



Women Thrive Alliance strengthens the capacity and impact of grassroots gender equality and women's rights organizations by equipping them with the skills, knowledge, and resources needed to build support and advocate effectively.

HOW IT WORKS

Women Thrive Alliance provides capacity-building support to its member organizations in three ways:



ONLINE COURSES

Women Thrive facilitators conduct courses in advocacy, communications, fundraising, and other technical skills through the Alliance Online, our interactive learning community. Participants watch or read materials to learn new information, apply new knowledge by completing practical activities, and discuss and share results, insights, and experiences with other participants through the website discussion forum, live group chats, and one-on-one sessions with a course facilitator.



NATIONAL WORKSHOPS

Through its #AchieveSDG5 Initiative, Women Thrive facilitators deliver in-person national workshops to convene Alliance members in a country, identify priorities, and map advocacy opportunities related to the national implementation of Sustainable Development Goal 5 (SDG5). These workshops build on the data collected by members to ensure that resulting advocacy campaigns are evidence-based and women-centered. Workshops are followed by opportunities to engage directly with key national SDG5 decision-makers.



COACHING

Following courses and workshops, Women Thrive staff provide individual and group coaching, support, and monitoring as members carry out their advocacy campaigns around SDG5. Members also utilize the Alliance Online to access new resources, share updates, and get advice from staff and other members.

FROM MEMBERS

"I now know how to speak out my voice to decision-makers to make change."

Participant at a Raise Your Voice workshop in Ghana, 2015

"The material demystified the SDGs for me personally, especially on the indicators. It will now be easier to track our work and impact."

Participant in a Speak the SDGs online course from Zambia, 2017

"I have really learned a lot and I really intend on putting all this knowledge into practice when I go home."

Participant at a Raise Your Voice workshop in Senegal, 2015

"The skills/information will allow the organization to present the work we are doing to a wider audience and rally support from different individuals and organizations who may want to join our struggle, and support our hard work...for a broader impact toward achieving gender equality in Burundi."

Participant in a Raise Your Funds online course from Burundi, 2016

OUR COURSES

Women Thrive Alliance's online and in-person courses on advocacy, communications, and fundraising are offered in both English and French. They have been developed based on member organizations' priorities and needs.



RAISE YOUR VOICE
Prepares advocates to understand the advocacy process and develop a feminist advocacy campaign



RAISE YOUR VISIBILITY
Equips organizations with the skills to build their presence online to effectively communicate impact and reach new supporters



RAISE YOUR FUNDS
Empowers organizations to identify and reach donors to fund their gender equality work



SPEAK THE SDGS
Prepares organizations to further their visibility, fundraising, and advocacy by leveraging the new Sustainable Development Goals

OUR IMPACT

Women Thrive Alliance has nearly 20 years of experience in building the skills and amplifying the voices grassroots gender equality and women's rights advocates in the Global South. In the past three years alone, we have trained over 200 advocates. Raise Your Voice course and workshop participants significantly improved their understanding of advocacy, communications, and fundraising and learned valuable, relevant, and applicable skills:

- **95% of Raise Your Voice advocacy training participants report their advocacy skills as strong or very strong following the workshop.** Following their training, participants put their new skills into action: some past participants took their messages directly to Parliament, others started awareness-raising campaigns in their communities, some developed their social media presence to attract new supporters, some rallied community leaders to engage in fundraising, and others worked together to influence regional and global decision-makers.
- **100% of Raise Your Visibility communications training participants now have the skills needed to establish a presence on an online platform** to effectively communicate their organization's impact (compared with 22% before the course). Following the training, 100% of these participants created new online pages to showcase their advocacy to new audiences.
- **More than half of Raise Your Funds fundraising training participants created new online giving programs following the course,** and a majority of participants now consider their organization's online giving programs successful (compared with 0% before the course).
- **100% of our Speak the SDGs course participants are now confident to talk about their organization's work as it relates to the SDGs** and 94% understand how their organization can play an active role in SDG implementation in their country.

Our capacity-building work impacts individual advocates, organizations, and the global women's rights movement.

HOW AN ONLINE COURSE WORKS

LEARN

Videos

A video presents content and introduces key concepts for each module. Participants can download or stream the videos on YouTube. Text versions of the videos are provided for those who can't access videos.



Readings

Other resources like case studies, articles or blogs, online videos, short reports, or fact sheets help participants contextualize the material.



PRACTICE

Activities

Activities allow participants to apply new knowledge and skills. These are submitted to the discussion forum each week to share with others.



DISCUSS

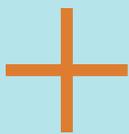
Discussion

Participants use the course discussion forum and live chats to share reflections, questions, and activity outcomes with other participants.



Office Hours

Each week, the course facilitator holds open office hours to speak by phone or online chat. During this time, participants can review feedback on activities, ask questions, or discuss the material.



Feedback

Feedback surveys provide the course facilitator with information on how participants find the structure and content, how they are meeting learning objectives, and how to improve the course.



HOW A WORKSHOP WORKS

Women Thrive Alliance in-person national workshops enable members to build targeted skill-set to support their advocacy for SDG5. Workshop content is co-created with local members to meet their needs, advocacy goals, and context.

Women Thrive implements collaborative workshops centered around the expertise of national advocates. Activities include role-plays, interactive exercises, learning games, small-group discussions and problem solving, case study analysis, mapping, and presentations by local and national advocates. Add-on modules contextualize theories, strategies, and content further to address different issues, age groups, and audiences.

When applicable, a follow-up workshop can be held to support an ongoing campaign or assess and build on progress. A virtual learning workshop is convened at the end of the campaign to share lessons with other members from different countries.