**Women’s Funding Network**

*Economic Security Digital Storytelling Platform*

Social Sharing Toolkit

**WHO:** Women’s Funding Network is the largest philanthropic network in the world devoted to women and girls. In 2015, our members invested over $403 million to advance gender equity.

WFN on Twitter: [@womensfunding](https://twitter.com/womensfunding)

WFN on Facebook: [facebook.com/womensfundingnetwork/](http://facebook.com/womensfundingnetwork/)

**WHAT:**  In order to lift up the stories and amplify the vital work women’s organizations do to bring no- and low-income women towards economic security, Women’s Funding Network is releasing an innovative and interactive tool: the **Economic Security Digital Storytelling Platform** features the statistics and the stories from Women’s Funding Network participating partners side by side, bringing the data gathered about successful programs and practices to life.

This social sharing toolkit is intended to help Women’s Funding Network members share news of the tool’s launch through their channels. The toolkit includes announcement language for e-blasts, and visuals and suggested posts for social media.

**WHEN:** The Platform Go-Live Date is Monday, September 20\*, 2016, 8 a.m. PT/11

a.m. ET

\**No announcements regarding the Platform can be made prior to this date.*

**WHERE:**  <http://www.womensfundingnetwork.org/impact>

*If you have any questions about this resource, please contact Layla Crater, Change Consulting, at* [*layla@change-llc.com*](mailto:layla@change-llc.com)

Sample Email Announcement

*The following language can be adapted by members in sharing news about the Economic Security Digital Storytelling Platform via social media. Feel free to insert your own quotations or adjust the format to your specifications.*

*PLEASE NOTE: If you mention that the Platform is part of WFN’s Clinton Global Initiative Commitment to Action, or mention CGI in any way,* ***you will need to use this exact language, or submit edits to us to get approval from the CGI communications team.*** *Please send relevant content to* [*layla@change-llc.com*](mailto:layla@change-llc.com)*.*

**Women’s Economic Security Digital Storytelling Platform Launched**

*Interactive online tool amplifies the stories of women, their families, and their communities.*

The Women’s Funding Network announced the launch of a new [Economic Security Digital Storytelling Platform](http://www.womensfundingnetwork.org/impact/) at the Clinton Global Initiative (CGI) Annual Meeting. The uniquely interactive digital tool seeks to bring attention to a leading challenge facing women in the U.S. and around the world--economic security--and lift up the vital work of **[INSERT YOUR FOUNDATION’S NAME]** and other women’s foundations that are addressing this issue.

**[INSERT QUOTE FROM YOUR FOUNDATION]**

“Worldwide, the face of poverty belongs to women and children; women’s foundations are changing this, community by community,” said Cynthia Nimmo, CEO of the Women’s Funding Network. “The extent of the profound work our partners are doing for women and their families worldwide is clear to us. If we want our communities to thrive, we must ensure the economic security of women.”

According to the Institute for Women’s Policy Research’s 2015 Status of Women in the States, women are now 30 percent more likely than men to live in poverty in the U.S. In 2015, Women’s Funding Network members around the world invested more than $74 million in moving women and their families from poverty to prosperity. To date, investments have supported programs providing wrap-around services for women and families to gain access to sustainable economic opportunity, promoted policies that advance women’s issues at the local, state, and federal levels, and engaged and trained diverse groups of women in civic participation, among other strategies.

The Economic Security Digital Storytelling Platform is data-driven, yet narrative, evidence of women’s foundations’ ongoing commitment to ensuring women’s economic prosperity. The platform gives users the opportunity to explore the data alongside the powerful stories of the women, the programs, and the organizations making an impact on this issue, breathing life into facts and figures. The responsive and flexible format encourages user engagement and learning by featuring links and downloadable files throughout, as well as links to social media to make these important stories easy to share.

**[INCLUDE DETAILS ABOUT YOUR FUND’S INVESTMENTS AND STORIES ON THIS ISSUE]**

The Digital Storytelling Platform is funded by the Walmart Foundation and W.K. Kellogg Foundation, with support from Dallas Women’s Foundation and Women’s Foundation of Southwest Florida through their partnership with Prosperity Together.

WFN’s Economic Security Digital Storytelling Platform can be viewed at <http://www.womensfundingnetwork.org/impact>.

Key Messages

*The following key messages can be used in talking points, blog posts, op-eds or other communications regarding the Economic Security Digital Storytelling Platform.*

Shared Value:

* Worldwide, the face of poverty belongs to women and children. Women are now 30% more likely than men to live in poverty (Institute for Women’s Policy Research’s 2015 Status of Women in the States). If we want our communities to thrive, we must ensure the economic security of women.

Our Opportunity and Challenge:

* There is good news--never before has addressing gender inequality been so integral to global development. The U.N.’s adoption of the Sustainable Development Goal of achieving global gender equity by the year 2030 marks the beginning of a new era for women’s economic security.
* Women’s foundations are leading on this global issue--community by community. In 2015, Women's Funding Network members invested more than $74 million to move women and their families from poverty to prosperity. They provide support for wraparound services that address a diverse array of the barriers women face in seeking economic security.

About The Economic Security Digital Storytelling Platform:

* We are bringing attention to the work that women’s foundations are doing to ensure economic security for women, families and our communities.
* Women’s Funding Network is launching its brand new Economic Security Digital Storytelling Platform at the Clinton Global Initiative Annual Meeting. This interactive digital tool is data-driven, yet narrative, evidence of women’s foundations’ ongoing commitment to women’s economic security. The platform allows users to explore the facts and figures that inform stories of the women, the programs, and the organizations making an impact on this issue.
* The content of the platform is based on data collected from The Economic Benchmarking Report, a recent survey commissioned by Women's Funding Network:
  + This report is a snapshot of economic security investing among Women's Funding Network members to answer important questions on the issue of women’s economic security:
    - What are the strategies and most commonly funded programs behind these investments? What are the key indicators and measures of success? What are the stories behind these numbers?
  + The framework that emerged from the data collected sheds light on key indicators and promising practices to tackle economic insecurity.
* Viewing data and stories side by side breathes life into the data. One side of the site stays the same to provide context, while the other features interactive tiles that change color and reveal more information as the user scrolls through them. The left side provides the facts, the right side tells the corresponding story.
* The Platform is funded by the Walmart Foundation and W.K. Kellogg Foundation, with support from Dallas Women’s Foundation and Women’s Foundation of Southwest Florida through their partnership with Prosperity Together.

Engagement:

* We hope this digital tool will help to guide future grantmaking by highlighting the policy, programs, and practices that work.
* We encourage you to visit the site to learn more about the issue and to share innovative work that is being done with women to help our communities thrive.

Social Media Posts

*Below, please find sample social media posts to use in sharing news about the Economic Security Digital Storytelling Guide on social media channels.*

*Facebook:*

Worldwide, the face of poverty belongs to women and children. Women’s foundations are changing this—community by community. Learn how we are helping women take the #PathForward to #EconomicSecurity with our new digital tool at [bit.ly/economic\_security](http://bit.ly/economic_security)

In 2015, Women's Funding Network members contributed over $74 million to move women and their families from poverty to prosperity. See how these investments help women take the #PathForward toward economic security with our new digital storytelling platform at [bit.ly/economic\_security](http://bit.ly/economic_security)

Nearly half of Women’s Funding Network members invest in women’s #EconomicSecurity. They know the stories behind those figures; they work with the women to get them on the #PathForward. Explore the stories behind the numbers with our new digital tool at [bit.ly/economic\_security](http://bit.ly/economic_security)

Learn how women’s foundations are helping to #AdvanceWomen around the world and get them on the #PathForward from poverty to prosperity with our new digital storytelling platform at [bit.ly/economic\_security](http://bit.ly/economic_security)

How do we measure change? Women’s Funding Network established metrics for measuring success and communicating the impact of members’ work to move women on to the #PathForward to economic security for their families and security. Learn more with our new digital tool at [bit.ly/economic\_security](http://bit.ly/economic_security)

To celebrate Women’s Funding Network’s [@ClintonGlobal](https://twitter.com/clintonglobal?lang=en) Initiative Commitment to Action, a multi-year, multimillion dollar program to #AdvanceWomen in the workforce, we are proud to announce the launch of a brand new digital tool to show women a #PathForward to #EconomicSecurity at [bit.ly/economic\_security](http://bit.ly/economic_security) #CGI2016

Thank you to the Walmart Foundation, [@KelloggFoundation](https://www.facebook.com/KelloggFoundation/?fref=ts)*,* [@DallasWomensFoundation](https://www.facebook.com/dallaswomensfoundation/), and [@womensfundfl](https://www.facebook.com/womensfundfl/) for their support of our new digital tool showcasing the work women’s foundations do to put women on the #PathForward to #EconomicSecurity [bit.ly/economic\_security](http://bit.ly/economic_security)

*Twitter:*

What impact does $74M have on women’s global equity? Learn more about the #PathForward to #EconomicSecurity at[bit.ly/economic\_security](http://bit.ly/economic_security)

If we want our communities to thrive, we must ensure #EconomicSecurity of women. Women’s foundations are leading the way. [bit.ly/economic\_security](http://bit.ly/economic_security)

Women’s foundations play a vital role in #PathForward to #EconomicSecurity. See how: [bit.ly/economic\_security](http://bit.ly/economic_security)

Together, we’re creating a better world for women and girls. See how with our new digital tool #PathForward [bit.ly/economic\_security](http://bit.ly/economic_security)

New tool shows powerful stories of the women, the programs, and the organizations investing in #EconomicSecurity [bit.ly/economic\_security](http://bit.ly/economic_security)

Explore new tool to check out how women’s foundations are leading the way on #EconomicSecurity; announced at #CGI2016 [bit.ly/economic\_security](http://bit.ly/economic_security)

Thanks [@WalmartGiving](https://twitter.com/WalmartGiving), [@WK\_Kellogg\_Fdn](https://twitter.com/WK_Kellogg_Fdn), [@dallaswomensfdn](https://twitter.com/dallaswomensfdn), & [@WomensFundFL](https://twitter.com/WomensFundFL) for supporting new #EconomicSecurity tool [bit.ly/economic\_security](http://bit.ly/economic_security)



