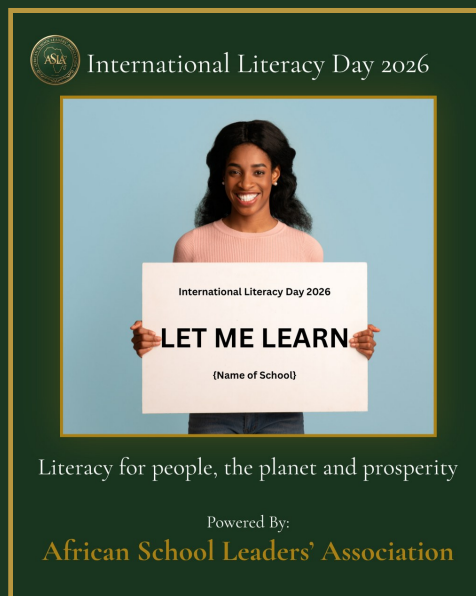




FOUNDING YEAR CAMPAIGN GUIDE

International Literacy Day 2026

#LetMeLearn



A step by step guide for ASLA member schools: what to submit, how to submit it, and what happens next.

01 Welcome

On 8 September 2026, the world marks the sixtieth anniversary of International Literacy Day. It is also the opening day of ASLA's founding year programme, and we want every member school across the continent standing together on that day.

This guide tells you exactly what your school needs to do, by when, and how to submit it. It takes most schools under an hour to complete. Please read it in full before you begin, and share it with the staff member coordinating your submission.

1 to 8 September 2026 the #LetMeLearn campaign window

Submissions are due no later than 6 September 2026. Everything is published together across ASLA's platforms on 8 September.

About International Literacy Day 2026

Global theme (UNESCO): Literacy for people, the planet and prosperity. This year marks the sixtieth anniversary of International Literacy Day.

ASLA theme: Let Me Learn.

We chose this theme because literacy is the foundation everything else in education is built on, and because the scale of the challenge is one every school leader on this continent already feels. Roughly nine in ten children in Sub Saharan Africa cannot yet read and understand a simple sentence by age ten. This campaign, and the webinar that closes it on 8 September, exist to face that fact honestly and to start building the evidence and the community that will change it.

02 What Your School Needs to Do

Every member school is asked to submit two things: a photograph, and a video. Both are described in full below.

A The #LetMeLearn Placard Photograph

Photograph one pupil holding a handmade placard, in the style of the example shown on the cover of this guide and on page 5.

Your placard must be:

- At least A3 in size (a standard flip chart or poster sheet works well).
- Headed with the words "**International Literacy Day 2026**" at the top.
- Carrying the words "**LET ME LEARN**" clearly in the middle, in large lettering.
- Signed off with the **name of your school** at the bottom.

Beyond those three required elements, the design is entirely up to you. This is a genuine opportunity for teachers and pupils to get creative, with colour, pattern, drawing, or anything else that reflects your school's character. We want a continent wide gallery that looks like Africa, not sixty identical placards.

B The Poem Recitation Video

Record a short video of either one pupil, or a small group of pupils, reciting the official "Let Me Learn" poem in full. The complete text is printed overleaf for you to share with pupils and rehearse.

- Landscape orientation (turn the phone sideways), filmed somewhere with good light and minimal background noise.
- The full poem, recited clearly. Warmth and personality matter far more than polish, we are not looking for a perfect performance.
- A group recitation is just as welcome as a solo one, and often works beautifully with younger classes reciting a line each.

Before you photograph or film any pupil

Please obtain parent or guardian consent before photographing or filming a pupil, and before that pupil's image is shared publicly on social media. This is consistent with ASLA's own safeguarding standard, and it is good practice for any school regardless of membership. A simple written or verbal record of consent, kept on file at your school, is sufficient.

03 The Official "Let Me Learn" Poem

This is the poem your pupils will recite for their video. Please share the full text with them ahead of time so they have the chance to read it, understand it, and make it their own before reciting it on camera.

Let Me Learn

THE OFFICIAL ASLA #LETMELEARN POEM · INTERNATIONAL LITERACY DAY 2026

Let me learn

So that I may see the beauty of the world around me

The people and the places

The languages and the cultures

The life outside of the box

Beyond the walls of an untrained mind

Let me learn

So that I may see the goodness of the earth beneath me

The roots and the mines

The greens and the cable lines

Working with my heart

For the good of the land

Let me learn

So that I may rise above the standards that restrain me

And take my people with me

To a place flowing with milk and honey

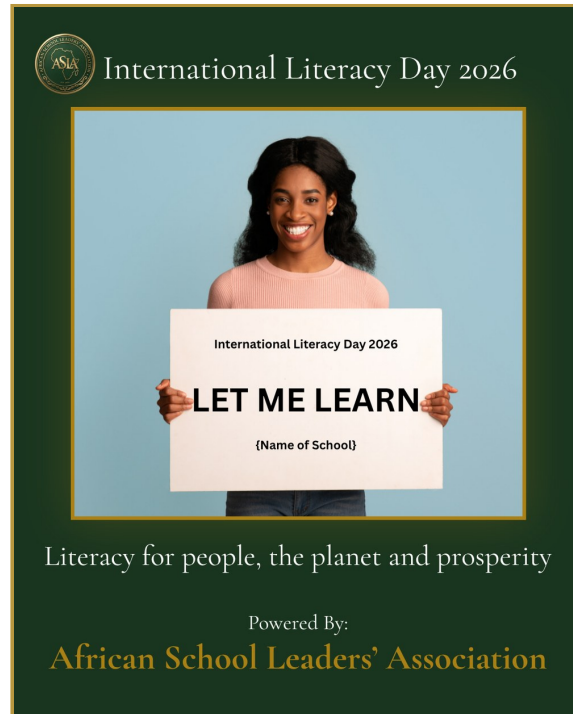
Made by my learn-ed hands

Let me learn

For people, for planet, for prosperity

04 Example Placard and Photograph

The example below shows the required elements in place: the "International Literacy Day 2026" heading, the words "LET ME LEARN" in the centre, and the school name at the bottom. Use this as your starting point, then make it your own.



Example only. Replace "{Name of School}" with your own school's name, and feel free to redesign the placard itself, so long as all three required elements remain clearly visible.

05 How and When to Submit

Deadline: 6 September 2026

Please submit no later than this date so your school can be included in the 8 September publication.

Where to send your submission

Email both your placard photograph and your poem recitation video to **info@africanschoolleaders.com**, with your school name and country in the subject line.

If your video file is too large to email, upload it to Google Drive, Dropbox or WeTransfer and share the link instead, or send it directly through your regional ASLA WhatsApp community if you are already a member of one.

What to include with your submission

- Your school's name and country.
- The first name of the pupil or pupils featured (only if you are comfortable sharing this publicly).
- Photograph as a JPG or PNG file.
- Video as an MP4 file, ideally no longer than 60 seconds.

A note on quality

Please do not worry about professional lighting, editing, or production value. A phone photograph and a phone video, taken with care and a genuine smile, are exactly what this campaign is for. Authenticity is the whole point.

06 What Happens Next

The social media campaign

From 1 to 8 September, we encourage your school to also post your placard photograph directly to your own school's social media accounts, using the hashtag **#LetMeLearn** and tagging ASLA. This builds momentum in the days leading up to International Literacy Day itself, alongside the official submission to ASLA.

8 September: the continent wide gallery

Every submitted photograph will be compiled into a continent wide gallery, published across ASLA's website and social media channels on International Literacy Day itself. Every submitted video will be edited into a single compilation montage, published the same day.

The Founding Year Opening Webinar

This is ASLA's very first webinar, and the formal opening of our founding year programme.

Title: The State of Literacy in African Schools

- **Date:** 8 September 2026. Time and joining link will be shared with all members through ASLA's usual channels closer to the date.
- **Content:** the scale of the literacy crisis across the continent, what the evidence tells us actually works (structured pedagogy, teaching at the right level, mother tongue instruction), and what ASLA intends to do about it.
- **A special feature:** a live screening of a selection of the #LetMeLearn recitation videos submitted by member schools.

Every member is warmly invited to attend, whether or not your school has submitted a photograph or video.

07 Key Dates at a Glance

Date	What happens
Now	Read this guide with your team. Obtain parent or guardian consent. Design your placard and rehearse the poem.
1 to 8 September	Share your placard photograph on your own school's social media, tagging #LetMeLearn.
By 6 September	Submit your placard photograph and poem recitation video to ASLA.
8 September	International Literacy Day. ASLA publishes the continent wide gallery and video montage. The Founding Year Opening Webinar is held, featuring a screening of selected videos.

Questions

If anything in this guide is unclear, or you need help before the deadline, contact ASLA at info@africanschoolleaders.com. We are delighted to have your school with us for the very first campaign of our founding year.



Connect. Strengthen. Transform.

#LetMeLearn · International Literacy Day 2026

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