

created by

**NADIA's
INITIATIVE**



**DIGITAL
ACTIVISM
TOOLKIT**



Your voice matters to

Your voice matters to **empower women in conflicts**

Your voice matters to **survivors of sexual violence**

Your voice matters to **2,700 missing Yazidi women and children**

Your voice matters to **children in conflict-affected areas**

Your voice matters to **make the world to a better place**

**TOGETHER, WE CAN
DISMANTLE THE
HIERARCHY OF VOICES
THAT HAS SILENCED US
FOR FAR TOO LONG.**

Nadia Murad

Human rights activist and recipient of the 2018 Nobel Peace Prize



1

About This Toolkit | About Responsible Activism | About Nadia Mūrād | About Nadia's Initiative | About the Yazidi community | Additional Informative Material

2

Identify Your Target Audience | How to Reach Target Audience | Identify Your Cause

3

Fundraising Tips | Social Media | Email, petitions and publications | In-person events

4

Justice | Genocide Prevention | Sexual Violence Prevention | Modern-Day Slavery | Post-conflict Redevelopment

TABLE OF CONTENTS



INTRODUCTION TO

DIGITAL TOOLKIT

One of the biggest benefits of using digital tools for positive change is the ability to connect with a large community. Digital activism allows activists to garner virtual support and create inclusive campaigns. The interconnected nature of social media platforms, such as Facebook and Twitter, easily lends them to information sharing. Digital tools can be utilized for advocacy or fundraising purposes.

In today's digital landscape, activism is accessible to everyone at any time, but the necessary tools and skills often appear too abstract. This toolkit aims to equip you with comprehensive resources, advice, and ideas to get you started on your journey to advocate for a cause you are passionate about.

Nadia's Initiative (NI) is a community-driven, survivor-led international organization that focuses on empowering women, survivors of conflict-related sexual violence (CRSV), and marginalized communities. We believe our supporters can play a significant role in amplifying the voices of survivors of genocide and CRSV by supporting our work, demanding justice and accountability, and encouraging legislative change that will lead to a more equitable world. We believe in responsible activism. That is why we have put together a toolkit to assist you with your digital activism. The NI toolkit includes:



General information

Information about Nadia's Initiative and the Yazidi community in Iraq



Digital material

Material, such as NI's brand kit, templates, logos, and banners



Campaign information

Information about our different causes and how to link your campaign to NI's work



Resources

Resources that provide more information on digital activism to ensure a successful campaign



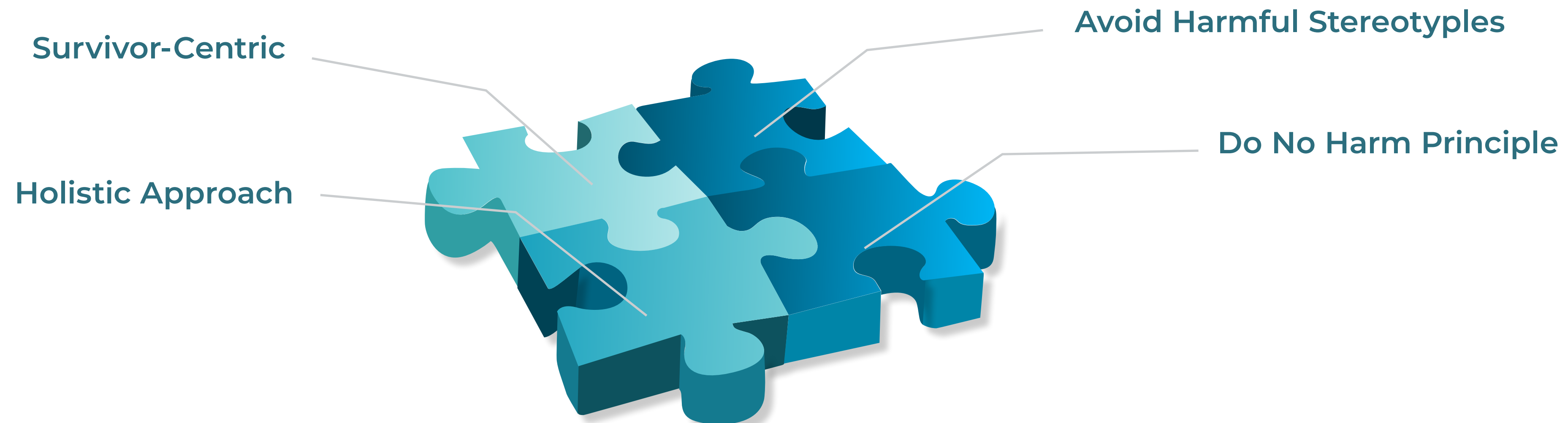
Ideas and suggestions

Ideas for online campaigns, in-person events, and activities

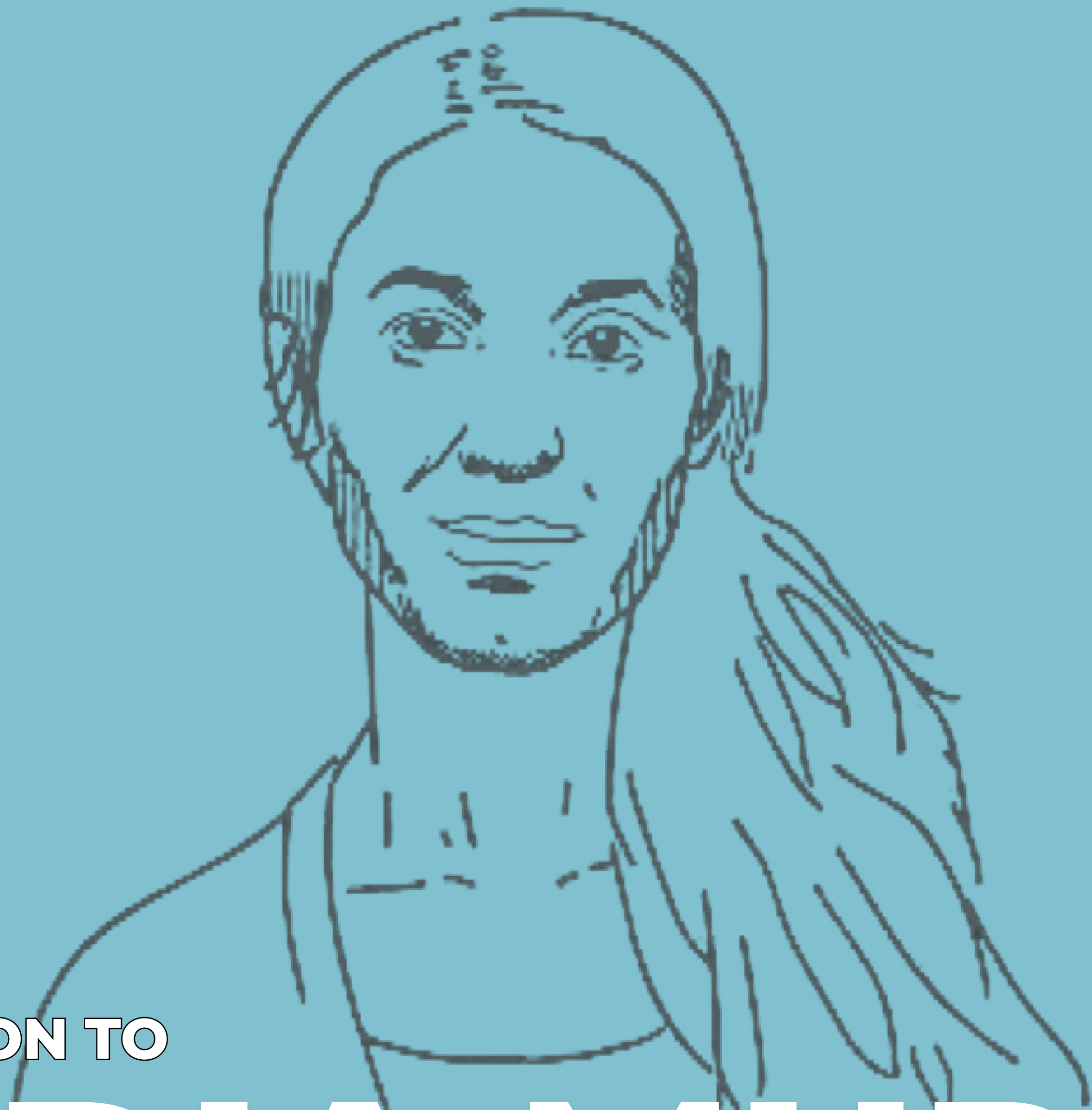
ABOUT THIS TOOLKIT

Activism is about amplifying the voices of survivors. Responsible activism encourages activism that supports and empowers survivors instead of speaking over or undermining them. NI wants to ensure your work to support vulnerable groups and survivors is ethical and avoids reinforcing harmful stereotypes and stigmas. NI is uniquely positioned to empower survivors of genocide and sexual violence to play an active role in the peacebuilding process, and activism campaigns should reflect that goal and the voices of survivors. We are committed to creating a community of responsible activists who utilize research to ensure their content is informed, survivor-centric, and aligned with the 'Do No Harm' principle.

Yazidis have been persecuted for centuries based on prejudices, false information, and harmful stereotypes attached to their religion and cultural traditions. NI emphasizes a holistic approach to post-conflict redevelopment that not only counteracts the ongoing destruction and violence against the Yazidi community, but also raises awareness about the uniqueness of Yazidi culture and religion. Your actions should aim to reflect that goal.



RESPONSIBLE ACTIVISM



INTRODUCTION TO

NADIA MURAD



Nadia Murad, Nobel Peace Prize Laureate and UNODC Goodwill Ambassador, is a leading advocate for survivors of genocide and sexual violence. Nadia's peaceful life was brutally disrupted in 2014 when ISIS attacked her homeland in Sinjar to ethnically cleanse Iraq of all Yazidis. Since Nadia's escape from ISIS captivity, she has shared her story to raise awareness of ISIS and its genocidal campaign against the Yazidi people. She has become a powerful advocate for women in conflict settings and survivors of sexual violence worldwide.

Much of Nadia's advocacy work is focused on meeting with global leaders to shed light on the continued plight of the Yazidi people and the need for justice for survivors of sexual violence. Nadia is the President and Chairwoman of Nadia's Initiative, which actively works to persuade governments and international organizations to support the sustainable re-development of the Yazidi homeland. Nadia is the author of her memoir, ***The Last Girl: My Story of Captivity and My Fight Against the Islamic State.***

[Purchase Nadia's book in English](#)

[Purchase Nadia's book in Arabic](#)

NADIA MURAD



INTRODUCTION TO

NADIA'S INITIATIVE

NI is dedicated to rebuilding communities in crisis and advocating globally for survivors of sexual violence. NI's current work is focused on the sustainable re-development of the Yazidi homeland in Sinjar, Iraq, where Nadia Murad grew up. When the so-called Islamic State (ISIS) launched their genocidal campaign, they not only killed and kidnapped Yazidis, but also destroyed the Yazidi homeland to ensure the community could never return.

NI works with the local community and a variety of implementing partners on the ground in Sinjar to design and support projects that promote the restoration of education, healthcare, livelihoods, WASH (water, sanitation, and hygiene), and women's empowerment in the region. All NI programs are community-driven, survivor centric, and work to promote long term peace-building. NI advocates governments and international organizations to support efforts to rebuild Sinjar, seek justice for Yazidis, improve security in the region, and support survivors of sexual violence worldwide.



NADIA'S INITIATIVE



INTRODUCTION TO

YAZIDI COMMUNITY

The Yazidis are a minority indigenous to Mesopotamia, united by their ethnic and religious identity. An ancient monotheistic religion, Yazidism shares elements with other Middle Eastern traditions but is set apart by its prayer rituals, a belief in reincarnation, and the central role of the Peacock Angel, Tawusi Malek, who is worshiped as messenger to the Yazidi god. It is because of these unique tenets of their faith that Yazidis have been persecuted for centuries. Yazidi history recounts seventy-three instances of genocide - the latest of which was conducted by ISIS in 2014. The constant threat of persecution led many Yazidis to settle in the northern region of Iraq (namely Sinjar), where the mountainous terrain provides some protection. The 2014 genocide has been characterized by widespread destruction, strategic killings, and abductions, as well as the systematic use of sexual violence as a weapon of war against the Yazidi community.

SINJAR, YAZIDI HOMELAND

400,000+

FORCED TO FLEE THEIR HOMES

6,500+

WOMEN AND CHILDREN ENSLAVED



5,000+

MEN AND THE ELDERLY MASSACRED

200,000

STILL INTERNALLY DISPLACED
IN NORTHERN IRAQ

YAZIDI COMMUNITY

MESOPITAMIA
small indigenous minority community united by their ethnic and religious identity

73 GENOCIDES
Due to their unique and often misunderstood religious beliefs, Yazidis have been subjected to violence and discrimination throughout history.

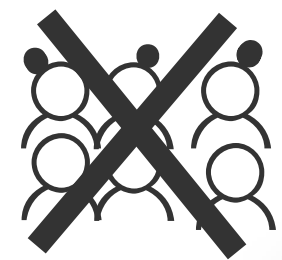
NORTHERN IRAQ
small indigenous minority community united by their ethnic and religious identity

BREIF HISTORY OF YAZDIS IN IRAQ

400,000+
YAZIDIS DISPLACED

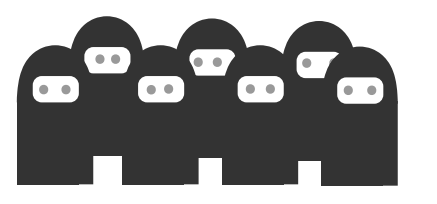
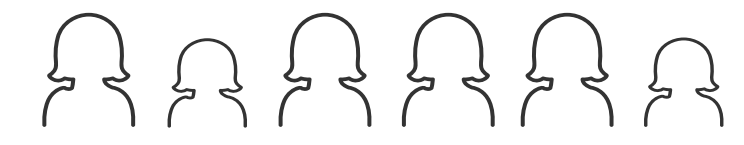


5,000+ MEN & ELDERLY WERE KILLED



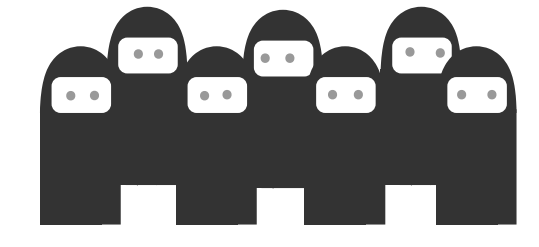
2014 GENOCIDE

In August 2014, ISIS militants undertook a strategized genocidal campaign to ethnically cleanse Yazidis from existence.

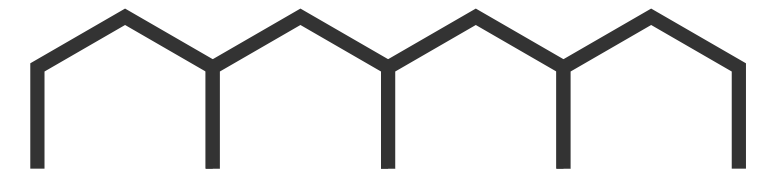


6,500+ WOMEN & CHILDREN WERE ENSLAVED

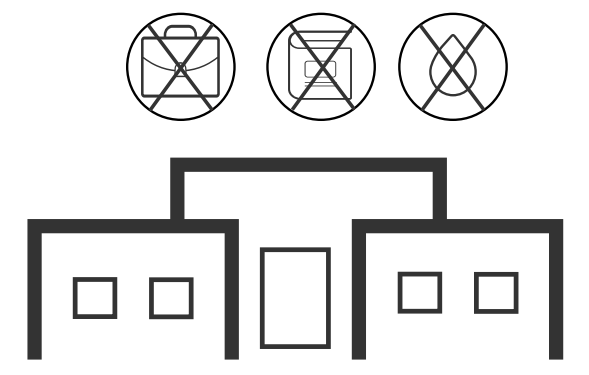
2,700 WOMEN & CHILDREN
REMAIN MISSING IN CAPTIVITY



200,000 STILL INTERNALLY
DISPLACED IN NORTHERN IRAQ

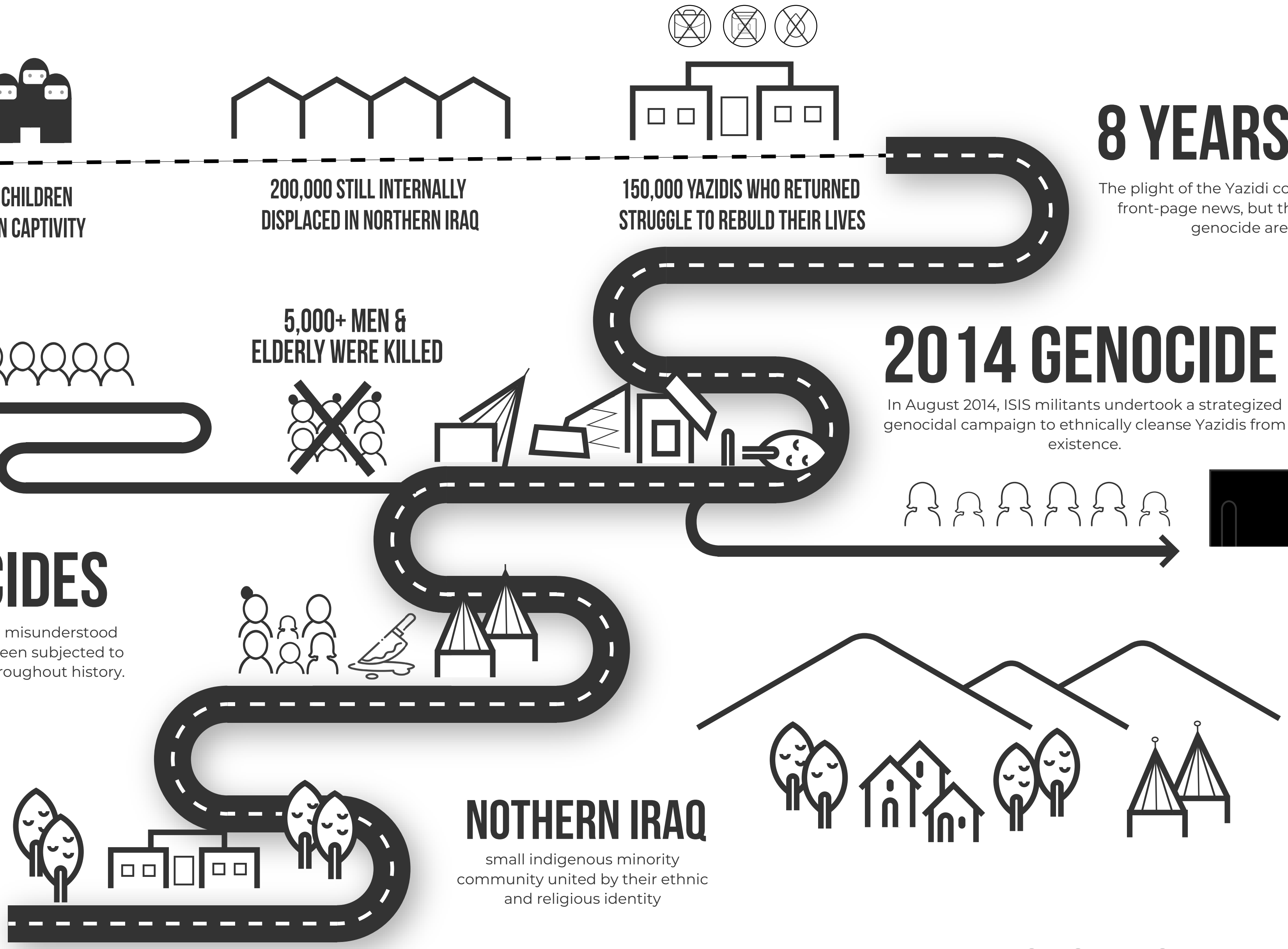


150,000 YAZIDIS WHO RETURNED
STRUGGLE TO REBULD THEIR LIVES



8 YEARS LATER

The plight of the Yazidi community is no longer front-page news, but the consequences of genocide are ongoing.





MORE INFORMATION



Outraged by the Attacks on Yazidis? It Is Time to Help.



My People Were Massacred Over Five Years Ago, the Genocide Continues.



“I am a Survivor of Islamic State Violence. Don’t Forget Us.”



Seeking Justice and Dignity for Survivors.



Prioritizing ISIS Over Survivors?



UN Security Council Should Stand in Solidarity with Survivors of Rape in Conflict.



I was an ISIS sex slave. I tell my story because it is the best weapon I have.



We must protect women during coronavirus lockdown and beyond.



Yazidis have been forgotten during COVID. They need justice, jobs, and a return home.



America, Take a Stand for Yazidis.



ISIS slaughtered my Yazidi community. We don’t want your pity-we want justice.



LET'S GET STARTED!

STEP 1

**IDENTIFY
YOUR
TARGET
AUDIENCE**



To make your activism campaign as effective and appealing as possible, it is crucial to identify who you want to reach and how you can adapt your campaign to people of different ages and backgrounds. Children and young adults often have an entirely different background knowledge than students and young professionals. Age is a crucial factor for deciding on effective methods and tools, as well as the level of difficulty of the material you will use.

When working with young people, engaging digital campaigns are often most effective, while adults may be best reached through in-person events. Take, for instance, the example of an audience of political science students in contrast to your neighbors who work in professions unrelated to NI's work. These two audiences' contextual knowledge, as well as their financial capacities and availability to support NI are going to differ decisively. Working professionals may not have as much time to spare to participate in advocacy campaigns but may be more willing to support NI financially, while students often have limited financial resources but are motivated to organize events on their own. Take these considerations into account when thinking about how you want to approach your campaign.



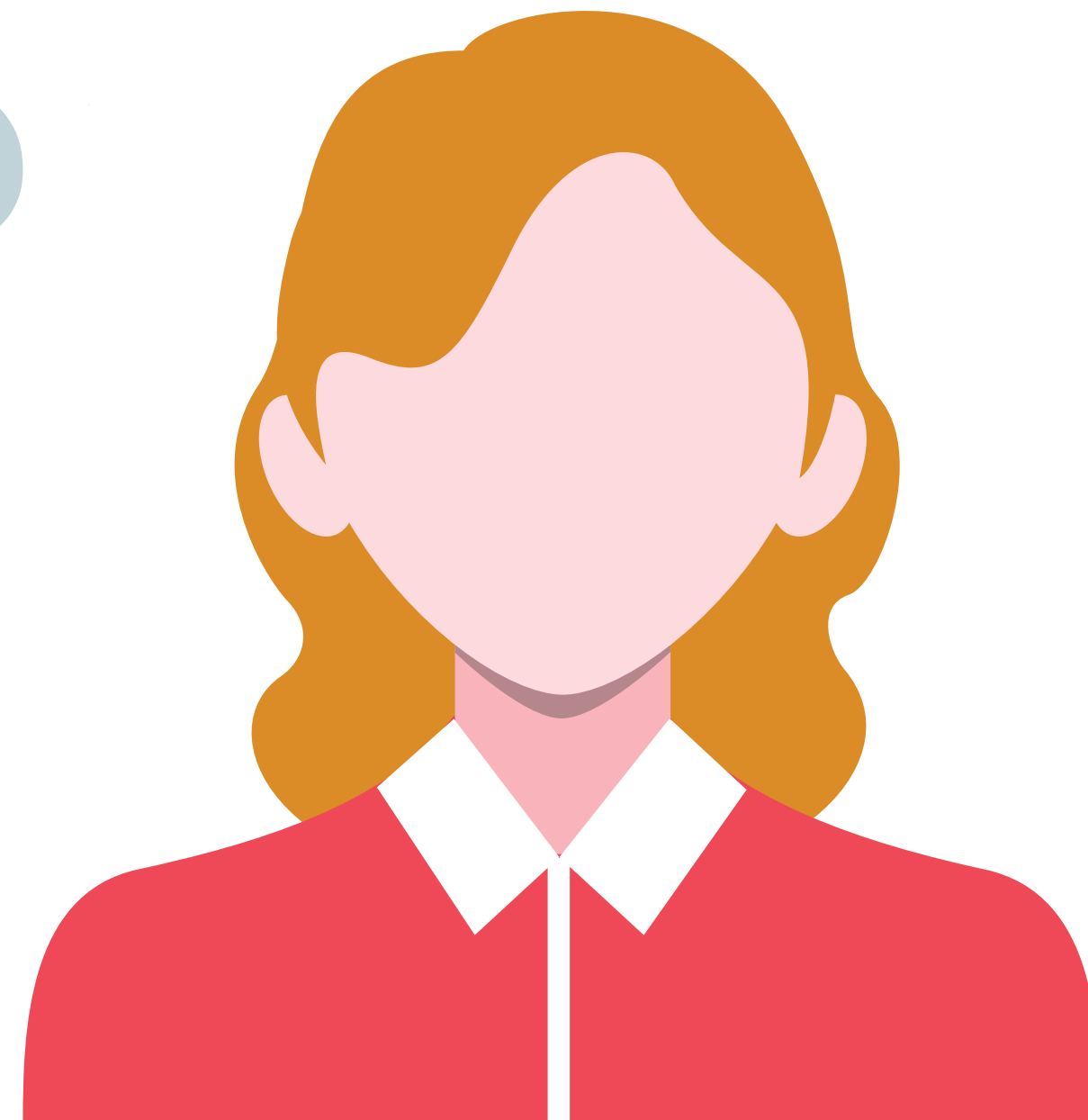
TARGET AUDIENCE

What is the age range of my target audience?



Which platforms are mostly used by my target audience?

What is their prior knowledge about the Yazidi community and the work of NI?



What resources does my target audience have? (time, financial means, political influence)

QUESTIONS TO ASK YOURSELF

STEP 2

HOW TO REACH TARGET AUDIENCE



When you have identified your target audience, it is important to brainstorm how you can reach and engage as many people as possible. The possibilities of activism are seemingly endless, with a broad range of technologies and information available. Due to this, it is of great importance to determine what tools are accessible to you, so you won't get discouraged or overwhelmed.

The most affordable and accessible platforms are digital tools, such as social media. Utilizing **Instagram, Facebook**, or even emails can be highly effective in reaching a large number of people, especially since children and young adults spend a considerable amount of time on social media. If you are a student or young adult, there are many opportunities to support NI even if your financial resources are limited. Schools, universities, or youth clubs frequently sponsor activism campaigns and may have materials from previous initiatives that you can utilize. Oftentimes the resources you need are more accessible than you think and you already possess all the skills you require.



REACH YOUR AUDIENCE

What tools and platforms
are accessible to me?



Through which media
can I most likely reach
my target audience?



Do I have the
necessary skills to
utilize certain tools?

QUESTIONS TO ASK YOURSELF

STEP 3

**IDENTIFY
YOUR
CAUSE**



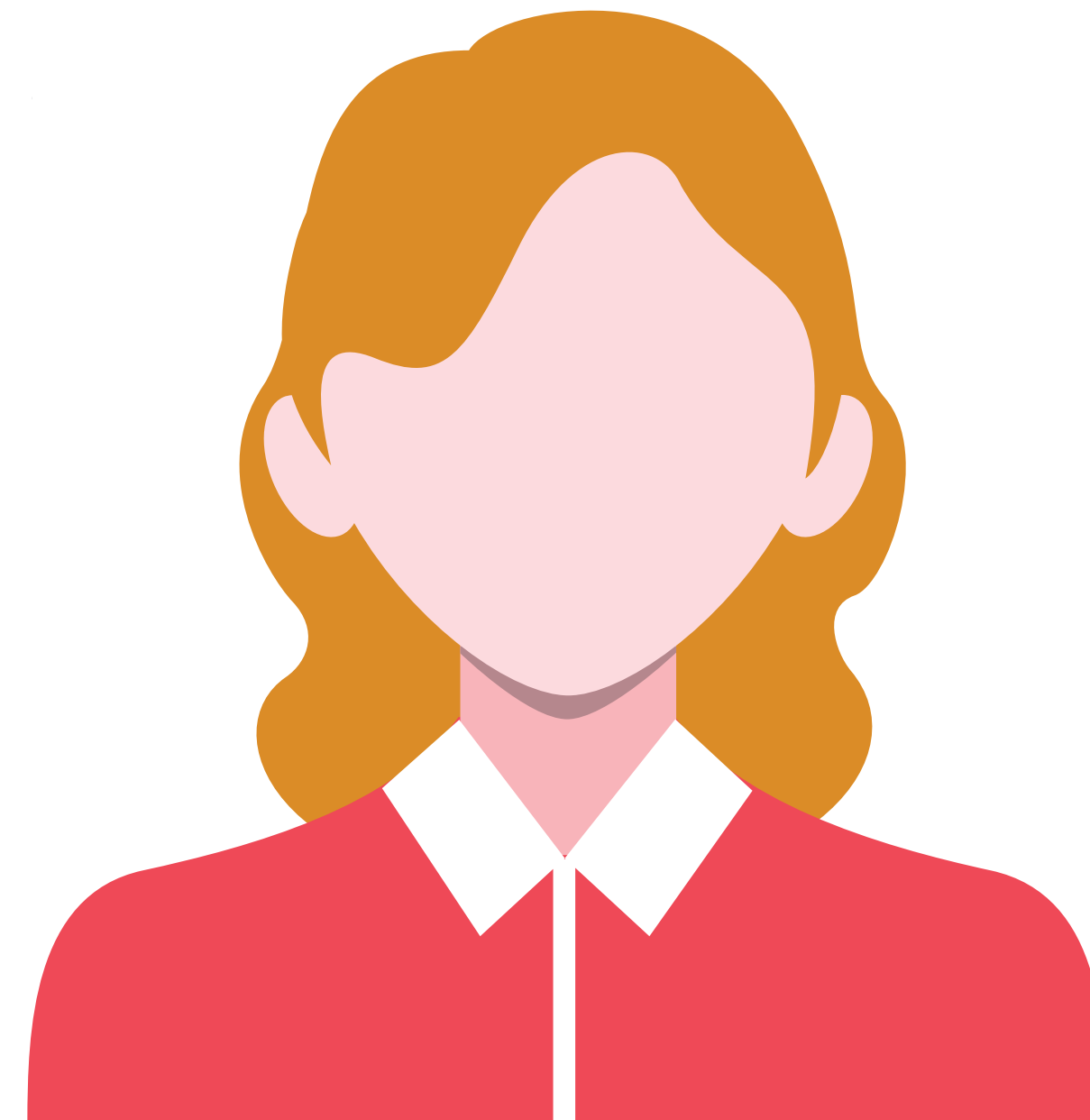
NI employs a holistic approach to its work that covers a broad range of topics, including justice and accountability for survivors, genocide prevention through recognition, prevention of sexual violence in conflict and empowering survivors, ending modern day slavery, and community-led post-conflict redevelopment. Some of these causes may resonate more deeply with your passions and activism than others. Choose the cause that you are most passionate about and tailor your activism accordingly:



How can I combine and align my passion with NI and its mission?



What is the overall cause I am passionate about and are there sub-themes I want to focus on?



What is the goal of my activism (raising money, informing the public, encouraging others to become active)?

IDENTIFY YOUR CAUSE



**Holding ISIS
Perpetrators
Accountable for
their Crimes**



**Formally
Recognizing
the Yazidi
Genocide**



**Prevention of
Sexual Violence
in Conflict and
Reparations**



**Yazidis in
Captivity**



**Holistic,
Sustainable,
Community-
Led Initiatives**

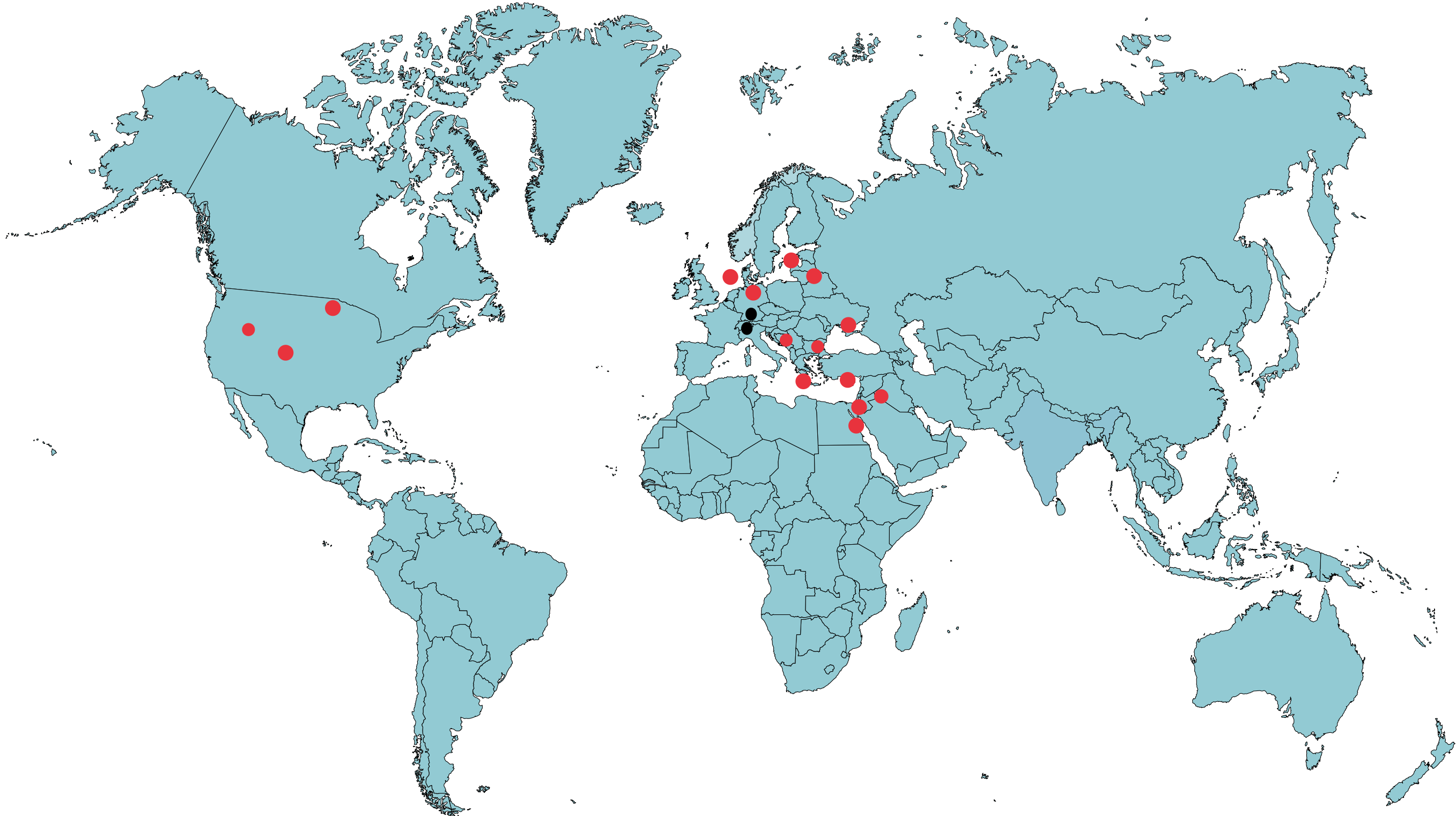
CHOOSE YOUR CAUSE



JUSTICE

NI advocates for ending impunity for ISIS perpetrators of genocide, crimes against humanity, and war crimes. Survivors have put themselves at great personal risk to retell accounts of genocide and share experiences of sexual violence. They have defied taboos and faced stigma in the hopes that authorities will hold their abusers accountable. Shamefully, the international community has widely failed to fulfill its responsibility to prosecute perpetrators.

ISIS committed crimes in broad daylight: openly boasting about their genocidal campaign against Yazidis and advertising Yazidi women and children on social media platforms to be bought and sold into slavery, where they were repeatedly subjected to sexual violence, torture, forced labor, and forced conversion. According to the UN, in 2015 approximately 40,000 individuals from over 120 countries traveled to Iraq and Syria to join ISIS' ranks.



**OUT OF 1,444
SUSPECTED PERPETRATORS**

ONLY 2

**ISIS MEMBERS HAVE BEEN CONVICTED
FOR THE CRIME OF GENOCIDE**

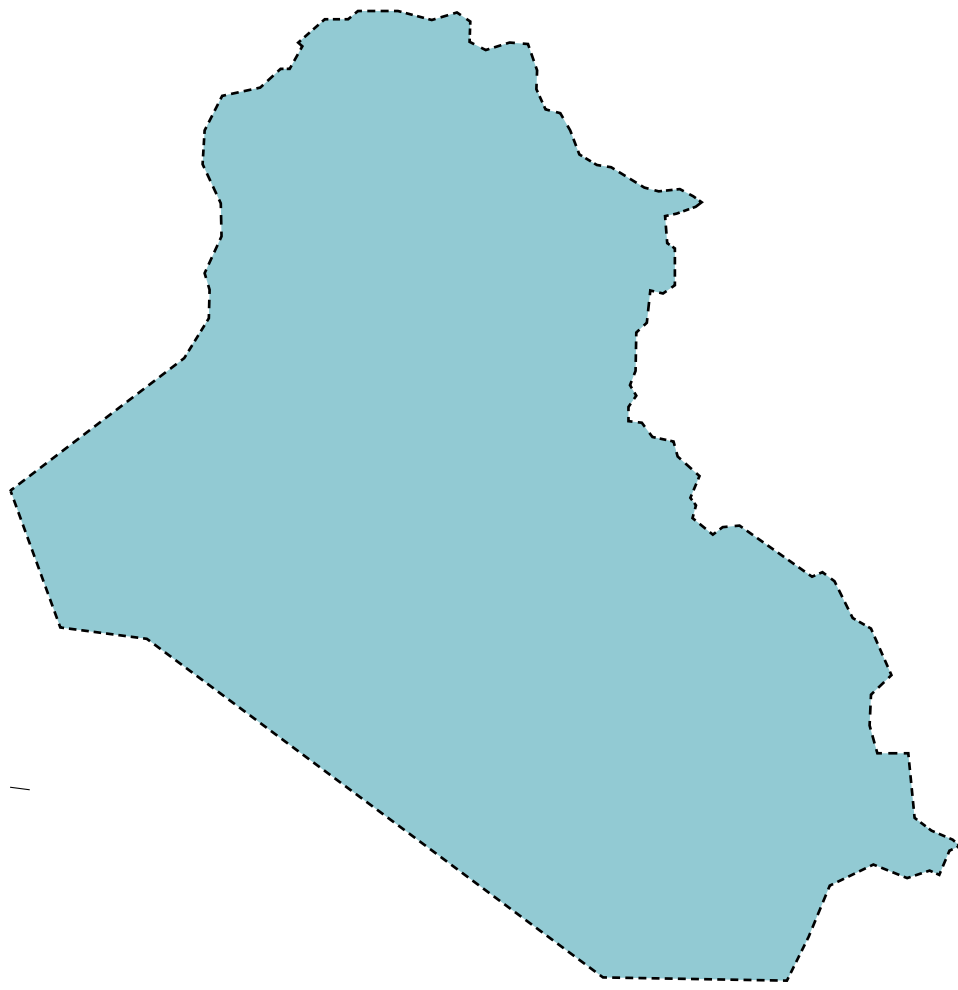
GERMANY

Germany has been leading the way in ISIS prosecutions. To date, Germany has convicted five ISIS members for atrocities committed against Yazidis. One ISIS member, Taha A.J, was the first ISIS perpetrator to be charged with the crime of genocide in the landmark decision from 2021. Taha A.J. and his wife, Jennifer W. enslaved a Yazidi woman and her 5-year-old daughter. Tragically, the 5-year-old girl was murdered when Taha A.J. chained her outside in blistering hot temperatures. These cases are milestones for holding perpetrators accountable and bringing justice to the Yazidi community. Jennifer W., and three other ISIS members who were German foreign terrorist fighters, were convicted of aiding and abetting crimes against humanity, war crimes, and genocide.

FRANCE

In France, a Paris Court of Appeal confirmed the indictment of the French multinational cement company LafargeHolcim SA ('Lafarge') for complicity in crimes against humanity committed by the Islamic State of Iraq and Syria ('ISIS') and other armed groups in Syria. This was the first time a French multinational corporation has been charged with complicity in crimes against humanity which sends a strong message that anyone involved with aiding genocide and crimes against humanity can and should be held accountable for their crimes to the fullest extent.

INTERNATIONAL PROSECUTIONS



IRAQ

Domestic prosecutions in Iraq are not sufficient to hold ISIS perpetrators accountable. Perpetrators are only charged with membership in a terrorist organization, which means the full extent of their crimes are not being prosecuted. In Iraq, any person who has membership in a terrorist organization will be sentenced to death, which does not comply with international standards. Survivors are not included in the judicial process and are unable to have their day in court or participate in trial proceedings. Iraq does not have the expertise to adequately address core international crimes and, as such, other mechanisms are needed. A UN-Iraq hybrid court has been proposed to have international experts assist with the judicial process.

Perpetrators of genocide and sexual violence cannot enjoy impunity and must be held accountable in a court of law. Accountability is key to preventing future atrocities and ensuring survivors can recover and heal. The international community must take action and prosecute core international crimes that were perpetrated against Yazidis. The Yazidi community deserves justice.

**ADVOCATE
ONLINE**

**GET SOCIAL MEDIA
MATERIALS HERE**

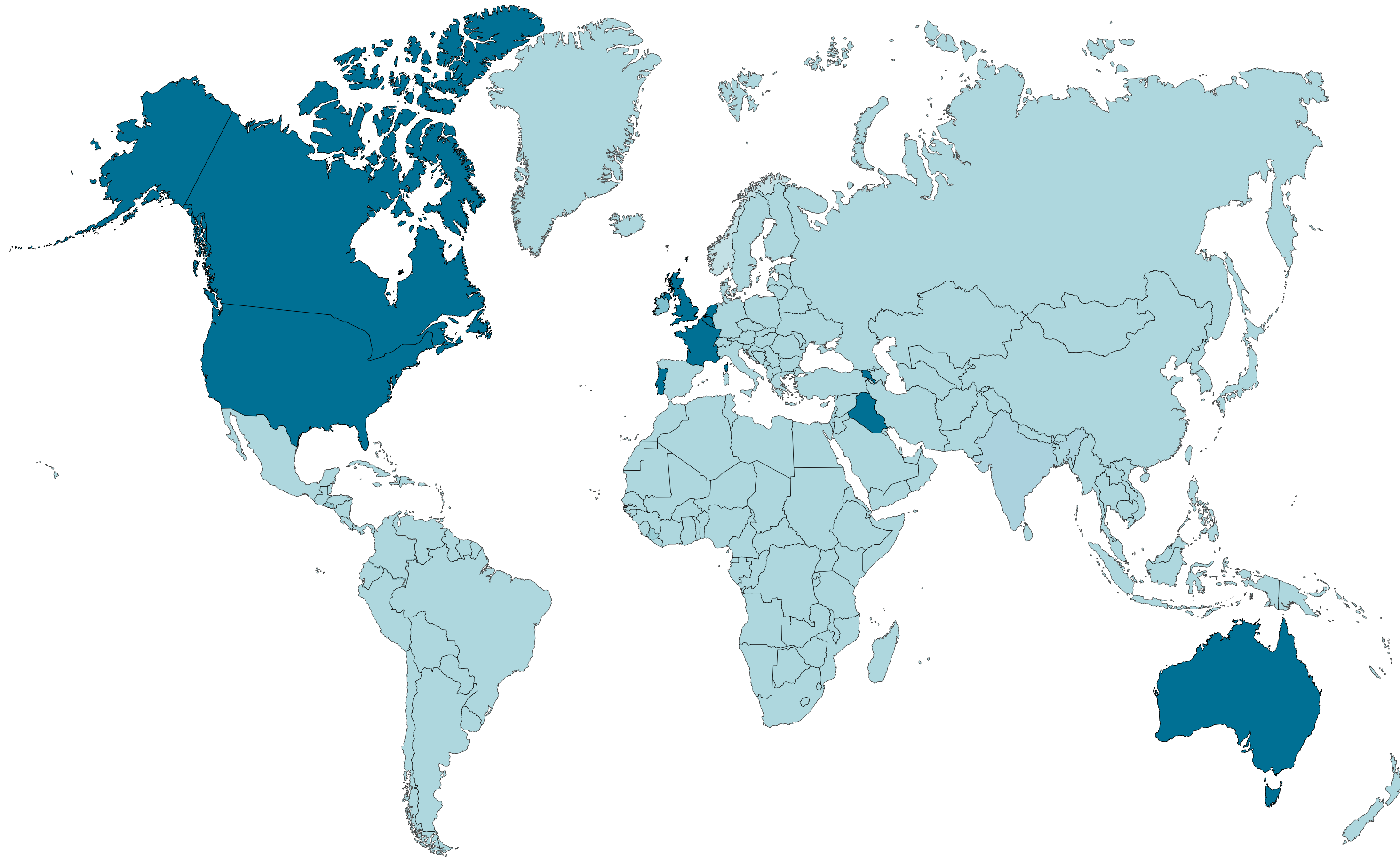
**SEND
LETTER TO
GOVERNMENT**

**DOWNLOAD THE
TEMPLATE LETTER HERE**



GENOCIDE PREVENTION

NI advocates for genocide awareness and prevention, including the formal recognition of the Yazidi genocide by nation states and international bodies. Formally acknowledging genocide is critical to preventing future atrocities, countering violent extremism, and empowering survivors to heal. Violent atrocities must not be erased, widely forgotten, or denied. Formal recognition will strengthen collective efforts to end the culture of impunity.



- 2016 UNITED STATES
- 2016 UNITED NATIONS, HUMAN RIGHTS COUNCIL
- 2016 EUROPEAN PARLIAMENT
- 2016 CANADA
- 2016 FRANCE
- 2016 UN COMMISSION OF INQUIRY ON SYRIA
- 2016 UNITED KINGDOM, HOUSE OF COMMONS
- 2017 SCOTLAND
- 2018 ARMENIA
- 2019 AUSTRALIA
- 2019 PORTUGAL
- 2021 BELGIUM
- 2021 NETHERLANDS
- 2021 IRAQ
- 2021 UNITAD
- 2022 LUXEMBOURG

#YAZIDIGENOCIDE

The international community has a responsibility to publicly and officially decry core international crimes, including the crimes of genocide and conflict-related sexual violence. Eight years have passed since the Yazidi Genocide and the crimes committed by ISIS have been extensively collected, documented, and investigated. Recognition can have a profound impact on healing, memorialization, accountability, and prevention.



**GET SOCIAL MEDIA
MATERIALS HERE**



**DOWNLOAD THE
TEMPLATE LETTER HERE**



#YAZIDIGENOCIDE



SEXUAL VIOLENCE IN CONFLICT PREVENTION

Conflict-related sexual violence is not a new phenomenon. Sexual violence has been used as a weapon of war throughout history. Yet, international law has only just begun acknowledging the full extent of sexual violence in conflict and post-conflict settings. The impact of pervasive practices like rape as a weapon of war and sexual violence during conflict extends to post-conflict situations, affecting generations of survivors and the social fabric of communities.

There is always more that could have and can be done to mitigate and prevent sexual violence in conflict. Survivors of conflict-related sexual violence must be supported with reintegration into their communities and provided with mental healthcare to address their profound trauma. Survivors often face stigma attached to rape and sexual violence. Many Yazidi survivors have children born of rape who continue to bear the brunt of being cast out of their mothers' communities.

That is why NI ensures all our work is survivor-centric. We support survivors as they speak out against the atrocities they endured. We raise awareness and fundraise to ensure survivors and children have safe environments to rebuild their lives without fear, stigma, and increased vulnerabilities due to a lack of tangible and long-term support. One way we do this is by raising awareness about the important role reparations play in post-conflict settings. Reparations are intended to provide redress to survivors, acknowledging that nothing will be enough to make up for violence they were subjected to. We make sure that survivors and communities do not feel alone and abandoned in their efforts to re-establish themselves and their lives.

**ADVOCATE
ONLINE**

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MATERIALS HERE**

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LETTER TO
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MODERN-DAY SLAVERY

Human trafficking, sexual slavery, and forced labor are anything but a thing of the past. On the contrary, modern-day slavery perpetuates some of the worst human rights violations, with very limited action being taken to address this issue. Exploitative labor, trafficking, and sexual slavery are some of the forms of modern-day slavery that still occur. 2,700 Yazidi women and children are still held in captivity under these circumstances. Rescuing these women and children should be an international priority, and the lack of continued commitment to the Yazidi cause has left survivors and the community feeling overlooked and abandoned. That's why NI is working to ensure that these women and children in ISIS captivity, ISIS-controlled prisons, or child soldier training camps are not forgotten. Their families deserve to have people fighting for and with them. No one should be subjected to modern-day slavery.

Yazidi women have experienced the worst crimes against humanity, with modern-day forms of slavery being as prevalent as ever. Every human has the right to freedom and to be free from inhuman or degrading treatment.

**ADVOCATE
ONLINE**

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MATERIALS HERE**

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#BRINGBACKTHEYAZIDIS



POST-CONFLICT REDEVELOPMENT

Conflict and genocide do not end when the international community declares them to be over. The consequences of conflict are evident and felt by the most vulnerable communities years after the conflict has 'ended.' ISIS attacks in 2014 destroyed 80% of Sinjar's public infrastructure and 70% of its private infrastructure. The repercussions of the genocide and mass destruction of the Sinjar region have prevented many Yazidis from returning to their homes. NI believes in the sustainable redevelopment of the Sinjar region. This means establishing community-led initiatives designed and informed by the locals of Sinjar to ensure their holistic wellbeing and decrease their vulnerability.

80%

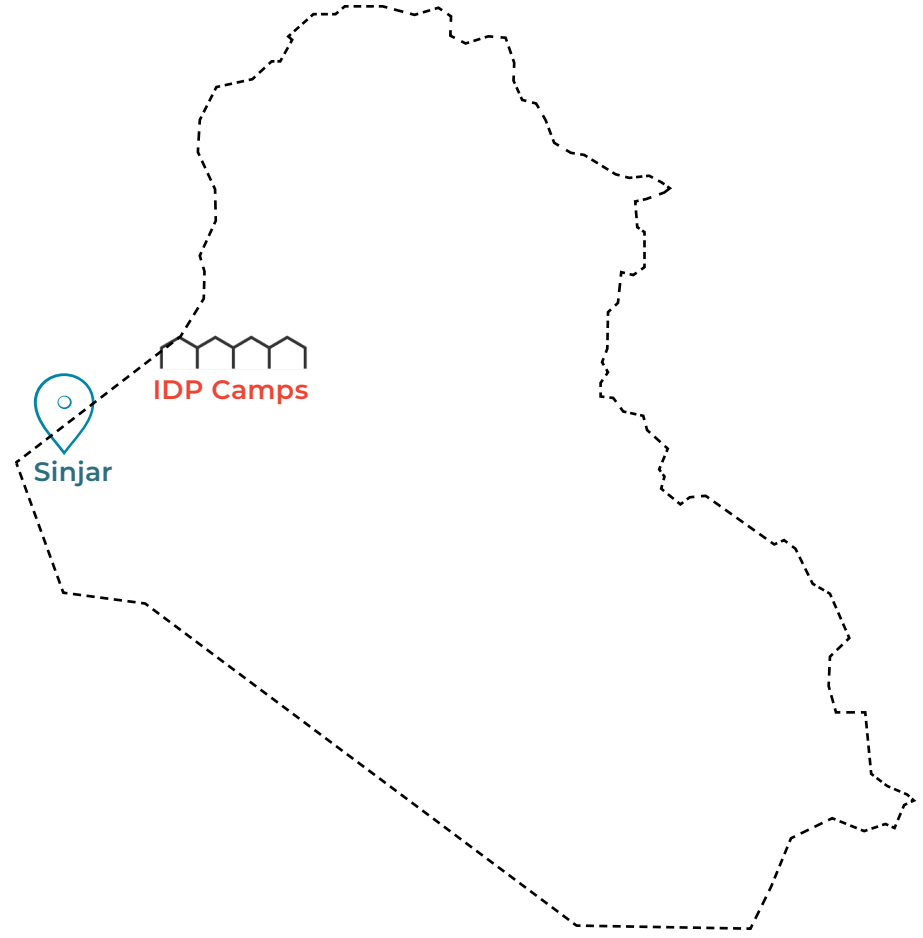
**of public infrastructure
was destroyed**

70%

**of private infrastructure
was destroyed**

200,000

**Yazidis still displaced in
overcrowded (IDP) camps**



The Yazidi community has been marginalized for centuries. This has created a large gap in infrastructure and investment in the region, affecting education, livelihoods, healthcare, and the overall wellbeing of the community. As a result, there are nearly 200,000 Yazidis still displaced and living in overcrowded Internally Displaced Persons (IDP) camps. The conditions in these camps are unsuitable, yet many survivors are afraid to return to their homes due to instability, safety concerns, and a lack of job opportunities.

SUSTAINABLE DEVELOPMENT

NI works with the community to break illiteracy, poverty, and marginalization cycles by providing access to education, livelihoods, healthcare, and running water. As a result of our efforts to ensure access to basic services and infrastructure, Yazidis are beginning to have the space to prosper and heal. NI hopes that the number of Yazidis willing to return to their homes will increase as we continue to implement sustainable redevelopment initiatives that empower the community and reduce their vulnerabilities.

**ADVOCATE
ONLINE**

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SUSTAINABLE DEVELOPMENT



FUNDRAISING TIPS

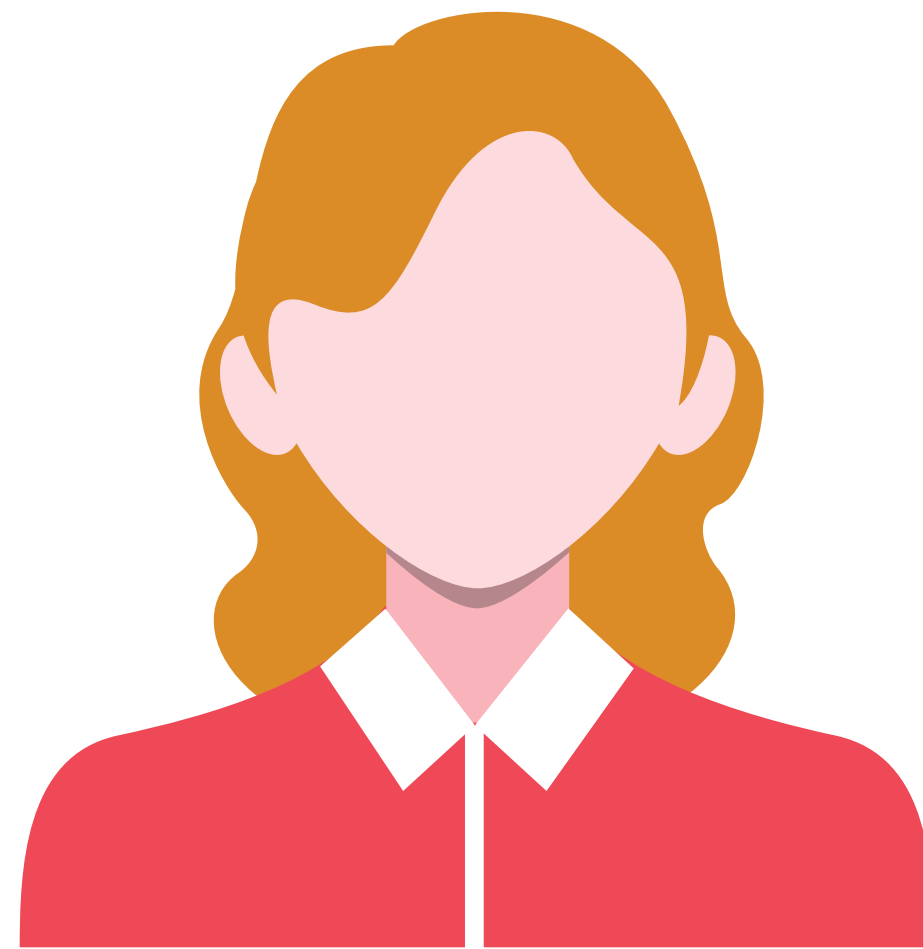
When advocating for a cause, it is essential to be critical of the sources you use and the partners you collaborate with to avoid distributing false or misleading information. While NI emphasizes a survivor-centered approach that aims to avoid exposing survivors to further harm, many sources are published by organizations and actors with underlying incentives. Vetting information sources is particularly crucial given that strategic misinformation and the propagation of stereotypes have contributed to the centuries-long persecution of Yazidis. If you partner with an organization, it is important to take a close look at their sponsors and the projects they finance or collaborate on. You should aim to be as transparent as possible regarding the sources you use.

Who released the source and is there a possible gain for the publisher?



Does the source reflect the latest developments or is it outdated?

Why has the source been published and what was the objective behind it?



Are my ethical standards compatible with those of my partners?

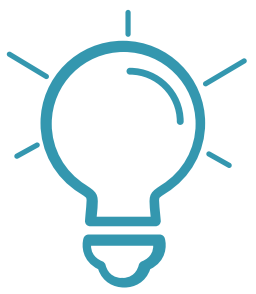
QUESTIONS TO ASK YOURSELF

Activism can have different goals. Advocacy, political outreach, and awareness raising are just a few. However, one of the most tangible forms of activism can be fundraising! Mobilizing a community or group of people to contribute to a cause through financial means is an effective and direct form of activism. Fundraising can also be integrated into other activism strategies. That's why identifying your campaign's objective is crucial to ensure you utilize the tools that will be the most effective and helpful in achieving your goals.



What is fundraising?

Fundraising is the process of seeking and gathering voluntary financial contributions by engaging individuals, businesses, communities, or groups of people. These efforts to collect money intend to drive financial support to an organization or group of people working on a cause.



How can I fundraise?

Some ways to fundraise include organizing events, campaigns, or online fundraisers, highlighting a cause that appeals to the audience, and encouraging them to contribute financially. Events, such as charity runs, art exhibitions, and social media challenges, can be effective avenues to raise money.



What does fundraising achieve?

Fundraising is a way to rally people around a cause to raise awareness and collectively contribute to an organization working to address your cause's issues. These financial contributions can assist organizations with the projects they implement, global advocacy efforts, and running costs – to ensure that they continue to advocate and push for change.

FUNDRAISING TIPS



INTRODUCTION TO

TOOLS AND PLATFORMS



SOCIAL MEDIA PLATFORMS


Facebook allows users to create both publicly visible and private groups that help activists and their supporters share information and coordinate their efforts. Facebook groups also help causes and organizations find new supporters and pool their resources when needed.

Your Facebook activism might start with changing your profile frame to one of our banners and logos that draws like-minded peoples' attention to your profile, which could connect you with friends who also wish to utilize their platforms for activism.

Ways to Utilize

- Share reliable information
- Follow and promote current events that take place in your community
- Found or join a facebook group to bring people together

Material for Facebook Group

-  Harness the power of groups to create community
-  How to... effectively use Facebook for activism
-  The next frontier in political social media: Facebook Groups



Accounts to Follow

مبادرة **NADIA's**
نادية **INITIATIVE**

 **GLOBAL SURVIVORS FUND**
A GLOBAL FUND FOR SURVIVORS OF
CONFLICT-RELATED SEXUAL VIOLENCE

MALALA ::
FUND

UN 
WOMEN

dr. Denis
Mukwege Foundation

 **WOMEN FOR WOMEN**
INTERNATIONAL

HUMAN
RIGHTS
WATCH



GLOBAL
FUND
FOR
WOMEN

For many, Instagram has become one of the go-to resources for news. The app allows users to quickly and easily share impactful visual content, making it an extremely accessible tool for activists. Digital activists can create profiles for supporters to follow and quickly disseminate news via the main feed or direct messaging.

The nature of the platform has led digital activists to post information in forms that closely resemble hardcopy flyers from the pre-internet age, giving it a slightly more relatable or personal touch than other platforms. Instagram also allows users to post and livestream videos. Activists have used this as a way to document their work, give visual proof of their success and turnout at events, and more.

Ways to Utilize

- Follow reliable pages that share news and updates about the Yazidi cause, related themes, and international news in general
- Employ Instagram's tools to raise awareness → reels, videos, stories, hashtags, reposts

Useful Hashtags

#WeStandWithYazidis
#YazidiGenocide
#August3rd
#NeverAgain
#NadiasInitiative
#NadiaMurad



Accounts to Follow

مبادرة **NADIA's**
نادية **INITIATIVE**

GLOBAL SURVIVORS FUND
A GLOBAL FUND FOR SURVIVORS OF
CONFLICT-RELATED SEXUAL VIOLENCE

MALALA ::
FUND

UN WOMEN

She's
the *first*

SO,

VITAL VOICES
GLOBAL PARTNERSHIP

HUMAN RIGHTS WATCH

CLOONEY FOUNDATION FOR JUSTICE

THE FEMALE LEAD

One of the primary sources for news for many around the globe, Twitter serves as a real-time information hub for activists and their supporters. Although similar to Facebook's news feed, Twitter was one of the first social media platforms to connect publicly visible posts using the "hashtag" feature.

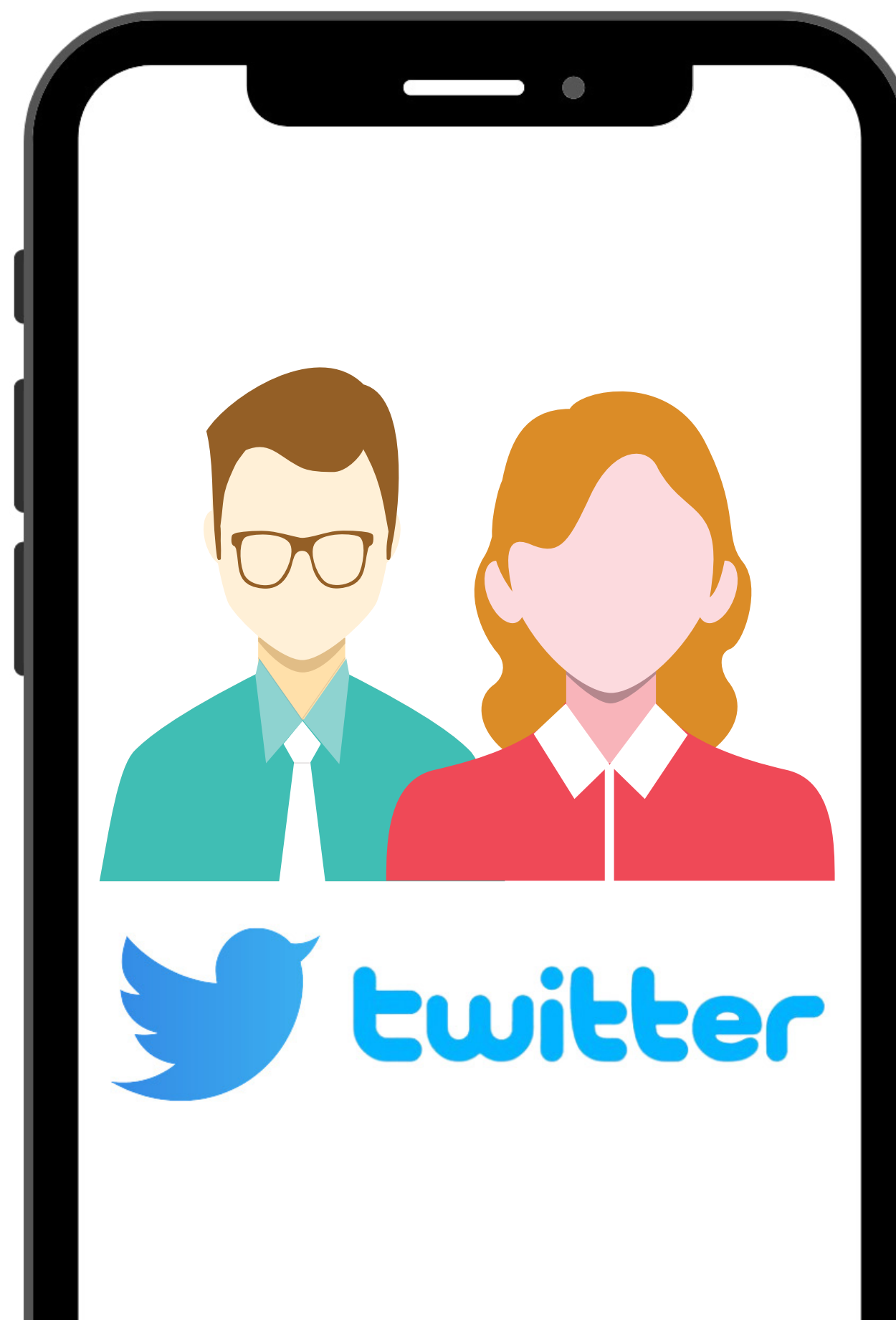
For example, if a user makes a post and includes the hashtag #blacklivesmatter, the post will be included in a publicly visible list or feed of all the posts that include that same tag. Activists can use hashtags and retweets to help disseminate information, gain followers, locate like-minded activists working in similar sectors, and quickly organize protests, boycotts, and the like.

Ways to Utilize

- Find protests and events close by
- Follow Twitter accounts that help you stay engaged and provide reliable information
- Frequently check hashtags related to your mission

Tips for Fact Checking

- Cross-reference the information you are seeking to put out there with reliable, trusted sources
- Be vigilant of pictures - they can be edited or altered to show the audience a specific story



Accounts to Follow

مبادرة **NADIA's**
نادية **INITIATIVE**

GLOBAL SURVIVORS FUND
A GLOBAL FUND FOR SURVIVORS OF
CONFLICT-RELATED SEXUAL VIOLENCE

MALALA®
FUND

UN WOMEN

**UNITED NATIONS
HUMAN RIGHTS
OFFICE OF THE HIGH COMMISSIONER**

**CLOONEY
FOUNDATION
FOR JUSTICE**

**THE
FEMALE
LEAD**

VITAL VOICES
GLOBAL PARTNERSHIP

TikTok has quickly become one of the most popular and influential mobile-based social media apps. Digital activists have advocated for issues such as the #StopAsianHate movement, climate change, and LGBTQ+ rights, which is how the app became a crucial hub for people to gain knowledge about topical social, political, and economic problems.

While initially drawing users' attention through light-hearted lip-sync videos and dance clips, the short sequences have increasingly been used to promote accountability and justice. Users can also encourage protests and rally support for acts of defiance.

Ways to Utilize

- Start a social media challenge to inspire collective protest
- Draw attention to your area of interest in an engaging way through short videos
- Share stories of survivors and facilitate their voices for awareness and fundraising purposes

Tips for Starting a Campaign

- Ask a question for the audience to answer through duets
- Share a personal story tied to your cause and encourage your audience to stitch it with their own

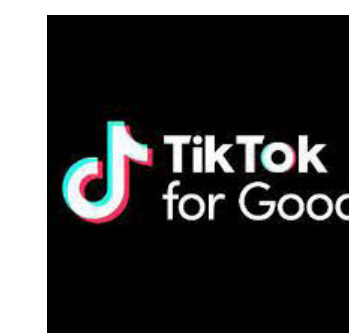


Accounts to Follow

مبادرة **NADIA's**
نادية **INITIATIVE**



MALALA™
FUND



Many activists today choose to utilize YouTube in order to get their message out to the masses, especially for those who wish to make regularly occurring posts, share video news stories, or broadcast live feeds from events. Some groups and organizations treat YouTube as a news channel.

YouTube serves as an excellent way to involve your supporters remotely, especially through remote participation in livestreams. Some activists also use the comments section in YouTube posts to discuss issues with viewers and locate additional supporters. YouTube offers the familiar “follow” feature, which allows users to receive notifications when you post new content.

Ways to Utilize

- Use it to watch documentaries, short films, and news reports from people on the ground
- Start your own channel and post vlogs or other informative material

Editing platforms

- Canva
- Veed
- Adobe Apps (Premiere Pro, Rush)
- Filmora
- Lightworks
- iMovie



Accounts to Follow

مبادرة **NADIA's**
نادية **INITIATIVE**

UN
WOMEN 

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FUND

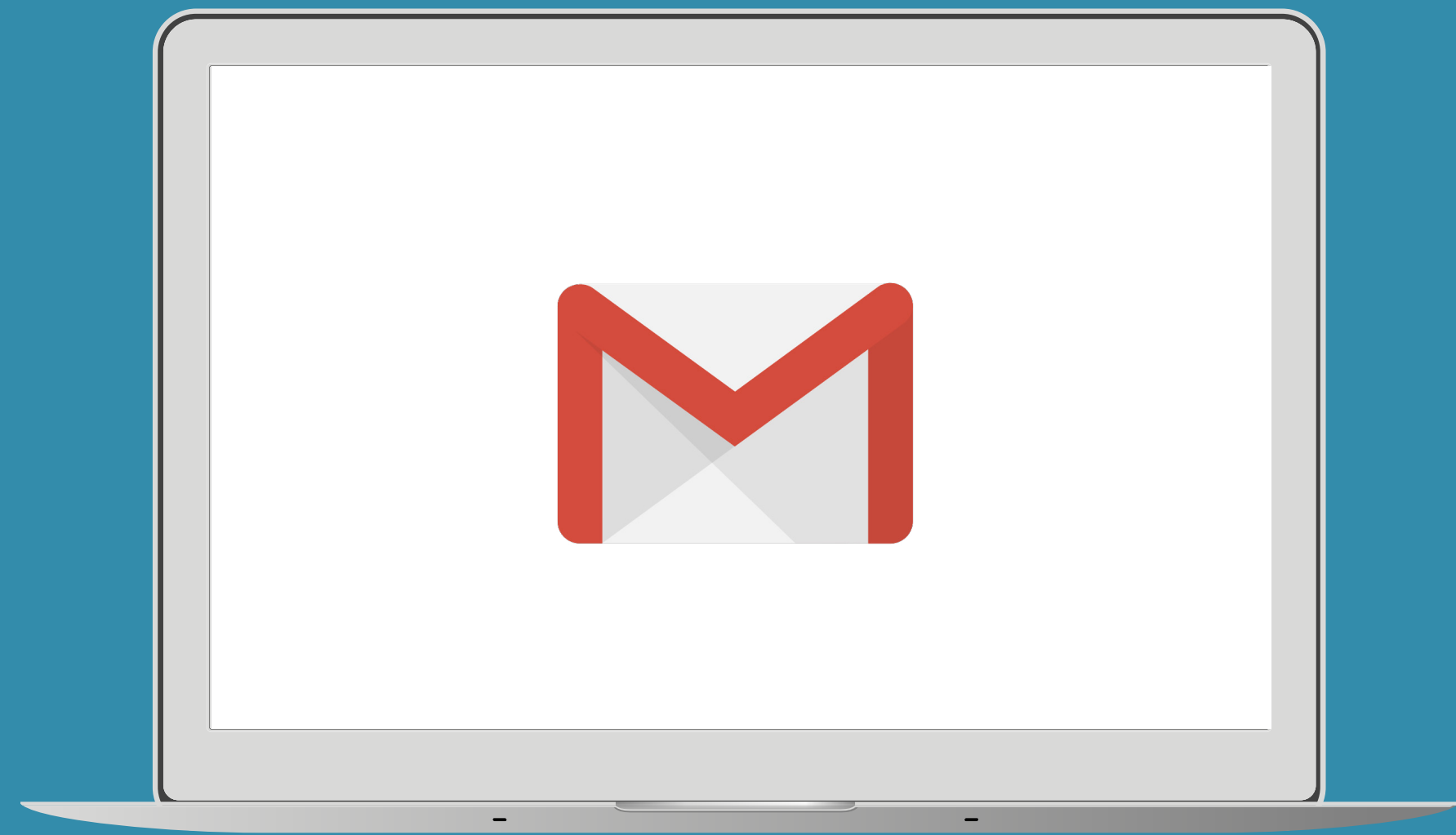
AMNESTY
INTERNATIONAL 


VITAL VOICES
GLOBAL PARTNERSHIP

HUMAN
RIGHTS
WATCH

THE
FEMALE
LEAD

GLOBAL
FUND
FOR
WOMEN



EMAIL, PETITIONS, AND PUBLICATIONS

Ask yourself what your country is doing to achieve justice for the Yazidi community. For instance, many countries have still not recognized the Yazidi genocide, which prevents collective action to ensure that no future generations have to endure the horrors of such violence. You can reach out to your representatives and raise awareness about the ongoing lack of international efforts to prosecute ISIS perpetrators. Emails, petitions, or even small publications are excellent forms of political outreach. In this section you can find a sample text that will help you start your political outreach. It may be more effective to personalize the letter by changing the wording and outline as you see fit, so do not hesitate to add your personal touch.

Among the political leaders you can address are prime ministers, attorney generals, secretaries of state, presidents, or even members of a monarchy. However, reaching out to other decision-makers, such as different ministries devoted to international affairs or peacebuilding, may be equally worthwhile. While it may at first seem unrealistic that one email or letter can bring about real-life change, such initiatives put highly effective pressure on governments and their official representatives.

**LETTER FOR
GENOCIDE
RECOGNITION**

**DOWNLOAD THE
TEMPLATE LETTER HERE**

**LETTER FOR
JUSTICE**

**DOWNLOAD THE
TEMPLATE LETTER HERE**

**LETTER ON
MURAD CODE**

**DOWNLOAD THE
TEMPLATE LETTER HERE**

**LETTER ON
MISSING
YAZIDIS**

**DOWNLOAD THE
TEMPLATE LETTER HERE**

**LETTER ON
SUSTAINABLE
DEVELOPMENT**

**DOWNLOAD THE
TEMPLATE LETTER HERE**

REACH OUT TO AUTHORITIES



Websites such as Change.org, ipetitions.org, Avaaz.org are hubs of online activism where people can communicate with others worldwide and support each others' causes. You can also find petitions via:



Check your country's government website for ongoing campaigns



Check the EU's petition web portal



Browse through petition websites by typing in key words (e.g. Yazidi genocide, sexual violence, ISIS genocide, justice for survivors..)

START PETITIONS

Topics Related to Justice

- Responses from the International Community - Powerless Legal Instruments?
- The Question of Who to Punish - Prosecution of Women and Children Affiliated With ISIS
- The Challenge of Foreign Fighters: Repatriating and Prosecuting Foreign Terrorists

Topics Related to Genocide Prevention

- Predicting Genocide and Mass Violence - Indicators and Facilitating Factors
- Definitions of Genocide and How to Differentiate Between Forms of Collective Violence

Topics Related to Sexual Violence Prevention

- Sexual Violence as a Weapon of War - ISIS Crimes Against Humanity
- Children Born of War - Cultural Challenges and How to Overcome Them

Topics Related to Modern-Day Slavery

- Modern-day Slavery - Combatting Sexual Violence in Post-conflict Iraq
- Religious Fundamentalism and Slavery - The Scope of Violence Against Yazidi Women
- Culture of Rape and Religious Justifications

Topics Related to Sustainable Redevelopment

- Grassroot Movements - The Significance of Survivor-Centered Approaches
- Holistic Approaches to Post-Conflict Communities - Healing and Reconciliation After Genocide
- Yazidism - The Significance of Cultural Preservation
- Beyond Psychological Support - Empowering Yazidis through Comprehensive, Community-led Care



PUBLICATIONS



IN- PERSON EVENTS

Sometimes campaigns and political outreach can feel too intangible, so if you're looking to combine your advocacy for the Yazidi community with a financial contribution to Nadia's Initiative or other Yazidi-led organizations, you can organize a variety of effective fundraising events and activities. These events and activities can include charity runs, film screenings, or merch sales. As long as you have a creative way of engaging your community, there are no boundaries except the ones you set for yourself.

A good starting point is reaching out to your social networks, including your school, university, or workplace, since it is always easier to link up with existing friends than to start from scratch. Ask your friends and their families what activities they would enjoy and which causes they would be willing to contribute to financially. While selling different items and goods can be effective, it is often more worthwhile to actively engage your community to not only collect money for the cause but raise awareness as well. You could, for instance, host a film screening with a short debate after that is thematically linked to Nadia's Initiative's work. Fundraising activities do not necessarily have to be highly educational though, since their main purpose is to gather as much financial support as possible. The ALS Ice bucket challenge is a prominent example that became a viral trend not per se for the cause it supported but for the fun activity it involved that attracted global attention.

[**DOWNLOAD IN PERSON EVENT MATERIALS**](#)

FUNDRAISING ACTIVITIES

Complex topics such as genocide prevention and sexual violence as a weapon of war can be overwhelming and discouraging. If you feel alone in your thoughts and your passion to fight for Nadia's Initiative's causes, it can be helpful to find like minded people to discuss those topics with. Debate clubs or student associations are a highly influential way to not only encourage more people to take action, but inform and educate yourself as well. While founding and running a student club may appear time consuming and overwhelming at first, you can commit as much or as little time as you want, especially when you have a group of passionate and motivated friends to contribute to the work. It may also be worthwhile to research existing clubs and associations in your community to see if you can combine your topics of interest with each other. Exchanging ideas, contacts, and sources will facilitate a better understanding of the root-causes of sexual violence and genocide.

STUDENT OR DEBATE CLUB

Nadia's Initiative has a comprehensive brand set, including digital banners and templates, as well as printable stickers and posters that highlight our work and include our main social media channels. Posters and stickers can be influential tools, as they become constant reminders in our every-day lives, whether you see them at a bus station, the supermarket, your classroom, or the doctor's office. If you do not want to revert to stickers and posters, a very appealing way to spread your message is through art installations. Installations do not have to involve a lot of equipment or creativity even though both can be useful. There are no boundaries to your creativity and for most activities you only need some free time and the motivation to raise awareness in your community.

RAISE AWARENESS

Schools, universities, libraries, and youth clubs may be great access points to organize a theme day, lecture, or workshop. It gives you the opportunity to discuss complex topics related to Nadia's Initiative and raise awareness on a very personal and interactive level. Sexual violence takes place not only in times of conflict but on every level of our society with 1 in 3 women experiencing physical or sexual violence in their lifetime. Workshops on consent and prevention of sexual violence are, therefore, of great importance.

If you want to highlight the work of Nadia's Initiative, giving a lecture about our organization, projects, and causes could be an amazing way to encourage others to support us and the Yazidi community. Why not invite women's rights activists, political figures, or members of Nadia's Initiative to provide a guest lecture at your school or in your city? You can also link our organization to different areas of interest. If you want to do a theme day on gender equality, access to education, genocide prevention, or modern-day slavery, Nadia's Initiative is highly devoted to all of these topics and has done substantial work in these fields.

You can find a powerpoint presentation that introduces Nadia's Initiative and provides context of the Yazidi genocide here:

[**DOWNLOAD YAZIDI GENOCIDE PRESENTATION**](#)

LECTURE OR WORKSHOP

The topic of sexual violence naturally evokes feelings of discomfort and horror, yet shying away from the reality that survivors live through only reinforces their marginalization and is harmful to the prevention of future crimes. Art can express emotions, represent stories, and encourage collective action where words fail to do so. The ongoing debate about how to visualize the ‘unshowable’ could be a starting point to raise awareness in your school class, community, or even online.

Some examples of art projects and exhibition to inspire your own:

**YOUTH SPEAK
OUT THROUGH
THE ARTS**

[VIEW THE EXHIBITION](#)

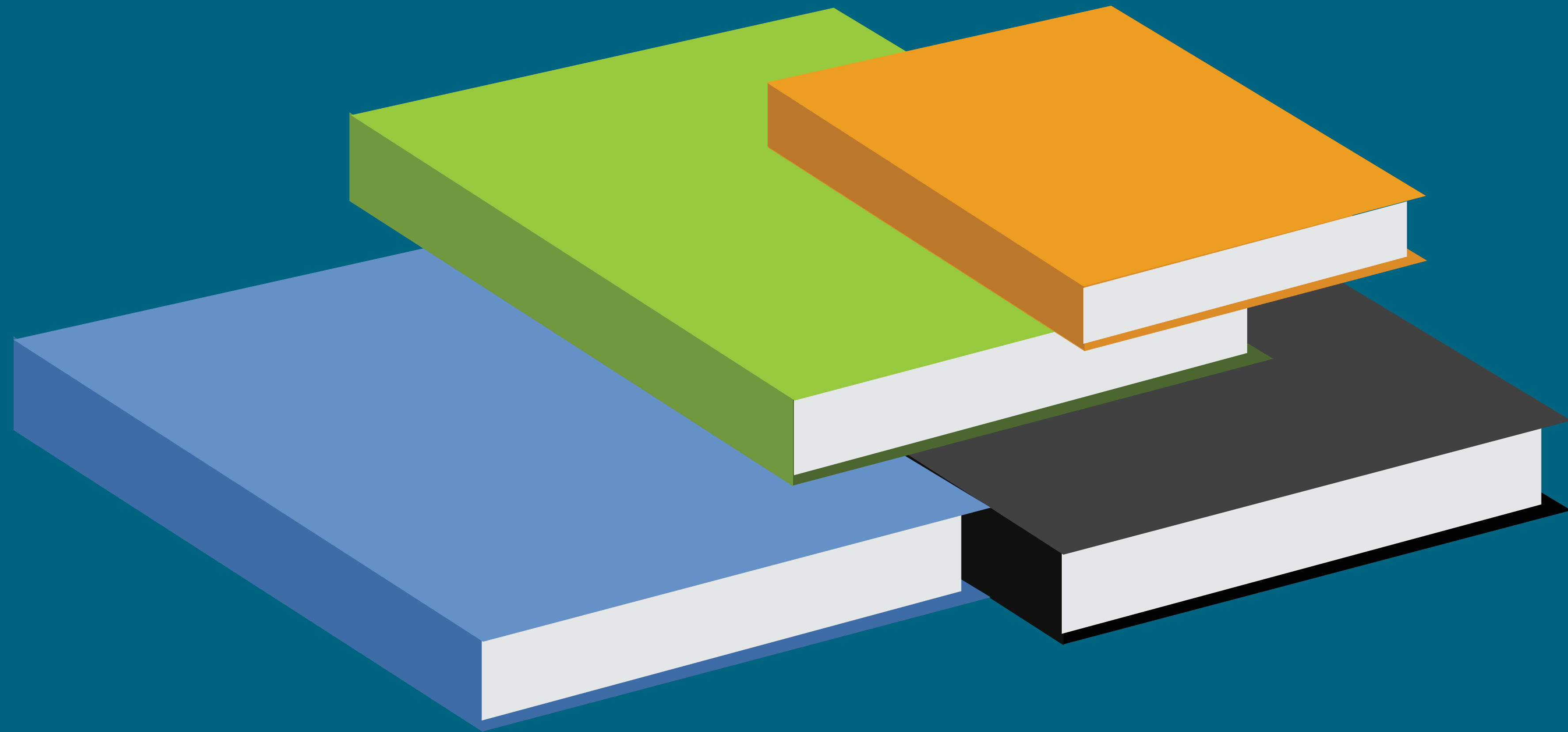
**NOBODY'S
LISTENING**

[VIEW THE EXHIBITION](#)

**THE LEGACY
OF RAPE**










[VIEW THE EXHIBITION](#)

ART PROJECTS



RESOURCES

-  *German Woman Goes on Trial in Death of 5-Year-Old Girl Held as ISIS Slave (2019)*
-  *ISIS member convicted of crimes against humanity for aiding and abetting enslavement of a Yazidi woman (2021)*
-  *Amal Clooney Criticizes World Response To Yazidi Genocide (2016)*
-  *Amal Clooney Vows To Bring ISIS To Justice 'No Matter The Price' (2016)*
-  *German court hands down first genocide conviction against ISIS member (2021)*
-  *Fifth conviction of an ISIS member in Germany for crimes against humanity committed against the Yazidis (2021)*
-  *German court convicts a third ISIS member of crimes against humanity committed against Yazidis (2021)*
-  *France: Supreme Court approves charges against multinational company Lafarge for complicity in crimes against humanity by ISIS (2021)*
-  *She Faced Her ISIS Rapist in Court, Then Watched Him Sentenced to Death (2020)*

-  *US pushes France and UK to take Isis fighters back from Iraq and Syria (2021)*
-  *After ISIS: what happens to the foreign nationals who went to Syria? (2019)*
-  *The Iraq Independent Investigative Team & Prospects for Justice for the Yazidi Genocide, Beth Van Schaack (2018)*
-  *Yazidis Deserve Justice for Genocide: How Biden's Team Can Lead the Way, Amal Clooney (2021)*
-  *Flawed Justice: Accountability for ISIS Crimes in Iraq, Human Rights Watch (2017)*
-  *Cumulative Prosecution of Foreign Terrorist Fighters for Core International Crimes and Terrorism-Related Offense, Eurojust (2020)*
-  *UK lawyers gather evidence for action against countries over Yazidi genocide (2022)*
-  *Rape as genocide crime in international criminal law - The case of yazidi women in Iraq (2020)*
-  *Bringing Daesh to Justice: What the International Community Can Do? (2019)*

JUSTICE



'Genocide remains a very real threat', Guterres warns (2021)



"They came to destroy": ISIS Crimes Against the Yazidis - Human Rights Council Report (A/HRC/32/CRP.2) (2016)



UN Key documents and resolutions on genocide prevention and the responsibility to protect



In Quest of Genocide Understanding: Multiple Faces of Genocide. International Journal for the Semiotics of Law - Revue internationale de Sémiotique juridique. (2021)



How to Prevent Genocide - a conversation with war crimes expert, Theodor Meron (2020)



Genocide: "Never again" has become "time and again" (2018)



Predicting Genocide and Mass Atrocities", Genocide Studies and Prevention (2019)



Humanitarian intervention in post-iraq, post-darfur world: is there now duty to prevent genocide even without security council approval (2021)


GENOCIDE PREVENTION

 *Nobel laureate Nadia Murad denounces lack of will to end sexual violence as a war tactic (2020)*

 *Reparations - OHCHR and transitional justice (2022)*

 *Justice for Victims of ISIS (2018)*

 *Basic Principles and Guidelines on the Right to a Remedy and Reparation for Victims of Gross Violations of International Human Rights Law and Serious Violations of International Humanitarian Law (2005)*

 *Sexual violence is a tool of war, but we have the weapons to end that (2016)*

 *Rape as a Practice of War: Toward a Typology of Political Violence (2018)*

 *Sexual Violence as a Weapon of War (2012)*

 *Sexual violence, identity and gender: ISIS and the Yezidis, Conflict (2020)*

 *The Return: Life After I (2021)*

SEXUAL VIOLENCE IN CONFLICT PREVENTION



Modern Slavery - An exploration of its root causes and the human toll



Slaves of ISIS: the long walk of the Yazidi women (2017)



Iraq: Escape from Hell: Torture and sexual slavery in Islamic State Captivity in Iraq (2014)



ISIS and Their Use of Slavery (2020)



How ISIS Justifies Its Culture of Rape and Sex Slavery (2015)



ISIS Enshrines a Theology of Rape (2015)



Not Yet Dead: The Establishment and Regulation of Slavery by the Islamic State (2020)



Sex-Slavery: One Aspect of the Yezidi Genocide.” Iran & the Caucasus (2017)



Sex, slavery and the trafficked woman. myths and misconceptions about trafficking and its victims (2015)

MODERN-DAY SLAVERY



The right to education for girls in post-ISIL Iraq



Still going through hell': the search for Yazidi women seven years on (2021)



Access to Durable Solutions Among IDPs in Iraq: Six Years in Displacement (2022)



Towards Durable Solutions to Displacement (2021)



Choosing to Return - Prospects for durable solutions in Iraq (2015)



Iraq Crisis Response and Resilience Programme



IASC Framework on Durable Solutions for Internally Displaced Persons (2010)



Looking beyond: complex holistic care needs of Syrian and Iraqi refugee children and adolescents (2022)

POST-CONFLICT REDEVELOPMENT



**“HELP US BUILD A BETTER,
SAFER, AND MORE JUST WORLD
FOR FUTURE GENERATIONS.”**