#WithRefugees Campaign 2016
As war forces record numbers of people to flee their homes, there is an urgent need for greater solidarity and a bold response from governments.

#WithRefugees

THE CHALLENGE
The High Level Meeting on Refugees and Migrants at the UN General Assembly 2016 in New York this September offers a vital opportunity for ordinary people to influence the fate of refugees by standing together and demanding action from world governments.
Mobilize the public, civil society and the private sector to support a common goal of solidarity with refugees

Influence governments at the UNGA to do their fair share to find bold solutions for refugees

Increase empathy and solidarity with refugees over the long-term and find bold solutions to the global crisis
Create a groundswell of public, corporate and civil society support:

- **Build empathy** through powerful stories reinforcing the common bonds, hopes and dreams we all share
- Ask audiences to **show solidarity by signing a petition to world leaders** at the summit
- Use a sustained media and social media campaign to **maintain engagement**
‘Stand in solidarity with refugees’

By signing the #WithRefugees petition calling on world leaders to ensure that:

- Every refugee child gets an education
- Every refugee family has somewhere safe to live
- Every refugee can work or learn new skills to make a positive contribution to their community

By sharing stories and showing support on social media
A three month media and social media campaign with peaks on **WORLD REFUGEE DAY 2016** and the **RIO OLYMPICS** to capitalize on public interest.

Backed by a broad coalition of NGO, civil society, media and corporate partners.

High profile supporters and Goodwill Ambassadors: public service announcements, social media actions, and public platforms.

Activating supporter networks, building hashtags (#WithRefugees), sharing bespoke content, developing shared identities for supporters.

High profile petition hand-in event in New York
Help us spread this campaign across the world

• Engage staff and customers – share stories from the campaign and encourage them to sign the petition and share further.

• Use the #WithRefugees toolkit: digital banners, social media assets, posters and retail display materials.

• Use owned social media channels or paid advertising space to declare support for the campaign ‘[Organisation] stands #WithRefugees, please stand with us.’

• Senior spokespeople as public figureheads endorsing the campaign – appear in UNHCR social media activity, use public platforms to share messaging
#WithRefugees TOOLKIT

UNHCR hosted webpage: listing partners/logos and joint materials

Digital Assets: Social media covers and digital banners

Printed Assets: Posters, postcards and display roll-ups
KEY DATES

1 Jun  #WithRefugees Campaign launch
20 Jun  Global activity for World Refugee Day
5-21 Aug  Refugee team competes at Rio Olympics
16 Sep  High profile petition hand-in, New York
19/20 Sep  UN General Assembly, New York

CAMPAIGN LEGACY: Maintain support and advocacy for the refugee cause.
We stand together
#WithRefugees