biden, President, U.S. - @POTUS / @potus
- Dr. Jill Biden, First Lady, U.S. - @FLOTUS / @potus
- Julieta Valls Noyes, Assistant Secretary for the Population, Refugees, and Migration (PRM) Bureau, U.S. Department of State - @PRMAsstSec
- Samantha Power, Administrator, U.S. Agency for International Development - @PowerUSAID / @usaidpower
- LeAnna Marr, USAID - @LeannaJoon
- Sarah Charles, Assistant to the Administrator of USAID's Bureau for Humanitarian Assistance - @spcharle
- Sen. Chris Coons, Chair, Senate SFOPS - @ChrisCoons / @senatorchriscoons
- Sen. Lindsey Graham, Ranking Member, Senate SFOPS - @LindseyGrahamSC / @lindseygrahamsc
- Rep. Barbara Lee, Chair, House SFOPS - @RepBarbaraLee / @repbarbaralee
- Rep. Harold Rogers, Ranking Member, House SFOPS - @RepHalRogers / @rephalrogers
- Sara Minkara, U.S. Special Advisor on International Disability Rights - @SaraSMinkara
- Rep. Grace Meng, House SFOPS - @RepGraceMeng / @grace4ny
- Rep. Brian Fitzpatrick, Co-Chair, Congressional International Basic Education Caucus - @RepBrianFitz / @repbrianfitz
- Rep. Mike Quigley, Co-Chair, Congressional International Basic Education Caucus - @RepMikeQuigley / @repmikequigley
- Yasmine Sherif, Director, ECW - @YasmineSherif1 / @yasmine_sherif1

U.S. and International Organizations

Twitter/Instagram

- ECW - @EduCannotWait
- White House - @WhiteHouse / @whitehouse
- U.S. Department of State PRM - @StatePRM / @stateprm
- U.S. Agency for International Development - @USAID / @usaid
- Senate Foreign Relations Committee - @SenateForeign
- House Foreign Affairs Committee (Democratic Leadership) - @HouseForeign / @houseforeign
- House Foreign Affairs Committee (Republican Leadership) - @HouseForeignGOP

2. Hashtags

- #EducationCannotWait
- #222MillionDreams

3. Resources

- Civil Society Welcomes U.S. Government Commitment of $43 Million to ECW
- United States Provides Additional $43 Million to Education Cannot Wait (video)
- Case for U.S. Government Investment in ECW
    - https://www.gce-us.org/wp-content/uploads/2023/01/USG-ECW-Case-for-Investment.pdf (PDF)
    - https://bit.ly/USG-ECW-CFI
- 2021 ECW Results Report
    - bit.ly/ECW-21Results
- 222 Million Dreams: A Case for Investment in ECW 2023-2026
    - bit.ly/ECW-Case4Invest
- ECW Strategic Plan 2023-2026
    - https://bit.ly/ECW-Strategic

4. **Draft Social Media Messages**

The draft messages below include Twitter handles. The visuals included below are available here. Please feel free to adapt to your messaging, branding, other social media platforms, etc. Please tag the Global Campaign for Education-US (GCE-US) so we can help amplify your messages.

Response

👋🏽 We join civil society partners to welcome U.S. Government's continued commitment to students & teachers affected by crisis and conflict by pledging an additional $43 million to @EduCannotWait at #HLCF2023!
👉https://www.gce-us.org/ecw-hlfc-response
#222MillionDreams
✨ We urge @POTUS @USAID @StateDept and Congress to build on this announcement by increasing funding for these critical programs in budget requests & #FY24 appropriations 📚



[tag @WhiteHouse, @FLOTUS, @USAID, @PowerUSAID @leannajoon, @USAIDEducation, @StatePRM, @EduCannotWait]

Alt. text: ECW's High-Level Financing Conference - Making #222MillionDream come true! www.ecwhlfc2023.org 16-17 February 2023 | Geneva, Switzerland #HLFC2023

Event Promotion



📚Don't miss Challenges to Change: Journeys to #DisabilityInclusiveEducation and Learning Equity in Emergencies at 8:00-8:45 am CET, 17 February!
✨🔗Please join the conversation & register online at: http://ecwhlfc2023.org/
#222MillionDreams #HLFC2023

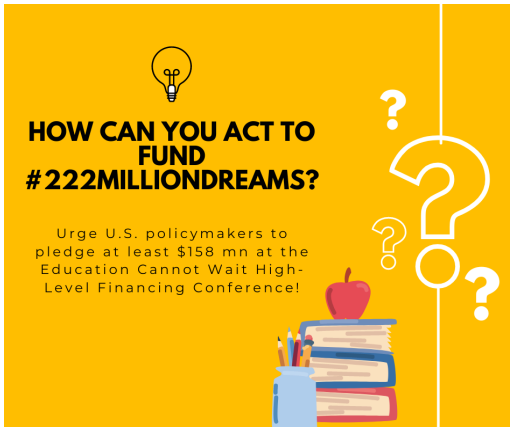


⏰Friday 17 Feb. 8:00-8:45 am CET
📚Please join Action for Humanity, Humanity & Inclusion, Light for the World, Send My Friend to School, Perkins School for the Blind, World Vision, @GCE_US & partners for From Challenges to Change: Journeys to #DisabilityInclusiveEducation and Learning Equity in Emergencies at @EduCannotWait's High-Level Financing Conference #HLFC2023
🔗Register at: http://ecwhlfc2023.org/



⏰About to start! Friday 17 February at 8:00-8:45 am CET
📚Please join us for "From Challenges to Change: Journeys to #DisabilityInclusiveEducation and Learning Equity in Emergencies"
🔗Register at: http://ecwhlfc2023.org/
#HLFC2023 #222MillionDreams #AllMeansALL

Advocacy in Advance of the HLFC



We are joining @GCE_US @GlblCtzn @IPNEducation @RESULTS_Tweets @SavetheChildren @WorldVisionUSA & more in urging U.S. officials to support & pledge $158m to @EduCannotWait at their 2023 High-Level Financing Conference. #222MillionDreams
👉https://bit.ly/USG-ECW-CFI



⚡222 million conflict-affected children & adolescents around the 🌍 deserve quality, inclusive #education.
✅Act Now: Ask U.S. officials to support & pledge $158m to @EduCannotWait at the High-Level Financing Conference! #222MillionDreams✨📚
👉https://bit.ly/USG-ECW-CFI



🧕 #GirlsEducation, especially in crisis-affected countries, is lifesaving.
✅By pledging $158m to @EduCannotWait at the High-Level Financing Conference, 🇺🇸 can ensure that #girls around the 🌍 reach their full potential.
#222MillionDreams✨📚
▶️ https://bit.ly/USG-ECW-CFI



⚡💡 Did you know that an estimated 80% of children with disabilities live in areas affected by conflict & crisis? Now, more than ever, advocating for their right to quality, #InclusiveEducation is crucial. #222MillionDreams
👉https://bit.ly/USG-ECW-CFI



➡️We agree w/@jrsusa @GCE_US @GlblCtzn @IPNEducation @RESULTS_Tweets @SavetheChildren @WorldVisionUSA & more
🔗https://bit.ly/USG-ECW-CFI
🌟@POTUS @PRMAsstSec @PowerUSAID @LeannaJoon @spcharle, thank you for your leadership. It's time to commit $158m to #EducationCannotWait!



📅 5 days to go until @EduCannotWait's High-Level Financing Conference!
▶️ Act NOW to urge 🇺🇸 policy-makers to pledge at least $158 mn to fund #222MillionDreams📚 ✨
🔗Read more at: https://bit.ly/USG-ECW-CFI



📅 3 days to go until @EduCannotWait's High-Level Financing Conference!
▶️ Act NOW to urge 🇺🇸 policy-makers to pledge $158 mn to #EducationCannotWait #222MillionDreams📚 ✨
🔗Register at: http://ecwhlfc2023.org/



📅 2 days to go until @EduCannotWait's High-Level Financing Conference!
▶️ #222MillionDreams📚 ✨ are at stake. Join us in urging 🇺🇸 policy-makers to pledge $158 mn to #EducationCannotWait
🔗Register at: http://ecwhlfc2023.org/

5. **Advocacy E-mail Template (thanks to GCE-US Coalition Member JRS/USA)**

The following link sends pre-composed e-mail messages (with options for personalization) to President Joe Biden, Vice President Kamala Harris, Secretary of State Antony Blinken, US Senators, and US Representatives.

- Take Action for Refugee Education
  Subject: Help Conflict-Affected Children Get An Education

  As a constituent and supporter of Jesuit Refugee Service/USA, I am writing to urge you to support a U.S. intended pledge of at least $158 million over four years at the upcoming Education Cannot Wait (ECW) High-Level Financing Conference from February 16-17, 2023 in Geneva.

  Education is a fundamental right for every child, yet the number of children whose education is affected by crisis has increased significantly. New estimates show that 222 million crisis-affected children and adolescents are missing a quality education that would shape and determine their futures. ECW is at the forefront of efforts to bridge this gap by advocating for access to education in crisis settings and has mobilized a diverse cadre of donors to support critical programs that help crisis-affected children and adolescents access quality education and achieve better learning outcomes.

  The U.S. Government has been central to the success of ECW and its support will be critical if ECW is to meet its 2023-2026 Strategic Plan goals. A February 2023 intended pledge by the United States of at least $158 million over four years will deliver a message that the U.S. will continue to support and lead others in addressing the gap in access to education for the 222 million children affected by crisis.

  Thank you for your consideration.