#IWill Week 2019 Partner Pack

18th – 24th November
CONTENTS

4 WHAT IS THE #IWILL CAMPAIGN

5 WHAT IS #IWILL WEEK

6 CELEBRATE THE #POWEROFYOUTH

8 HOW TO GET INVOLVED
   • 5 day challenge content
   • Social media
   • Write a blog
   • Host an event

18 RECOGNISE & CELEBRATE

20 #IWILL4NATURE & #YCW2020

21 COMMUNICATIONS MATERIALS
All young people should be supported and feel empowered to make a difference in their communities or society. That’s why the #IWill campaign, made up of 1,000+ partner organisations across the UK, aims to make participation in social action the norm for young people aged 10 to 20.

Social action includes activities like volunteering, mentoring, peer education, campaigning, activism, involvement in a school or youth parliament, and fundraising.

Too often society fails to listen to young people’s views and recognise their ability to make a positive difference. That’s particularly the case for young people from low-income communities.

Young people aren’t just the leaders of tomorrow. They have the energy, skills and ideas to change society and the environment for the better today.

“Volunteering has changed my life and gave me so many opportunities that I would otherwise not had - from gaining confidence and life skills, to meeting new people and friends.”

Kieran Smith
WHAT IS #IWill Week?

Let’s celebrate young people!
18th – 24th November!

This year, there are different themes for every day of #IWill week all linking to the #PowerOfYouth!

#IWill week is an opportunity to shout about the fantastic contribution young people are making in their communities, society & the environment. During the week, events and celebrations take place across the UK and leaders, organisations & young people take to social media to celebrate the #PowerOfYouth, recognising the invaluable and diverse contribution they are making to society.

This is your chance to put young people in the spotlight, to thank them for all their hard work and to let their voices be heard. It’s also the perfect opportunity to let everyone know how your organisation benefits from youth social action - and to encourage other organisations to follow your lead.

Use this pack to find out more about the themes and gather ideas for how you can shine a spotlight on young people who are making a difference through volunteering, fundraising, activism, campaigning and mentoring. You can also find some fantastic resources on the UK #IWill website, including graphics, templates and top tips.

At a glance here are some examples of what you can do in #IWill week:

- Show why youth social action is important to your organisation.
- Promote young people as leaders and decision-makers.
- Showcase important partnerships that are supporting youth social action.
- Highlight the benefits of YSA to young people, your organisation and their communities.
- Celebrate young people and the impact they’re making in their communities and beyond.
CELEBRATE THE POWER OF YOUTH

Celebrate the #PowerOfYouth this #IWill week!

Join us to champion the role that young people are taking on to make a difference to others, their communities, society and the environment. Use #IWill week 2019 to show how your organisation is growing the #PowerOfYouth.

<table>
<thead>
<tr>
<th>Prioritise.</th>
<th>Show why youth social action is important to your organisation’s strategy.</th>
<th>Monday 18\textsuperscript{th}</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer opportunities.</td>
<td>Promote young people as leaders &amp; decision makers.</td>
<td>Tuesday 19\textsuperscript{th}</td>
</tr>
<tr>
<td>Work in partnership.</td>
<td>Showcase important partnerships supporting young people to make a difference.</td>
<td>Wednesday 20\textsuperscript{th}</td>
</tr>
<tr>
<td>Evaluate impact.</td>
<td>Highlight the benefits of youth social action to young people, organisations &amp; communities/society.</td>
<td>Thursday 21\textsuperscript{st}</td>
</tr>
<tr>
<td>Recognise.</td>
<td>Say thank you to young people for the impact that they’re making.</td>
<td>Friday 22\textsuperscript{nd}</td>
</tr>
<tr>
<td>Celebrate.</td>
<td>Celebrate young people, communities, organisations and programmes supporting youth social action.</td>
<td>Saturday 23\textsuperscript{rd}</td>
</tr>
<tr>
<td>Celebrate.</td>
<td></td>
<td>Sunday 24\textsuperscript{th}</td>
</tr>
</tbody>
</table>
HOW TO GET INVOLVED

There are many ways for you to join in the celebrations this #IWill week. As an example you could:

■ Share blogs & vlogs from senior leaders & young people.
■ Ask young people to take over your social media accounts.
■ Share case studies of what your organisation is doing to support youth social action.
■ Visit project & programmes where young people are taking part in youth social action.
■ Hold events to hear & listen to young people’s views.
■ Profile young trustees & youth advisory panels.
■ Co-Design a celebration event with young people to recognise their impact.

Read on to find out practical tools, guides and resources to use whilst planning your activities for #IWill week 2019!

● ● ● 5 day challenge content:

Challenge Guide

In line with the #PowerOfYouth theme, here is a 5 day challenge to help you plan your #IWill week activities. Use the 5 day challenge to shine a light on all the fantastic work your organisation and young people are doing!

All the resources you need to do this are included in this pack!
### Monday – Prioritise:
- **Challenge:** Share a case study that shows how you’re prioritising youth social action in your organisation.
- **Challenge:** Ask a young person to interview a senior leader about youth social action.
  - *Interview Q’s.*
  - *5 top tips to record a video.*

### Tuesday – Offer leadership:
- **Challenge:** Profile your young trustees, young advisors or how you’re involving young people in decision making.
- **Challenge:** Invite a young person to do a social media takeover.
  - [How to do a youth social media takeover](#).
  - [Takeover challenge letter (orgs to invite young people)](#).

### Wednesday – Work in partnership:
- **Challenge:** Share a case study a programme where you’ve worked in partnership.
- **Challenge:** Tag organisations you love working with.
  - [Thank you graphic](#).
  - [Thank you letter](#).

### Thursday - Evaluate:
- **Challenge:** Spotlight a case study on social action where you’ve seen the benefit to individuals and the community/environment, or share a statistic about the benefits of the type of social action you support.
- **Challenge:** ‘Go undercover’ – ask your trustees/senior exec to go undercover on a youth social action project.
  - [Template e-mail to trustee/senior leader](#).
  - [Top Tips on How to record a video](#).

### Friday - Recognise:
- **Challenge:** Showcase times when you’ve recognised the young people you know making a difference.
- **Challenge:** Tag 5 young people you want to recognise & celebrate.
  - [We couldn’t have done it without you graphic](#).
  - [Thank you letter to young people](#).
Social media:

**Young person takeovers**

Why not invite young volunteers from your organisation to run your social media for the day? They can tell their social action story, post short videos and pictures from their activities, and invite your followers to ask them questions about their experience. This is particularly successful on Twitter or through Instagram’s ‘story’ function.

During a takeover the young people you work with should be encouraged to talk about what they want, but should try to include:

- A challenge to #IWill partner organisations e.g. “We need more organisations to include young people in decision making”.

- A challenge to other young people on why they should get involved in youth social action.

- A photo or video of themselves or their project.

Read our Instagram takeover guidance for more ideas and tips.

**Share your pledge**

Find your pledge [here](#), and share it on social media to encourage other organisations to join.

If you made your pledge a while ago, why not reflect on what you have achieved since pledging and work with young people to decide what you aim to do next.

If you would like to update your pledge in honour of the #PowerOfYouth you can email us on [iwill@youthlinkscotland.org](mailto:iwill@youthlinkscotland.org) or send us your new pledge [here](#).

**Share your story**

As a campaign, we’re always looking for stories and case studies which we can share to inspire more organisations to support youth social action. This doesn’t just mean inspiring, life changing stories (although these are great!), it also means practical tips for people like you in organisations who want to support but aren’t sure where to start.

What we’re looking for:

- Good practice from both leaders and practitioners in your organisation on how to grow youth social action in your setting, and why it’s important.

- Inspirational young people who want to share their social action story.

How to share it:

- **Written content** – It can be blogs, quotes, top tips or how-to guides.

- With written content please always include a photo or we will be unable to share it on our website.

- **Videos** – both long (2min+) and short form – these are great for more complex topics, and for showing what’s happening on the ground.
young people need MODELS, not CRITICS.
5 Tips for Showcasing your work:

1. Demonstrate how what you’re doing achieves one or more ways of the five ways to embed youth social action framework:
   - Prioritise youth social action in your strategies.
   - Offer leadership opportunities to young people.
   - Work in partnership with schools, businesses & organisations.
   - Evaluate and share your Impact.
   - Recognise and celebrate young people.

2. Show that the impact of what you’re doing not only benefits the young people you’re working with but also benefits the organisation, community & environment around you.

3. Include practical top-tips and how-to guides that you would give to a peer on what you’ve learnt and how to do what you’ve done.

4. Include a challenge or call to action for those reading your story e.g. “We should all be doing more to reach young people on low-income communities.”

5. Use media – photos, infographics and videos are much more engaging than all text.

Share your stories on your own channels and tag us @youthlinkscotland or you can email us your stories to iwill@youthlinkscotland.org for us to feature on the website.
Post photos/infographics

Sharing photos of young people volunteering with your organisation is a great way to highlight the #PowerOfYouth.

Infographics with text, quotes or statistics can be really effective in showcasing the benefit and impact of what you’re doing.

If this option appeals to you, tools like Canva can be a great resource.

You can also share the graphics & infographics in the downloads section of this pack.

Remember to use the hashtags

When sharing stories, images and videos on social media make sure to tag @youthlinkscotland on Twitter & Instagram so we can retweet and share! Additionally remember to use the Hashtags in your social media content so we can create momentum and encourage others to join in too. The hashtags are for the week are:

#PowerOfYouth
#IWill
#IWillWeek
Example social media posts

This section has some example social media posts that you can use during #IWill week. However, please feel free to create your own and tag us in them @YouthLinkScot on Instagram, @YouthLinkScot on Twitter and YouthLink Scotland on Facebook.

- We’ve pledged to the @iwill_campaign to mark our commitment to support ALL young people to be able to make a difference. [link to your #iwill Pledge here] #PowerOfYouth #IWillWeek.

- We believe in the #PowerOfYouth. You should too. Go to: www.youthlinkscotland.org/programmes/iwill-in-scotland to find out more. #IWillWeek.

- Young people aren’t just the leaders of tomorrow, they can make a real impact today. At [organisation name], we’re celebrating the difference young people are making this #IWillWeek. #PowerOfYouth.

- Society too often fails to listen to young people’s views & recognise their ability to make a positive difference. Let’s celebrate the #PowerOfYouth & champion young people’s voices this #IWillWeek!

- We’re celebrating the #PowerOfYouth for #IWillWeek! Young people aren’t just the leaders of tomorrow. They are changing society for the better today.

Here are some ideas if you have a young person taking over your social media accounts or to share with young people that you are working with to share through their networks & spread the word:

- Leaders of tomorrow? Young people are making a real impact today. As a young person, I’m celebrating the #PowerofYouth in #IWillWeek!

- Too often, older generations and society ignore the impact that young people can make. Our voices should be heard. #PowerOfYouth #IWillWeek.

- Fact: 52% of young people in Scotland are making a difference through social action. As a young person, I make a difference in [topic or issue]. #PowerOfYouth #IWillWeek.

- Young people can make a huge difference in our communities - but we need to be able to access opportunities. Will you make an #IWill pledge today? #PowerOfYouth #IWillWeek.

- I’m proud to volunteer with [organisation] to make a difference on [topic or issues]. Young people have so much to offer. For #IWillWeek I’m celebrating #PowerOfYouth.
Write a blog:

Invite young volunteers to share their thoughts on:

■ What youth social action means to them.

■ The difference that they’re making through their social action.

■ Why it’s important for all young people to get the chance to take part in activities that make a difference.

■ Why organisations across all sectors should listen to the voices of young people and include them in decision making.

Or write a blog from your organisation’s perspective on:

■ The impact that young people are making within your organisation.

■ How you’ve embedded the five principles of youth social action your organisation.

■ How you’re celebrating and championing young people’s voices in your organisation.

Remember to end your blog on a challenge or call to action to encourage others to join the #IWill movement!

You can read our blog guidance for more tips and ideas on structure and content.

“Being exposed to volunteering at a young age has taught me humility and compassion and I am passionate about helping people who are less fortunate than I am. I am delighted that my role as a Year of Young People 2018 Ambassador will be a powerful platform from which I can spread awareness of the #IWill campaign.”

Yu-Lei Tan
Create a vlog/video:

Ask your young volunteers, volunteer managers or senior leaders to talk about the #PowerOfYouth and what your organisation is doing to support young people. Try to balance young people’s voices and those of decision makers in your organisation. Films under 60 seconds are best, as they can be used across Facebook, Twitter and Instagram.

However, longer films are useful for events, YouTube and Instagram TV.

Read the #IWill campaigns top tips for creating a vlog to get you started!

Host an event:

Celebration event

What better to celebrate #IWill week than to host a celebration event for the young people that you’re working with! Here are a few ideas to get you started:

- Co-design the event with young people.
- Say thank you digitally and in person with thank you cards.
- Invite young people to share their stories with each other over pizza.
- Host a presentation event with partners, families and young people to share their achievements.
- Hand out #IWill branded certificates or badges to say thank you!
- Create a visual showcase of the young people’s work for them to share with others, through a photo gallery, film, music or exhibition.

Remember to share your event plans with the team at YouthLink Scotland so we can share and celebrate with you!
Here are some other ways that you can recognise & celebrate young people this #IWill week! We are really fortunate in Scotland that we have some fantastic #IWill partners who offer great ways for young people to be celebrated through accreditation & rewards.

Awards network:
The awards network is a forum of providers of non-formal learning opportunities for young people, recognised by youth work awards. There are multiple different award options that you can adopt within your setting to recognise and celebrate the achievements of young people. They have a really great resource called Amazing Things which is a great place to start on your awards journey! Or why not sign up to the Awards Aware Scheme? Recognising young people through awards is a great way to show them that you value their contributions and support them gain accreditation for the difference they are making!

Young Scot rewards:
One of Scotland’s strategic #IWill partners Young Scot, who are the national youth information and citizenship charity for 11 – 26 year olds in Scotland, provide young people with information, ideas and opportunities to help them make informed decisions and choices.

Through Young Scot rewards, Young Scot recognise and celebrate the contributions and achievements of young people! Working with lots of different organisations, they offer Rewards points for young people taking part in positive activities like volunteering, taking part in workshops, completing surveys and much more. Young people can then exchange their points for some fantastic rewards like tickets for events, behind the scenes experiences, work shadowing opportunities and more.

If you’re interested in rewarding your young volunteers through Young Scot Rewards, either through points or offering a reward get in touch with the team at membership@young.scot
As the recent youth climate strikes have shown, young people care passionately about the environment and want to see action taken to tackle current and future threats. To coincide with Scotland’s Year of Coasts & Waters, in 2020 the #IWill campaign will continue to work on #IWill4nature: a partnership between young people and organisations to grow participation in high quality environmental youth social action.

How can you get involved?

- Share examples of young people making positive contributions to the environment.
- Showcase how your organisation is supporting environmental youth social action.
- Encourage more organisations within your network to make an #IWill4Nature pledge.
- Use resources such as Transform Our World, Low Carbon Skills and Make the Change to start conversations with young people about the actions they can take to tackle the climate crisis.
- Start planning your strategy in co-production with young people for Scotland’s Year of Coasts & Waters – you can find useful resources, logos & top tips on the Visit Scotland website.

Read more about #IWill4Nature and start to think about what actions your organisation can take in Scotland’s #YCW2020 to continue a legacy of Year of Young People 2018 and connect more young people with nature!

“Looking to the future, so long as I’m making a wee bit of positive change, I think I will be happy with what I am doing.”

Mhairi McCann
COMMUNICATIONS MATERIALS

Example text (Newsletters & websites)

For your organisation

Young people aren’t just the leaders of tomorrow. They have the energy, skills and ideas to change society and the environment for the better today.

Young people must play a critical role in addressing the key challenges our country faces. We must support and empower young people to be active citizens, both now and in the future.

Every year, thousands of people across the UK celebrate #IWill Week. From the 18th – 24th November, we’re joining in to share the #PowerOfYouth. At [organisation] we believe that youth social action should be the norm for all young people and are committed to making that a reality.

For your young people

As a young person, I know that we can make a huge impact in our communities. We have the energy, skills and ideas to change society for the better - but we need support, recognition, and more opportunities to be open to us.

Every year, thousands of people across the UK celebrate #IWill Week. From 18th – 24th November, I’m joining in to share the #PowerOfYouth.

I’m celebrating the work of other amazing young people, and asking organisations to do even more to make youth social action the norm for all young people.

Example text (Press release)

Click here for example.
DOWNLOADS

Graphics

Logos

Twibbons

Scotland #IWill twibbon
Please keep us posted with what your plans are for celebrating young people this #IWill Week! We want to be able to share and maximise the #PowerOfYouth but we need your help to do that. Whether it’s an event, young person takeover or sharing your story on twitter, we want to know!

Get in touch with us on:

iwill@youthlinkscotland.org

0131 313 2488

bit.ly/ScotlandIWill

@YouthLinkScotland

@YouthLinkScot

@youthlinkscot