This Interactive toolkit aims to equip you with the tools and strategies needed for the ongoing #BringBackOurGirls movement.

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**All interactive links are in blue color**
Introduction

Welcome to the Act4Accountability #BringBackOurGirls toolkit. We created this toolkit to assist in your advocacy and organizing efforts regarding the Bring Back Our Girls movement and the kidnapped Chibok girls in Borno, Nigeria.

These materials have been produced as part of our effort to connect activists with useful tools, knowledge, and initiatives that provide crucial support in planning and implementing campaigns and actions.

While this toolkit has been designed primarily for the local partners and activists of the #BringBackOurGirls campaign, this can also be a valuable resource for activists worldwide who are keen to develop both online and offline activism.

Our Chibok Girls

On April 14, 2014, 276 schoolgirls were kidnapped from the Government Secondary School in the town of Chibok in Borno State, Nigeria. Several armed individuals, now known to be members of the terrorist group Boko Haram, arrived at the school under the false pretense of protecting the school from an impending attack. Some of the insurgents reportedly wore army camouflage, thus initially convincing the girls to believe they were being taken to a safe location.

Despite the early warning of a possible Boko Haram attack, the local police force failed to act swiftly and were also attacked by Boko Haram. Initially, the Nigerian government dismissed reports of the abductions, even declaring it as political fabrication. Two days after the abduction, on April 16, the Nigerian Armed Forces claimed to have rescued 100 of the missing girls, but that statement turned out to be false.

In the aftermath, April 15 - 20, 2014, 53 of the abducted girls successfully escaped and returned to Chibok to share their stories. This kidnapping and the slow official response sparked unprecedented local and international outrage that forced the former President of Nigeria to publicly acknowledge the tragedy a full 2 weeks after the initial capture. Currently, 219 girls are still missing, while many reports claim that members of Boko Haram forced the girls into non-consensual marriage and trafficked them across country lines.
On April 14th 2016,

219 GIRLS WOULD HAVE BEEN MISSING FOR 2 YEARS

SO...

What Will You ACT4?

**Online**
- Donate to the Cause
- Write Letter
- Take on Social Media
- Become an Act4 Igniter

**Offline**
- Donate to the Cause
- Activist Recruitment
- Attend and Document an Event
- Become an Act4 Activator
In This Chapter,

You will find a complete toolkit and information on how you can help us to keep the #BringBackOurGirls movement alive. We created this interactive toolkit to inspire you to encourage others to do the same.
Become an ACT4 Igniter

E-Activist
An ACT4 Igniter is an individual who utilizes digital communication technologies to act for human rights. ACT4 Igniters use social media, photos, videos, email, blogs, and mobile phones to organize, mobilize, and inspire their networks around issues related to the #BringBackOurGirls movement and other human rights atrocities in Nigeria.

Change Maker
You are an independent and valuable resource for highlighting acts of corruption and amplifying the call for accountability. By using this toolkit, you will have the ability to voice our shared concern in a creative and effective way, while maintaining a consistent and unified message. You will play a key role in protecting human rights. YOU WILL MAKE A DIFFERENCE.

Volunteer as an ACT4 Activator

Events Organizer
An ACT4 Activator dives into their networks in order to mobilize them around critical violations of accountability and transparency. By becoming an ACT4 Activator, you can organize or host an event in your local community. With your help, your in-person advocacy events will complement and enhance the social injustices campaigns that ACT4 champions.

Translator
As an ACT4 Activator, you can use your foreign language skills to boost the reach of our activism. We are always seeking translators to interpret our campaigns from English to other languages (especially African languages) in order to raise awareness of human rights issues across borders.

Igniters and Activators will have an access to:
- Toolkits for any ACT4 campaigns
- Up-to-date news and information
- Photos, videos, widgets and other ACT4 digital resources
- Full support of the ACT4 team

To sign up as an ACT4 Igniter or ACT4 Activator, please contact us at:
info@Act4Accountability.com
Demands

The Nigerian Federal Government and Armed Forces be accountable to act with immediacy and transparency, particularly regarding the rescue and rehabilitation of the Chibok girls and the prevention of future humanitarian crises against women and girls.

These are our demand:

Reintegration

Provide rehabilitation services, such as counseling and healthcare, to all abducted girls who have escaped or been rescued.

Public Safety

Bolster school security to ensure the protection of schoolchildren and curb future abductions.

Adopt and implement the Verification, Authentication, and Reunification System (VARS), which includes establishing a Missing Persons Register, designed by the #BringBackOurGirls advocates in Abuja.

Create a national communication platform that informs the public on safety measures being taken to protect Nigerian citizens from escalating violence.

Justice

Pass the Gender and Equal Opportunity Bill, which promotes women’s freedom of movement, female economic activity, and girls’ access to education.

Prosecute Boko Haram militants for their crimes against humanity and provide witness protection to Chibok girls who testify against their captors.
How We Get the Demands Heard?

We will not cease our advocacy in support of the missing Chibok schoolgirls and we hope that you will do the same.

Act4Accountability continues to push the issue in the United States along with our partners here and in Nigeria. Together, we will do everything in our collective power to ensure that the world does not forget.

Stand in solidarity with the schoolgirls’ families and join us in renewing the call to rescue them, now!

#HopeEndures  #BringBackOurGirls  #BBOGDC

Donate
Contribute to our ongoing advocacy work
Give toward our School-In-A-Bag kit fundraiser for the internally displaced children in Northern Nigeria.

Renew Your Call
Write a Letter or Sign our petition to key officials in Nigeria and abroad, and share your actions with your friends.

Write
Tweet to President Muhammadu Buhari, Vice President Yemi Osinbajo, Nigerian Emergency Management Administration (NEMA), Nigerian Armed Forces, and Nigerian National Assembly, and urge them to ensure that the Chibok Girls, as well as all other persons abducted by Boko Haram, are rescued and reunited with their families.

Hold Officials Accountable
Call the Nigerian Embassy in your country and ask them what they are doing to rescue the Chibok schoolgirls and other Boko Haram victims, assist internally displaced peoples, and prevent future Boko Haram attacks. A full list of Nigeria’s Foreign Missions can be found here (Site best viewed in Firefox or Internet Explorer). In addition, contact representatives in your government and ask them to put pressure on their colleagues in the Nigerian government.

Mobilize
Become one of thousands of activists around the world by holding an event in your local community. Check our toolkit to find materials to help you get started.

Lend your support to the original Bring Back Our Girls campaigners in Abuja, Nigeria. Visit their website to learn more about their unwavering dedication and to find out what you can do to amplify their work.

Re-ignite the Global Call
Remind the world that you have not forgotten Chibok’s girls by flooding social media with the call to #BringBackOurGirls. Click here for suggested messages and share these images on all your networks!
Dear Mr. Balogun, 

Washington, D.C 20008

I am writing to express my concern over the still missing girls from Chibok, Borno State who were abducted on April 14, 2014 from their government school. As you know, 219 girls were abducted and 57 of them escaped on their own. To date, the whereabouts of the other 219 remains unknown. Reports indicate that they remain in the hands of Boko Haram terrorists, who may marry them off for as little as $12 each, traffic them across borders against their will, or use them as suicide bombers to carry out terrorist attacks. Since the infamous Chibok abduction of 2014, many more women and girls have been kidnapped by Boko Haram terrorists, who may marry them off for as little as $12 each, traffic them across borders against their will, or use them as suicide bombers to carry out terrorist attacks. 

Villages in the northeast, like Baga, are utterly decimated by constant and insurmountable violence. Villages are burned, crops destroyed, and entire communities destroyed. The group quickly escalated into the deadliest terrorist organization in the entire world. Villages in the northeast, like Baga, are utterly decimated by constant and insurmountable violence. Women and girls suffer the most from this brutality, because, not only could they die, but their gender makes them targets for physical abuse, sexual assault, and even trafficking.

I implore you to do all that is within your power to end this nightmare for the families of the missing girls and the citizens who continue to suffer under the Boko Haram insurgency. Please urge the President, Muhammadu Buhari, and Minister of Defense, Brig. Gen. Mansur Dan- Ali, to prioritize a rescue mission which considers all possible options, including negotiations, to ensure the release and rehabilitation of the Chibok Girls and the thousands of others who remain in captivity.

Although I write this letter with a heavy heart, I believe that #HopeEndures.

Sincerely,

[Your Name]

[Address]

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**Letter**

**To: President Muhammadu Buhari**

Embassy of the Federal Republic of Nigeria

Chapter 2 | Write Letter

**Letter writing is one of the most intimate, direct and personalized method of communication. Letters do not have to be long or detailed. Below are two templates letter that you can download; one being addressed to the Embassy of the Federal Republic of Nigeria; the second being addressed to the president of Nigeria: President Muhammadu Buhari.**

Embassy

Click Here

President

Click Here

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**Embassy**

**President**

**Closing**

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**To: President Muhammadu Buhari**

I am writing to express my concern over the still missing girls from Chibok, Borno State who were abducted on April 14, 2014 from their government school. As you know, 219 girls were abducted and 57 of them escaped on their own. To date, the whereabouts of the other 219 remains unknown. Reports indicate that they remain in the hands of Boko Haram terrorists, who may marry them off for as little as $12 each, traffic them across borders against their will, or use them as suicide bombers to carry out terrorist attacks. This policy is an abhorrent assault on the fundamental rights of these girls to be rescued and reunited with their families!

Since the infamous Chibok abduction of 2014, many more women and girls have been kidnapped by Boko Haram. Because Boko Haram has not abandoned its strategy or method, the group quickly escalated into the deadliest terrorist organization in the entire world. Villages are burned, crops destroyed, and entire communities destroyed. Women and girls suffer the most from this brutality, because, not only could they die, but their gender makes them targets for physical abuse, sexual assault, and even trafficking.

I implore you to do all that is within your power to ensure the return of their daughters.

Sincerely,

[Your Name]

[Address]
Social Media

We use Facebook, Instagram and Twitter, to communicate with our supporters and to help with our civic engagement.

How?
The beauty of social media is that you can be as creative as you want:
- Write a poem to your wall or feed.
- Compose and record a song or video and share it on your page.
- Forward Act4Accountability links to your network.
- Always tag your post with #HopeEndures, #BBOGDC and/or #Act4Accountability

Where?
Facebook
- https://www.facebook.com/Act4Accountability/
Twitter
- https://www.twitter.com/Act4Account/
Instagram
- https://www.instagram.com/Act4Accountability/

Useful Links

Act4Accountability Main Links

The Act4Accountability main website:
www.act4accountability.com

To Donate
www.act4accountability.com/donate/

To Get Involved
www.act4accountability.com/getinvolved/

Act4Accountability Communities and Partner Links

To Donate To School-In-A-Bag Campaign

BringBackOurGirls Event
www.bringbackourgirls2years.eventbrite.com/

BringBackOurGirls Nigeria
www.bringbackourgirls.ng/