



# International Women's Day

Planning Toolkit  
2026



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# About International Women's Day

International Women's Day (IWD) is marked annually on March 8.

IWD is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for advancing gender equality.

IWD has occurred for well over a century, with the first IWD gathering in 1911 supported by over a million people.

Today, IWD belongs to all groups collectively everywhere, and all IWD activity is valid. That's what makes IWD so inclusive.

World-renowned feminist, journalist, and activist, Gloria Steinem, reportedly once explained: "The story of women's struggle for equality belongs to no single feminist, nor to any one organization, but to the collective efforts of all who care about human rights."

Learn more about IWD's [history](#) and [timeline](#).

IWD is one of the most important days of the year to:

- **Celebrate women's achievements**
- **Educate and awareness raise about gender equality**
- **Call for positive change advancing women**
- **Lobby for accelerated gender parity**
- **Fundraise for women-focused nonprofits**

The purpose of the [www.internationalwomensday.com](http://www.internationalwomensday.com) platform is to Support the Supporters, uplifting their efforts and impact. The website provides a wide range of useful information, practical guidance, and tangible resources for planning and promoting IWD activity. The website also spotlights and showcases examples of impactful IWD activity to inspire and engage audiences worldwide.

More information



## International Women's Day



# IWD 2026 Campaign Theme

For International Women's Day 2026 and beyond, let's **Give To Gain** for gender equality.

When we give, we gain.

Together, we can help forge gender equality through abundant giving.

The IWD 2026 **Give To Gain** Campaign encourages a mindset of generosity and collaboration.

**Give To Gain** emphasizes the power of reciprocity and support. When people, organizations, and communities give generously, opportunities and support for women increase. Giving is not a subtraction, it's intentional multiplication. When women thrive, we all rise.

Whether through donations, knowledge, resources, infrastructure, visibility, advocacy, education, training, mentoring, or time, contributing to women's advancement helps create a more supportive and interconnected world.

We can all challenge gender stereotypes, call out discrimination, draw attention to bias, and seek out positive action.

Collective activism is what drives change. From grassroots action to wide-scale momentum, we can all **Give To Gain**.

Forging gender parity isn't limited to women solely fighting the good fight. Allies are incredibly important for the social, economic, cultural, and political advancement of women.

So strike the **#GiveToGain** pose to show solidarity.

Encourage others to help forge a gender-equal world by sharing your **#GiveToGain** image and statement across social media using the hashtags **#GiveToGain #IWD2026**.

Additionally, **submit your own #GiveToGain image and statement** for potential promotion.

Remember, all IWD activity is valid. That's what makes IWD so inclusive, not exclusive.

Collectively, let's **Give To Gain** for women and girls everywhere.

## More Information





# IWD Event Packs

**IWD 2026 Event Packs** provide everything needed to celebrate the big day.

Support awareness-raising, enhance social media activity, and instantly create an engaging and memorable professional atmosphere.

Whether a company, government body, charity, hospital, library, retail outlet, professional network, community group, university or school - IWD Event Packs provide exciting and professional resources for IWD marketing, promotion, and delegate engagement.

[Order Now](#)





# IWD Social Media Cards

Use the [IWD Social Media Cards](#) to post across platforms using the hashtags **#GiveToGain #IWD2026**.

Choose from various versions to demonstrate support for IWD, or to wish audiences a happy IWD.

Download





# IWD Social Media Selfie Cards

**IWD Social Media Selfie Cards** provide an effective way to encourage and mobilize communities to show support for IWD and raise awareness about gender equality.

Co-brand the IWD Social Media cards with a logo, add in text, insert an image.

Post across social media platforms using the hashtags **#GiveToGain #IWD2026**.

**Download**





# IWD Advocacy Email Signature Block

Email provides an effective way to swiftly mobilize people on a mass scale. People send many emails each day, so an [IWD Advocacy Email Signature Block](#) can certainly help inspire and unite.

Help spread awareness about the importance of IWD through adding an IWD Advocacy Signature Block to emails to remind friends, family, and colleagues that IWD is coming, or that March 8 is here and it's IWD.

IWD Advocacy Email Signature Blocks announce and demonstrate the marking and supporting of IWD. They serve to provide information, engage others, and inspire action.

## 10 reasons to use an IWD Advocacy Email Signature Block

- Promote recognition and awareness raising about IWD
- Reinforce and highlight a commitment to gender equality
- Help build engagement and convey a shared sense of purpose
- Motivate others to learn about and get involved with IWD
- Encourage change through collective action
- Deliver an important example of cause-related advocacy
- Share a call-to-action to get involved and participate
- Inspire others about your mission and interests
- Show support, care and commitment as an ally
- Add a visually exciting cause-related angle to communications

Download



International Women's Day

#GiveToGain #IWD2026

Supporting



International Women's Day



Supporting

International Women's Day

#GiveToGain #IWD2026



International Women's Day





# Download Web Meeting Backgrounds

Download the [IWD Web Meeting Backgrounds](#) for Microsoft Teams, Zoom, and more to show support and solidarity for IWD during online events, presentations, and meetings.

Download





# Save the Date IWD Posters

Let everyone know IWD is coming.

Download the *'International Women's Day is Coming'* and *'Today is International Women's Day'* posters and place them in key places to notify or remind people they can get involved for IWD.

Everyone everywhere can play a part. That's what makes IWD so inclusive.

[Download](#)





# IWD Countdown

The lead up to IWD provides a key opportunity to engage communities, raise awareness, and inspire audiences about the importance of collectively forging gender equality.

Step forward to show solidarity and support through joining the global [IWD Countdown](#) across social media.

Download the IWD Countdown social media cards, craft an impactful message, and publish across social media feeds using the hashtags [#GiveToGain](#) [#IWD2026](#).

Download





# IWD Posters

Download the [IWD Posters](#) to help raise awareness.

Printing off and displaying IWD Posters can really help raise awareness about the day and its importance.

Place the IWD Posters in key places to remind people they can get involved.

Download





# IWD Pledge Cards

Access the [IWD Pledge Cards](#) to show support and encourage others to help forge gender equality.

There are a range of IWD Pledge Cards with each one offering both an individual and group pledge.

Download either the print-ready IWD Pledge Cards, or the editable version to add a logo and/or add different text.

Show solidarity and encourage others to help forge gender equality by posting photos across social media of colleagues holding the IWD Pledge Cards, using the hashtags **#GiveTo Gain #IWD2026**.

[Download](#)

**I pledge to  
elevate and  
celebrate women's  
achievements.**



International Women's Day

**Happy  
International  
Women's Day.**



International Women's Day

**I pledge to  
forge positive  
visibility of women.**



International Women's Day



# IWD Pledge Posters

Download the [IWD Pledge Posters](#) and call upon colleagues to declare what action they'll take to help build a more gender equal world.

Use the posters to show examples of commitment and to encourage others to take action too.

Participants can collectively write directly on the posters, or add sticky notes or branded cards.

IWD Pledge Posters are available in various sizes for download.

[Download](#)





# IWD Cupcake Flags

For some groups across the world, IWD cupcakes have become somewhat iconic.

Gather friends, family, colleagues, and community members together to enjoy each other's company and mark IWD over some favorite delicious treats.

Download





# IWD Speeches

From small grassroots gatherings and local celebrations to large-scale events, festivals and conferences – groups and individuals everywhere are delivering exciting and engaging speeches and presentations that reinforce a commitment to gender equality and help raise awareness.

Some engaging topics and angles to cover include:

- **The rise of women is not about the fall of men**
- **Everyone can play a role in forging gender parity**
- **Gender balance is not solely a women's issue, it's also an economic issue**
- **What is bias and how does it play out?**
- **Advocacy, inclusive mindsets, and tangible action are needed from all**

Engaging angles to elaborate upon include:

- **Many societies have moved on from women having to succeed in a man's world**
- **Gender stereotypes are being challenged and diverse representation of women is more evident**
- **There is still a continuing need worldwide for more progressive mindsets and inclusive behaviors to be forged**
- **There are many examples of gender bias - both conscious and unconscious - impacting women**
- **Collectively everyone everywhere can forge gender equality and continue to make positive gains**

[More Information](#)





# Build an IWD Webpage

Many organizations activate IWD content, assets, and resources on their own official websites. Such a resource provides a useful and impressive landing destination for channelling attention and showing support marking IWD.

Consider some of these ideas that progressive organizations embark on each year:

- **Activate an IWD homepage take-over incorporating the iconic IWD purple, logo, imagery, assets, and resources**
- **Repurpose and regroup relevant gender-related assets and content within a designated IWD section on your organization's website**
- **Consider a range of elements such as key statements, women's profiles, and award wins**

More Information





# IWD Events Directory

The world comes together for IWD to celebrate women's achievements and reinforce a commitment to gender equality.

Events are the cornerstone of IWD activity - community gatherings, conferences, awards, exhibitions, festivals, fun runs, workshops, concert performances, speaking events, digital gatherings, and more.

IWD Events are held by women's networks, companies, professional associations, nonprofits, educational institutions, government bodies, political parties, community groups, the media, and more.

Search the [IWD Events Directory](#) or publish and promote your own IWD Event.

[Search Events](#)





# IWD Speaker Directory

From motivational keynote addresses to engaging niche topic experts, a great speaker transforms an event.

Some IWD speakers charge fees and some volunteer at no cost.

Use the [IWD Speaker Directory](#) to identify and book speakers.

[Search Speakers](#)





# IWD Women-Owned Business Supplier Directory

From photographers, caterers, florists, and performers to event managers, marketers, and more - search the [IWD Women-Owned Business Supplier Directory](#) to diversify the IWD supply chain.

Let's make IWD events 100% woman-owned business supplied.

Search Suppliers





# IWD Videos

To support IWD, groups worldwide develop engaging videos that amplify their commitment to helping build a gender equal world.

Videos can power education and motivation through offering unique perspectives, forging new ideas and possibilities, and challenging how people think and feel.

**IWD Videos** can help forge action, with many IWD Videos making great conversation starters for IWD Events.

IWD Videos are watched around the world - in schools, foyers, companies, shopping centers, libraries, gymnasiums, hotels, and at all sorts of events.

Watch the many engaging IWD Videos, or submit your own IWD Video for potential inclusion on the IWD website.

Watch Videos





# IWD Statements

Gender equality in the workplace fosters diverse perspectives, enhances innovation, and ensures fair opportunities for everyone to thrive.

IWD provides an important opportunity to shine a light on organizations that champion gender equality. When women's contributions and participation are valued, communities are strengthened, and greater progress and opportunities prevail.

Worldwide, there are many organizations effective in forging women's advancement - inside the workplace and well beyond - due to impactful policies, processes, campaigns, initiatives, and activities.

How does your organization support gender equality? Submit an [IWD Statement](#) explaining how your organization actively supports gender equality.

## More Information





# IWD Lean In Resources

Women have made important gains in representation in the last few years. But we're still a long way from equality.

Lean In's research shows that bias contributes to women being passed over for jobs and promotions, and almost 60% of women regularly experience microaggressions at work. Additionally, for many women, finding meaningful support at work is a major challenge. About 20% of women say they're often the only woman in the room at work.

Knowing that these issues exist isn't enough. We all need to take action and Give To Gain — on IWD and beyond.

Lean In's research-backed programs help companies create inclusive workplace cultures and connect women with the mentorship and guidance they need to reach their goals.

Help empower one another to learn more and drive real change by downloading and using the free IWD Lean In toolkits:

- **IWD - 50 Ways to Fight Bias resource and training program**
- **IWD - Lean In Circles resource and support**

Download





# IWD Classroom Activity Cards

IWD provides an important opportunity for teachers and caregivers to educate and inspire children and students about gender equality.

From celebrating women's achievements to challenging gender stereotypes and bias, educating future generations about gender equality is one of the most grassroots differences anyone can make.

There are many useful [Educational Resources](#) available to support IWD activity. Whether in the classroom or over the dinner table, engaging and informative activity can help broaden mindsets and understanding from a gender perspective, and build self-confidence.

Download





# IWD Word Search Puzzles

Looking for fun yet informative IWD resources to help raise awareness about gender equality?

Access the [IWD Word Search](#) for your friends, family, colleagues, or community.

There are three levels: Easy, Medium, Hard.

In addition to the IWD word search aiming to help raise awareness about gender equality, the activity also provides further benefits as a fun and engaging puzzle for all ages.

Download





# IWD Coloring-In Sheets

Women and girls are diverse, and can be who and what they want to be.

Identifying and celebrating inspirational woman and girls can be highly motivational and impactful.

Download a wide range of [IWD Coloring-In Sheets](#) for educational and creative fun. Display completed pieces to encourage discussion.

Download





# IWD WAGGGS Pack

IWD provides an important opportunity to educate and inspire children about gender equality.

Help change the world through education. Teachers and caregivers can play a key role in educating about gender equality, and inspiring a passion for change.

Raise awareness about barriers that impact the advancement of women and girls. Educate about how to challenge stereotypes, recognize discrimination, and call out bias. Celebrate role models and highlight the wide range of women's achievements. Reinforce the diversity of women overall.

Each year, the [World Association of Girl Scouts & Girl Guides](#) (WAGGGS) collaborates on a wide range of IWD activity, and has a long-standing relationship with IWD, being a Charity of Choice since 2007.

WAGGGS is the largest voluntary movement dedicated to empowering girls and young women in the world. Representing 8.9 million members from 153 countries, WAGGGS has transformed the lives of girls and young women for over a century, supporting and empowering them to achieve their fullest potential. The [WAGGGS IWD Resources](#) address social change, and contribute to a global vision of all girls and young women being valued and taking action to change the world.

Learn more about the important worldwide work of WAGGGS, or consider making a [donation](#) of any size.

Download





# IWD Lean In Girls Resources

**Lean In Girls** partners with International Women's Day to equip caregivers and organizations with resources for girls.

Lean In Girls is a leadership program that helps girls see themselves as leaders in a world that often tells them they're not.

The curriculum is designed to equip girls to be self-assured, resilient, and inclusive everyday leaders and inspire them to lead boldly. With support from the Lean In Girls community, the program aims to remove the obstacles in girls' way and encourage them to lead on their own terms.

When girls are introduced to a more expansive definition of leadership, they are more likely to see themselves as leaders.

When girls know how to identify and push back against unfair treatment, they are less likely to internalize limiting messages and blame themselves when they experience bias.

And when girls take positive risks and learn new skills, they can feel a powerful sense of agency and accomplishment.

## More Information





# IWD Puffin Schools Classroom Resources

Helping children of all ages and genders find inspiration from diverse women role models is key to education.

In collaboration with Puffin Schools, IWD provides practical and insightful classroom resources for teachers.

Puffin Schools wants to give young readers access to new feminist icons and ideas: female authors and artists to be inspired by, women-centered stories to learn from, and fantastic heroines to befriend.

Download the insightful gender resources for teachers, caregivers, and librarians.

Download





# IWD Library Displays

Set up an exciting and informative **IWD Display** in the lead up to March 8.

Whether setting up an IWD Display for a library in a school, local council, government setting, or university, there are many exciting ideas and excellent resources for IWD displays.

Consider featuring biographies and autobiographies of influential women from around the world - written both by, and about, women.

Consider also student or user-generated curated displays featuring favorite feminist-related reading materials and audio-visuals.

**More Information**





# IWD Giving

Let's make International Women's Day one of the biggest Giving Days of the year.

Across the world, there are thousands of reputable gender equality related nonprofits working tirelessly to support and advance women and girls.

**IWD Giving** is a worldwide call-to-action for individuals, groups, and organizations to support gender equality related nonprofits on IWD. From large-scale global philanthropic entities to grassroots groups, their work is highly impactful. Whether you can provide financial donations, fundraising support, promotional visibility, volunteering, or simply learn more about their impactful work, the IWD Giving ecosystem elevates and supports Charities, Foundations, Trusts, and further Nonprofit Organizations that help forge gender equality.

Will you step forward to nominate a relevant nonprofit as a recipient of your IWD fundraising and/or promotional activity?

IWD Giving





# Submit IWD 2026 #GiveToGain Resources

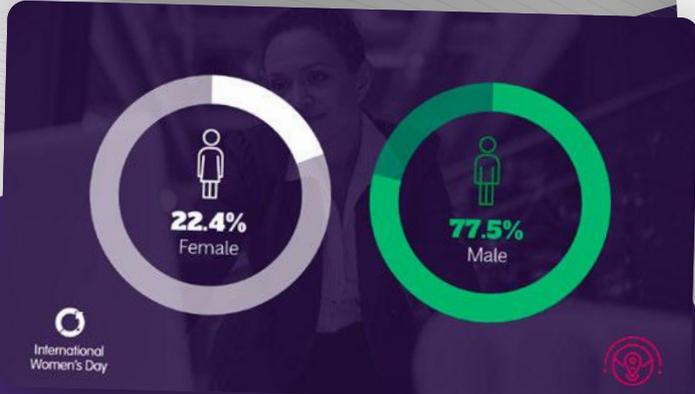
Inform, ignite and inspire via engaging user-generated IWD co-branded resources that support the annual campaign theme.

An invitation is open to submit IWD 2026 resources that:

- **Overtly help forge women's advancement**
- **Provide practical and tangible value for users**
- **Have worldwide relevance and appeal**
- **Are of a professional standard, developed by a reputable source**
- **Are pre-approved for co-branding with the IWD logo**
- **Promote IWD 2026 #GiveToGain campaign theme**
- **Can be available on IWD website at no cost to users**
- **Are delivered well ahead of IWD on March 8**

Get in [contact](#) as soon as possible to learn more.

## Submit Resources





# IWD Logo

Worldwide, a significant level of activity gets underway and many groups and organizations use the [IWD Logo](#), annual campaign theme, IWD assets and resources to promote awareness about gender equality.

The IWD Logo is used to support and unify activity that celebrates and drives women's advancement, and it is brilliant to see the large volume of worldwide activity each year driving gender parity.

[Request Logo](#)



# International Women's Day

