

PETITION - OFFLINE

What is the petition asking?

- Renewed commitments to child rights - putting children first. Signatures will be handed over to world leaders in November 2019 -- the 30th Anniversary of the Convention on the Rights of the Child-- calling on them to fulfil the rights of every child now and for future generations.

What is the aspiration?

- To secure government leader recommitments to children's rights through policy creation or renewed ratification of the CRC, by galvanizing the global community to take action for children. Additionally, UNICEF will use this petition to reach new audiences including children and young people across the globe for continued engagement, including lead generation for future fundraising, advocacy or communications purposes.

Why a global petition?

- By leveraging global audiences and a consistent tool across country markets, we want to promote an advocacy message to existing UNICEF supporters and generate as many new leads as possible by collecting supporter information, for markets to access and use for further advocacy, fundraising and communications objectives. By activating globally, we can leverage our global reach and provide a mechanism for countries to promote - be it promote the global activation, or replicate in their own market on their own channels.

How to use the petition offline:

- An offline version of the petition can be used at World Children's Day activations happening offline, including any events with government, partners, schools and businesses. We encourage countries to coordinate high-level signature photo-op moments during these, or other related events. These can include Heads of State, Ministers, Ambassadors and Influencers, etc., and be a nice media moment to encourage the public to take part. The total number of signatories can be tallied and sent to wcd@unicef.org to be added to the global total. Please also send the photos of high-level signings of the petition and any petition handover moments to wcd@unicef.org.

Other Resources:

- [World Children's Day Toolkit](#)
- [World Children's Day Digital Pack](#) (outlining online petition journey)
- [World Children's Day Digital Assets folder](#) (including web, social media and petition)
- [World Children's Day WeShare folder](#)
- High-Resolution Photo



unicef 

WORLD CHILDREN'S DAY

WE WANT TO BUILD A WORLD WHERE EVERY CHILD IS LEARNING, SAFE FROM HARM AND ABLE TO FULFIL THEIR POTENTIAL, AND WE KNOW YOU DO TOO.

Take action and tell world leaders that you want every child to have their rights fulfilled and that these rights are non-negotiable.

JOIN US ON WORLD CHILDREN'S DAY

Sign the petition and [Go Blue](#) to show world leaders that you believe in a brighter future for every child, and help UNICEF make that future a reality.

Children have their rights denied every single day.

303 million children and youth are out of school, 650 million girls and women were married before their 18th birthday and last year, 5.4 million children died from mostly preventable causes before their 5th birthday.

It's time to put children back on the agenda. It's time to put children first.

Your signature will be handed over to world leaders on 20 November 2019 -- the 30th Anniversary of the Convention on the Rights of the Child-- calling on them to commit to fulfilling the rights of every child now and for future generations.

