

Saying No To Gender Backlash –

How The First Large-Scale Women's Day March In Finland Was Funded

Aiski Ryökäs, Communications and Advocacy Expert
The Finnish Women's Association Unioni



Who and what



Aiski Ryökäs, Communications and Advocacy Expert

**The Finnish Women's Association Unioni
Older than the state of Finland**



Starting point of 8th March march



3 NGOs

network of other organizations with loose engagement

5 weeks

tangible goal that mobilizes and touches people

first-timer momentum

no reference point for € targets

Comms and €€€ Infrastructure



three mailing lists (varying from 1k to 40k emails)

social media accounts (IG varying from 2k to 40k followers)

CRM: Action network

fundraising platform: Lunda donate

Strategy



Storytelling angle

socials and emails in sync

fundraising part of larger mobilization effort

collaboration among NGOs

social media strategy: political momentums, rapid responses

follower engagement

What worked?



Storytelling angle

Touching, anonymous personal stories about surviving harassment

Build a personalized reason for people to want the march to happen



8.3.2025
**M>RSSI
ETEENPÄIN**
TASA-ARVON PUOLESTA

“

Olin 21-vuotias. Jouduin "**pantavien fuksien**"
listalle jo ennen kuin olin jalallani astunut
yliopistoon. Ekat vuoteni olivat täynnä vartalon ja
ulkonäön kommentointia, jatkuvaa
seksualisointia, kourimista, luvatta
koskettamista, toistuvia lähentely-yrityksiä,
väkisin suutelta, älykkyyden kyseenalaistamista.

Naisia huoriteltiin, kommentoitiin ja arvosteltiin
aivan surutta. Ihmisoikeuksista kiinnostuneelle
nuorelle feministinalulle tämä kaikki oli tosi
lannistavaa.

👤

Naisjärjestöjen
Keskusliitto

UNIONI

UN
WOMEN
SUOMI

What worked?



Socials and emails in sync

16,037

Total raised

16,037

One-time raised

null

Recurring raised

531

Contributions

531

Contributions (One-time)

0

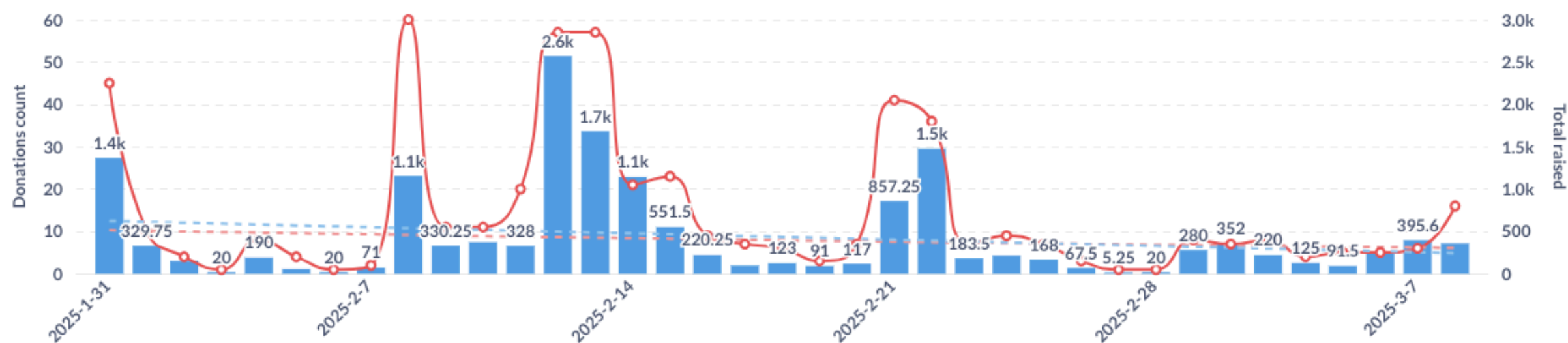
Contributions (Recurring)

30.2

Avg. contribution

Donations Count & Total Raised by day

● Donations count ● Total raised



What worked?

fundraising part of larger mobilization effort

Building a story of making a change with the
Women's day March



What worked?



collaboration among NGOs

Sharing mailing lists

Sharing resources

Tolerating chaos for common goal and greater good

Building the plane as we flew it

What worked?



social media strategy

political momentums

rapid responses

“Google removed Women’s day,
Pride and other dates from its
calendar”

You can erase calendars but
you cannot erase a movement.

ARE YOU WITH US?



What worked?



follower engagement

building a sense of a movement

socials analytics (meta)



1.-14.3.2025

Content overview

Breakdown: Organic/ads ▾

All Posts Stories Reels Videos Live

Views ⓘ	Reach ⓘ	3-second views ⓘ	1-minute views ⓘ	Content interactions ⓘ	Watch time ⓘ
65.8K ↑ 307%	18.7K ↑ 123.9%	15 ↑ 15.4%	0 0%	3K ↑ 304.1%	

3-fold compared to a year before

Content overview

All Posts Stories

Views ⓘ	Reach ⓘ	Content interactions ⓘ
1.2M ↑ 153.6%	334.3K ↑ 47.4%	27.5K ↓ 11.4%

16-fold compared to a year before

Result:

- 131 organisations
- 10 000 people
- All major medias covered
- Former president joined
- over 16 000 € fundraised



Result:

- 131 organisations
- 10 000 people
- All major medias covered
- Former president joined
- over 16 000 € fundraised

in 2026 we go
bigger!



A large crowd of people is gathered in a city square, likely for a demonstration or protest. The crowd is dense, with many people holding flags and banners. In the background, there are several historic buildings, including a large one with a classical facade and columns. The scene is set in a city, with cobblestone streets and a clear sky.

Questions? Thank you!

Welcome to Helsinki 8th March 2026!