empowering more young people to play their part
#iwill is a UK-wide campaign aiming to make involvement in social action - e.g. campaigning, fundraising and volunteering - part of life for more 10-20 year-olds by the year 2020. Our aim is to create real and sustained societal change through galvanising cross-sector support from leaders in our society.

To do so, #iwill is calling on business, education, voluntary and public sector organisations to promote the benefits of youth social action, improve the quality of opportunities and increase the number that are available to young people.

Over 500 organisations have already made substantial pledges towards the campaign’s goal.

You can get involved by:

**Spreading the word about youth social action**
- How can you encourage more young people to take part?
- How can you raise the profile?
- How can you demonstrate the double benefit - to young people AND their communities?

**Embedding youth social action in education and employment**
- What can you do to integrate it into your ethos, policies and practices so that it becomes part of young people’s lives wherever they are?
- How can you use your influence to lead changes in your sector’s approach to youth social action?

**Creating opportunities for youth social action**
- What can you do to open up more high quality opportunities?
- Could you provide funding or in-kind support?

**#iwill facts**
- The campaign is independent, cross-party and cross-sector.
- #iwill was launched in November 2013 by HRH The Prince of Wales and the UK’s three main political parties.
- #iwill is coordinated by the charity Step Up To Serve.

**The #iwill principles for quality youth social action**

- **Reflective**
  - Recognising contributions as well as valuing critical reflection and learning

- **Challenging**
  - Stretching and ambitious as well as enjoyable and enabling

- **Embedded**
  - Accessible to all, and well integrated to existing pathways to become a habit for life

- **Progressive**
  - Sustained, and providing links to other activities and opportunities

- **Youth-led**
  - Led, owned and shaped by young people’s needs, ideas and decision making

- **Socially Impactful**
  - Have a clear intended benefit to a community, cause or social problem

- **What does great youth social action look like?**
  The #iwill Campaign has identified a set of six principles which define great youth social action.

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To track the development of the campaign, we'll ask you to tell us about the progress you're making on your pledge every six months.

We will then use this data to update your pledge page, and publish a report each year as part of our November celebrations, showcasing the impact of the campaign and highlighting the great work of our pledging partners.