



#iwillWeek 2018

Using #iwillWeek as the impetus to empower your young people to share their stories of volunteering, fundraising or campaigning and the impact they have had.

This year we're focused on getting #iwill campaign partners to put young people front and centre and showcase:

Their voice.

Their impact.

Their story.

#iwillWeek serves as a focal point for anyone and any organisation to communicate the benefits of youth social action and this year it is **12-16 November 2018**.

This November the **call to action for #iwill campaign partners** is to empower, share and celebrate the stories young people can tell of their impact on the communities and causes they care about.

When we ask young people what motivates them to get involved in social action, they often begin with 'making a positive difference in my community...'.

Hearing directly from them, whether it is a short blog, social media posts or a film shot on their smartphone, is the most compelling story of power and potential of youth social action.

Our ambition for #iwillWeek 2018

We hope that **#iwillWeek 2018** can provide the space and forum for young people to tell their story of their experience of youth social action - particularly, though not exclusively, focusing on their perspective of the impact they are having on their community. This could either be the wider community impact of collective youth social action or specifically by an individual young person.

We, as campaign partners, should elevate and share their stories so that everybody has the opportunity to hear what we know is so inspiring about youth social action at its best. Ultimately, we know that when young people take part in social action, everyone benefits. We want young people to have the chance to take part in meaningful social action - building a habit for life.



Whether behind the camera or the keyboard, we hope you can help us get as many young people who have embarked on their own social action journeys to reflect and be empowered to take the lead in telling their story.

What participation in #iwillWeek 2018 looks like:

- 1. Young people can be invited to author a piece of content**, ideally articulating their own impact or the impact of youth social action on the community. This could be a news story with local media interest, a website post, a blog or even a letter to a local MP or community leader.
- 2. Create a film - short or long - with young people talking about the positive impact** they have had on their communities. They could also be invited shoot, storyboard or even direct the films. Armed with smartphones this could be a relatively swift way to get multiple perspectives and could enhance written content - new or old.
- 3. Hosting an event may also be a choice you make. Inviting young people to lead the event as well as share their stories** can really elevate the impact of youth social action. Perhaps it also makes sense to invite the wider community, your local MP or other community leaders to learn about the role young people have taken on through their volunteering, fundraising or campaigning.

What we can do to support you

- The [#iwillWeek 2018 webpage](#) will be updated with resources for your organisation to use, from logos, press release templates and key messages.
- Throughout October we will have webinars that cover ideas, resources and what other #iwill campaign partners have planned. Head to [Eventbrite](#) for dates and details to sign up
- We want to share your stories, amplify your content and make sure that everyone who is part of the #iwill family knows about what you're doing. We can help you in three ways:
 - Share your plans with us via comms@stepuptoserve.org.uk
 - Tag [@iwill_campaign](#) in your social media posts
 - Use [#iwillweek](#) in your social media posts