

Write to Learn and #BecauseOfSchool

Creating a global buzz on education for all

RESULTS
the power to end poverty

Write to Learn – every child has the right to a quality education



Write to Learn is a campaign which has been created by RESULTS, Plan UK, and the Global Poverty Project, to generate mass public pressure on the UK Government to make a pledge of £525 million to the Global Partnership for Education (GPE) at its upcoming replenishment in June.

Now that we have a clear ask of the UK Government we wanted to get together and make a unified call to action to demonstrate broad public and civil society support for the UK pledge.

The campaign is being run through globacitizen.org. An initiative of the Global Poverty Project, Global Citizen is an online campaigning platform that creates diverse opportunities for people to take coordinated online action.

We're asking you to email Justine Greening through the platform and then to share the content on the site with as many people as possible.

Follow this link globacitizen.org/writetolearn to read up on the campaign and take action. **You'll need to create an account.** If you don't want to create an account, simply send a letter to Justine Greening by hand.

Because of School

In order to create a positive environment for governments around the world to make bold, ambitious pledges at the GPE replenishment we realised we needed a unifying campaign action that shows the enormous power that education can have to change lives. Together with our Write to Learn partners we have come up with the **#BecauseOfSchool** campaign.

We may take our education for granted, but if you think about where you are now, and where you would be if you had never been to school, you'll quickly realise the enormous impact those years of learning have had on your life.

We want people all over the world to share the many ways in which school has changed their lives – whether it was the start of a lifelong passion; a career; a best friend; or something else entirely, we're asking you to tell the world how your life has changed because of school.

In the UK we want to use these messages to show the Department for International Development and its Ministers that there is strong UK and global support for a fully funded Global Partnership for Education.

Through the GPE, **#BecauseOfSchool** is going to be pushed out in countries all over the world, from the UK to Afghanistan to Nigeria. It gives people everywhere the opportunity to stand up and tell their governments and the world why education is important to them.

How to get involved

- Send @DFID_UK or @JustineGreening or @lfeatherstone a message, tweet or post about what you have achieved or can achieve **#BecauseOfSchool**
- Write your **#BecauseOfSchool** message on a blackboard or notepad and take a picture and share it with @DFID_UK / @JustineGreening / @lfeatherstone
- Take a picture with your best friend from school and tweet it or upload it to Facebook - remember to use **#BecauseOfSchool**
- If you don't use Twitter, you can share the pictures on Facebook, or email them to us in the RESULTS office at felix@results.org.uk

Some Sample Tweet Ideas

.@DFID_UK #BecauseOfSchool I pursued my dream of becoming a teacher

171m people could be lifted out of poverty #BecauseOfSchool @JustineGreening

#BecauseOfSchool I learnt to play football and I love it! @lfeatherstone

A child whose mother can read is 50% more likely to live past age 5 #BecauseOfSchool

I learned maths and went on to become an economist #BecauseOfSchool

