



**PEACE
ONE DAY**

ONE DAY ONE GOAL: 'HOW TO' GUIDE

Peace One Day aims to harness the power of 'the beautiful game' to foster the spirit of Peace Day 21 September. Football matches are played all over the world to commemorate the day. Each One Day One Goal match celebrates cooperation, unity and the power of football to bring people together.

Thousands of matches have taken place across every UN member state since 2008.

TO HELP ORGANISE YOUR ONE DAY ONE GOAL MATCH OR TOURNAMENT, HERE IS A STEP BY STEP CHECKLIST:

1. SET YOUR AIMS AND OBJECTIVES

- a. Decide what size and type of event is most appropriate for you.
- b. Matches can be played from grassroots all the way through to professional levels.
- c. One Day One Goal events can consist of individual matches, tournaments (such as a Peace Cup), league matches (played with Peace One Day logos and/or specially designed kits), or whichever way suits you best!
- d. Decide if you wish to combine your One Day One Goal event with other Peace Day activities, such as a film screening of [The Day After Peace](#), or other local celebrations.
- e. Consider whether you'd like to use your One Day One Goal event as a fund-raiser for Peace One Day (see Copyright and fund-raising Guidelines [here](#)).

Who Will You Make Peace With?

Peace One Day's 2013 theme asks individuals to work together and make peace with each other to improve the quality of everyone's lives. This could include bringing people or groups together that may have existing rivalries that make it hard for members to bridge their differences and make peace in their community. Many supporters try to bring these groups together for One Day One Goal matches on Peace Day, to use football to rise above their differences to resolve conflict or strengthen a fragile peace. [Click here for some past examples.](#)

2. IDENTIFY YOUR POTENTIAL PARTICIPANTS AND SUPPORTERS

- a. Plan how you will gather participants for your teams.
- b. Reach out to other local groups, NGOs, schools/universities, youth/sports organisations, etc.
- c. Invite friends, family, colleagues, or anyone else to get involved.
- d. Encourage those who may not want to play to come and cheer you on and celebrate after the match.
- e. Once you've confirmed your participants, organise them into teams.
- f. Keep the participants informed of any developments. Communication is important. You can utilise dedicated social media groups on Facebook to communicate easily between participants.
- g. Have a date (or dates) for sending out a reminder to those involved.
- h. One Day One Goal teams are often made up of mixed players from different creeds, religions, or ethnicities that may not get the chance to interact very often. A central aspect of One Day One Goal is promoting cooperation and unity.

3. DECIDE THE WHERE AND WHEN

- a. Choose a location.
- b. One Day One Goal matches can be played anywhere from major stadiums, to local pitches, in parks, on the beach, in the streets, etc. Where can you hold the most successful event?
- c. Choose a date. As Peace Day 2013 falls on a Saturday, it is a brilliant opportunity for your games to take place on the day, but any date close to the day i.e. 19-22 September would be ideal.

4. SPREAD THE WORD ABOUT PEACE DAY AND YOUR ONE DAY ONE GOAL EVENT!

- a. Send out group emails.
- b. Create groups or events on social media platforms to promote the event or encourage further participation. Why not call your event One Day One Goal – [City / Country Name]?
- c. Put up posters. Templates can be found on the [Take Action](#) page of the Peace One Day website.
- d. Make announcements at local community or youth centres.
- e. Call your local paper or radio station to cover the event before it takes place and on the day.

5. EQUIPMENT AND SIGNS

- a. Footballs.
- b. Uniforms or team shirts/arm bands (if applicable).
- c. Peace One Day and One Day One Goal posters or banners, etc.
- d. Materials are available to download from <http://www.peaceday.org/take-action>

6. ON THE DAY

- a. Please don't forget to record your event with photography or video and send your images to Peace One Day at global.truce@peaceday.org.
- b. Please fill in a [Peace Day 2013 Measuring Form](#) to help Peace One Day measure the success of the day.
- c. **Have a fantastic time!**

THANK YOU FOR MARKING PEACE DAY



YOUR ACTIONS BRING US ONE STEP CLOSER TO INSTITUTIONALISING THE DAY