



## CAMPAIGN OVERVIEW

### **What is the *One Shared World*\* campaign?**

The *One Shared World* campaign seeks to raise awareness and generate dialogue about global poverty and what Americans can do to help tackle it. The Campaign does not provide direct assistance. Instead, it encourages Americans—especially American working women—to learn more, connect more and do more to support the many public and private U.S. efforts that help individuals and families in developing countries overcome hunger, illiteracy and disease.

### **Why focus on development assistance?**

Development assistance means helping people help themselves. The *One Shared World* campaign demonstrates how when we support progress in one area, it pays off in others. Educating girls, for example, helps to foster more resilient families, prevent diseases like HIV/AIDS and open up better jobs that pay higher wages – making communities, societies and the world we share healthier, safer and richer.

### **How does the Campaign raise awareness?**

Focusing on education, health and economic progress, the Campaign provides a broad array of free resources and materials through its flagship resource [www.onesharedworld.org](http://www.onesharedworld.org). The *One Shared World* campaign also broadens awareness through events, partner-based activities and online promotions.

### **Who are the Campaign partners?**

Partners in the *One Shares World* campaign are the American Association of University Women (AAUW), American Women in Radio and Television (AWRT), the National Association of Women Business Owners (NAWBO) and the National Council of Negro Women (NCNW). It is funded by the U.S. Agency for International Development (USAID) and is developed and managed by the nonprofit Academy for Educational Development (AED).

### **What was the genesis the *One Shared World* campaign?**

The Campaign sprung from a long-standing Congressional mandate to encourage the ongoing work of private and voluntary organizations to deal with world poverty. USAID – the principal U.S. Government agency to extend assistance to countries recovering from disaster, trying to escape poverty and engaging in democratic reforms – is charged with supporting programs to generate dialogue and increase public awareness of global poverty and America's efforts to tackle it. The *One Shared World* campaign exemplifies that development education mandate.

### **How did the name *One Shared World* come about?**

Research shows that Americans believe extending a hand up to people in poor countries is the right thing to do. But they don't connect their humanitarian impulse with government action. To remedy this, USAID realized the power of creating a social brand that embodies its target audience's shared beliefs, aspirations and motivations. The *One Shared World* brand emerged from extensive research to represent the connection between Americans and our stake in helping build a better, safer world.

### **Does the Campaign have a specific time frame?**

The *One Shared World* campaign went "public" with the launch of [www.onesharedworld.org](http://www.onesharedworld.org) on International Women's Day 2005, and will continue through September 2007.

\* A service mark of AED