

'Our Friendship'

World Thinking Day 2026

COMMUNICATIONS TOOLKIT



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HOW TO USE THIS TOOLKIT

This toolkit has been designed to help support your digital World Thinking Day campaign. Inside, you'll find key messages, suggested social media posts, ways you can get involved and resources to help you share this year's theme and celebrate.

For **2026**, the '**Our Friendship**' theme features special logos, designs, and hashtags to bring this year's theme to life. Remember to use these elements in your posts and messages.

[Download our digital assets](#) and make this a World Thinking Day celebration to remember!

Please note - If you create your own designs, please ensure they align with the themes colour palette and icons to maintain consistency with the official assets.

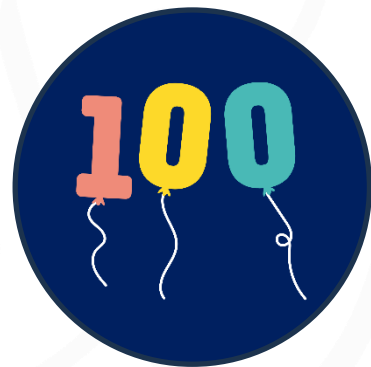
WORLD THINKING DAY

On February 22nd, World Thinking Day is celebrated. It is a time when Girl Guides and Girl Scouts around the world celebrate the global Movement of the World Association of Girl Guides and Girl Scouts (WAGGGS) by highlighting international friendships and connecting with one another globally to celebrate together.

It is an opportunity to learn and take action on global issues by supporting local communities alongside fundraising to support over 11.2 million Girl Guides and Girl Scouts around the world.

100 Years of World Thinking Day

This year is particularly special, as it marks 100 years of World Thinking Day! Since 1926, when it was first chosen as a day to celebrate international friendship at the fourth WAGGGS World Conference in the USA, Girl Guides and Girl Scouts around the world have come together each year to honour the connections that make our Movement so unique.



WORLD THINKING DAY FUND

The [World Thinking Day Fund](#) creates life-changing opportunities for Girl Guides and Girl Scouts around the world through events like the Juliette Low Seminar, helping them grow as leaders and make a positive impact in their communities.

Unfortunately, contributions have been declining year after year, making it harder to continue producing these valued resources.

As we mark the 100th anniversary of World Thinking Day, if you use the activity pack, take part in the activities and celebrations, and enjoy being part of this global tradition, we encourage you, your units, and your Member Organisation to make giving part of the experience.

Your support will help keep the activity packs going, so this special day can continue to inspire people for the next 100 years and beyond.



2026 THEME: OUR FRIENDSHIP

This year, we are exploring **'Our Friendship'** and celebrating 100 years of World Thinking Day.

"Our Friendship," is all about celebrating the friendships we share locally and globally and recognising the strength of our worldwide community. We reflect on what friendship means, how we support one another, and how working together can create a brighter future for everyone.



HOW TO GET INVOLVED

1

Download the Activity Pack



[Click here](#)

2

Buy the World Thinking Day badge



[Click here](#)

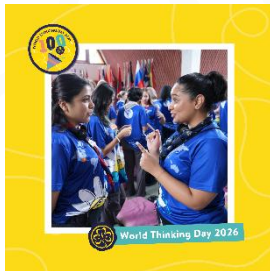
3

Donate to World Thinking Day Fund



[Click here](#)

4 Download our digital assets



OFFICIAL HASHTAGS, HANDLES & LINKS

1. Official Hashtags: #WTD2026 #OurFriendship #WTDTurns100

Show us your World Thinking Day adventures and join the global conversation! Tag @waggsworld and use #WTD2026 and #OurFriendship #WTDTurns100 to share how you are celebrating.

2. Follow WAGGGS and the World Centres on Social Media to stay up to date the World Thinking day plans and celebrations!

- WAGGGS Instagram - [Click here](#)
- WAGGGS Facebook - [Click here](#)
- Our Chalet - @our_chalet
- Pax Lodge - @paxlodge
- Nuestra Cabaña - @nuestracabanamx
- Kusafiri - @kusafiri
- Sangam World Centre - @sangamworldcentre

3. Relevant Links. Add these links to your stories and social media bios to help share the celebration.

- Download the Activity Pack - <https://campfire.waggs.org/topic/world-thinking-day-2026-activity-pack>
- Buy the WTD badge - <https://www.waggs-shop.org/en/products/world-thinking-day>
- Donate to World Thinking Day Fund - <https://campfire.waggs.org/worldthinkingday>

KEY MESSAGES

- ★ **Share your friendships stories** - Celebrate the friendships and connections that bring Girl Guiding and Girl Scouting to life. Share your friendship stories on social media and tag your friends to show how these bonds inspire, empower, and strengthen our local and global community.
- ★ **Wear & Share Your Friendship Bracelet** - Create your own friendship bracelets and share your photos and videos on social media to celebrate the connections that make our Movement special. For full instructions and ideas, check out the final activity in the pack on **page 14** and get involved!
- ★ **100 Years of World Thinking Day, 100 acts of friendship** - To celebrate 100 years of World Thinking Day, take on the challenge of completing **100 acts of friendship and kindness** within **one month of 22 February**. For each act big or small, create a friendship paper chain and see how long your paper chain can grow. Check out **page 34** to learn more.

SOCIAL MEDIA SUGGESTED CAPTION

Save the date

- **This year, marks 100 years of World Thinking Day on February 22nd!**
The 2026 theme, “*Our Friendship*,” invites us to celebrate the bonds that grow and flourish within Girl Guiding and Girl Scouting. It’s a chance to reflect on what friendship means, explore healthy friendships and the importance of community, both within our Movement and beyond. Discover activities and ways to explore this year’s theme through the World Thinking Day Activity Pack - <https://campfire.waggs.org/worldthinkingday> #WTDTurns100 #WTD2026 #OurFriendship
- **Mark your calendars! February 22nd is World Thinking Day**, celebrating 100 years of friendship, community, and Girl Guiding around the world. Explore the 2026 theme, “**Our Friendship**,” with activities from the World Thinking Day Activity Pack: <https://campfire.waggs.org/worldthinkingday> #WTDTurns100 #WTD2026 #OurFriendship


100 years of World Thinking Day

- Celebrate 100 years of World Thinking Day by spreading kindness and complete 100 acts of friendship! Check out page 34 of the activity pack to get started! - <https://campfire.waggs.org/worldthinkingday> #WTDTurns100 #OurFriendship #WTD2026

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- Celebrate 100 years of connection and Girl Guiding and Girl Scouting around the world. Get your **official #WTD2026** badge and wear it with pride! **#OurFriendship #WTDTurns100**
 - 100 years of friendship, connection, and Girl Guiding and Girl Scouting adventures! Join us in celebrating World Thinking Day 2026 and the friends who make it unforgettable. **#OurFriendship #WTD2026** Check out this years pack to join in the celebration - <https://campfire.waggs.org/worldthinkingday>

Friendship

- This **#WTD2026** we're celebrating the friendships that make Girl Guiding and Girl Scouting special! Comment your favourite memory with a friend, or tag someone who makes your Girl Guiding and Girl Scouting experience unforgettable. **#OurFriendship**
- The WAGGGS World Centres play a big role in connecting Girl Guides and Girl Scouts and forming lifelong friendships. Tag a friend you met at the World Centre below. Don't forget to tag the World Centre! **#WTD2026 #OurFriendship**
- **Friendship knows no borders!** Tag a Girl Guiding and Girl Scouting friend that you haven't seen in a while and miss! **#WTD2026 #OurFriendship**
- **Celebrate the friends who make Guiding so much more worth it.** Tag a friend you're grateful for this World Thinking Day. **#WTD2026 #OurFriendship**

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- Take on the 100 acts of friendship challenge within one month of 22 February. Are you up for it? Let's see how long your paper chain can get! Check out page 34 of the activity pack to learn more - <https://campfire.waggs.org/worldthinkingday> **#WTDTurns100 #WTD2026 #OurFriendship**

Donate to the World Thinking Day Fund

- Support the future of Girl Guiding and Girl Scouting! Donate to the World Thinking Day Fund and help strengthen our global Movement. **#WTD2026 #OurFriendship**

Click here to donate - <https://campfire.waggs.org/worldthinkingday>

- Celebrate 100 years of World Thinking Day by giving back. Your donations help empower the next generation of Girl Guides and Girl Scouts by creating more opportunities for them to grow as leaders and support their communities.

Give today - **#WTD2026 #WTDTurns100 #OurFriendship** <https://campfire.waggs.org/worldthinkingday>

- **Help shape the next generation of leaders!** Donations to the World Thinking Day Fund give Girl Guides and Girl Scouts access to amazing leadership opportunities, where they can support their communities.

Give today - <https://campfire.waggs.org/worldthinkingday>

THANK YOU FOR BEING A PART OF WORLD THINKING DAY 2026

Your stories, voices, and actions make our Movement a force for positive change. Let's continue to share, connect, and celebrate **#OurFriendship** together.

