

- Inspire unprecedented grassroots movement connecting children, their parents, and their grandparents with families in cities and villages in countries and continents across the world.

The campaign's outcomes:

- The ten imperatives that were voted on in the campaign became the basis for "[A World Fit for Children](#)" – the outcome document of the UN Special Session'

- The ten imperatives became the foundation grounds for the Global Movement for Children. An organization wishing to join the Movement needs to respect and fully comply with the imperatives as well as the Convention on the rights of the child

- Through the vote, children pointed to education (imperative 7) as the top priority giving a chance for a brighter future.

Methodology:

- The voting ballot 'Rallying Call Pledge' was distributed around the globe focusing on the places with a lot of children (schools).

- The ballot was the list of ten challenges faced by children. People were asked to choose 3 out of the 10 most pressing problems in their countries.

- The ballot was targeted at four age groups: under 11; 12-17; 18-24; and 25+. The ballot also provided for gender

- In an effort to raise awareness Say Yes for Children involved a combination of printed materials, online information, and community organising of events; in some regions through daily newspapers, at schools and local community centres nationwide.

