**Promotional Toolkit – Stars in Reproductive, Maternal, Newborn and Child Health (Round 9)**

***For use from June 7to August 3, 2017***

On June 7, 2017, Grand Challenges Canada (funded by the Government of Canada) launched the ninth Request for Proposals of Stars in Global Health: **Stars in Reproductive, Maternal, Newborn, and Child Health.**

We encourage you to use this toolkit to share the new Request for Proposals widely across your networks. In this toolkit, you will find the following:

* Suggested social media messages
* A draft email to include in your organization’s eBulletin or Newsletter
* Images to include in your messaging.

For more information, please visit [www.grandchallenges.ca](http://www.grandchallenges.ca). If you have questions about this toolkit or Grand Challenges Canada, please contact Liam Brown, Press Officer, at: [liam.brown@grandchallenges.ca](mailto:liam.brown@grandchallenges.ca).

**Background**

Grand Challenges Canada is dedicated to supporting Bold Ideas with Big Impact® in global health. We are funded by the Government of Canada and we fund innovators in low- and middle-income countries and Canada. The bold ideas we support integrate science and technology, social and business innovation – we call this Integrated Innovation®. We focus on bringing successful innovation to scale, catalyzing sustainability and impact. We have a determined focus on results, and on saving and improving lives.

Grand Challenges Canada has launched a new open funding opportunity open to applicants in low- and middle-income countries and Canada: **Stars in Reproductive, Maternal, Newborn, and Child Health.**

**Stars in Reproductive, Maternal, Newborn and Child Health** seeks bold ideas for products, services and implementation models that could transform how persistent challenges in reproductive, maternal, newborn and child health are addressed in low- and middle-income countries. Successful proposals will be awarded seed grants of up to $100,000 CAD over a maximum of 12 to 18 months.

*Application deadline: August 3, 2017, at 3:00PM EDT*

**Social Media Platforms**

**Follow us:** [Twitter](https://twitter.com/gchallenges), [Facebook](https://www.facebook.com/grandchallengescanada), [LinkedIn](https://www.linkedin.com/company/1162852?trk=tyah&trkInfo=clickedVertical%3Acompany%2Cidx%3A1-1-1%2CtarId%3A1436210017196%2Ctas%3Agrand%20ch), [YouTube](https://www.youtube.com/user/grandchallengesca), [Flickr](https://www.flickr.com/photos/gchallenges/)

**Suggested Messages - Twitter**

* .@gchallenges seeks Bold Ideas with Big Impact in reproductive, maternal, newborn and child health → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) #StarsInRMNCH *(+Image)*
* Do you have a Bold Idea in reproductive, maternal, newborn and child health? Apply to #StarsInRMNCH → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*
* New funding opportunity from @gchallenges: Stars In Reproductive, Maternal, Newborn and Child Health → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) #StarsInRMNCH *(+Image)*
* Have a bold idea to improve #RMNCH in humanitarian settings? Apply to #StarsInRMNCH → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*
* #StarsInRMNCH seeks Bold Ideas to save and improve lives in low- and middle-income countries. Apply → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*
* Are you looking for #globalhealth funding? Apply to #StarsInRMNCH by August 3, 2017 → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*
* Have a bold idea to improve the sexual & reproductive health & rights of women & adolescent girls? → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) #StarsInRMNCH *(+Image)*

**Date-Specific**

**July 1 – July 7**

* One month left to submit an application to Stars In Reproductive, Maternal, Newborn and Child Health → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) #StarsInRMNCH *(+Image)*
* Do you have a Bold Idea in reproductive, maternal, newborn & child health? One month left to apply to #StarsInRMNCH: [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) *(+Image)*

**July 27**

* Last week to submit an application to Stars In Reproductive, Maternal, Newborn and Child Health → [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding) #StarsInRMNCH *(+Image)*

**August 2**

* Tomorrow is the deadline to apply to Stars In Reproductive, Maternal, Newborn and Child Health → www.bit.ly/gccfunding #StarsInRMNCH *(+Image)*

**Suggested Messages - Facebook / LinkedIn**

* Grand Challenges Canada seeks Bold Ideas that could transform how persistent challenges in reproductive, maternal, newborn and child health are addressed in low- and middle-income countries. Apply to Stars in Reproductive, Maternal, Newborn and Child Health: [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding)
* Do you have a Bold Idea for improving reproductive, maternal, newborn and/or child health? Grand Challenges Canada has launched a new funding opportunity: Stars in Reproductive, Maternal, Newborn and Child Health. Apply: [www.bit.ly/gccfunding](http://www.bit.ly/gccfunding)

**Suggested Message – eBulletin / Newsletter**

**New Funding Opportunities from Grand Challenges Canada**

Do you have a bold idea for improving reproductive, maternal, newborn and/or child health?

Grand Challenges Canada, funded by the Government of Canada, has launched a new open funding opportunity open to applicants in low- and middle-income countries and Canada: **Stars in Reproductive, Maternal, Newborn, and Child Health (RMNCH).**

**Stars in Reproductive, Maternal, Newborn and Child Health** seeks bold ideas for products, services and implementation models that could transform how persistent challenges in reproductive, maternal, newborn and child health are addressed in low- and middle-income countries. Successful proposals will be awarded seed grants of up to $100,000 CAD over a maximum of 12 to 18 months.

Of particular interest to Grand Challenges Canada are innovations to improve reproductive, maternal, newborn and child health in **humanitarian contexts**, notably among internally displaced and refugee populations, as well as innovations that improve the **sexual and reproductive health and rights** of women and girls, so that they are empowered and have greater influence over their lives and futures.

**APPLICATION DEADLINE: August 3, 2017, at 3:00PM EDT**

Find out more at [**www.grandchallenges.ca**](http://www.grandchallenges.ca)**/funding-opportunities.**

**Images** *(Right click> “Save as Picture”)*