

POWER OF YOUTH
CHALLENGE

GUIDE



2020

Youth social action matters more than ever

To heal social divisions and tackle modern challenges, we need young people to be active citizens more than ever. They're not just the leaders of tomorrow. Young people have the energy, skills and ideas to improve society and our environment today.

Too many decisions are made about young people without young people. Trust between generations has broken down. This has to change.

We believe that young people should have the power to shape and address the issues that affect their lives and the future of our country. However, we know that for too many young people, particularly from disadvantaged backgrounds, their voices aren't heard; and their power to make a positive difference isn't recognised.

Growing the power of youth over the next decade

The work of the #iwill campaign has led to more organisations being committed to this agenda, more investment to create youth social action opportunities, and a better understanding of what it takes to truly support youth voice and leadership.

Despite the progress that has been made since 2013, there is still more to do if all young people are to be supported and empowered to be active citizens in society. Although Step Up To Serve (the charity currently coordinating the #iwill campaign) will shut down at the end of 2020, our collective challenge is to ensure that over the next decade, young people and organisations continue to work together to grow the power of youth.

That's why in 2020, we're challenging organisations, decision makers and young people to get involved in the Power of Youth Challenge: a year-long set of activities that will enable organisations and individuals to champion youth voice, action and leadership across your networks and grow the #iwill movement across the UK.

The future of #iwill rests upon you - partners, organisations and decision makers - to continue to invest in young people, work with young people, and listen to their views.



IT'S TIME TO ACT

There are four steps to the challenge:



SEE IT

Feb, March, April

Seeing is believing. Young people are already tackling society's toughest issues with determination, passion and creativity - including ones that your organisation cares about. Experience first-hand the positive impact young people are having in your community. It's about more than just "getting inspired", it's an opportunity to genuinely challenge your expectations of what young people can achieve.

HOW

1 Make the time - but be willing to be flexible. While many projects happen during the week - such as those based in schools - consider making time in the evening or weekend too.

2 Send a letter to an organisation or decision-maker that supports youth social action or a young person running a social action project. [Here's a template letter.](#)

If your organisation already supports youth social action, reach out to the person in your team leading the programme and ask for a visit. If you don't know of any, just type "youth social action near [your city]" into Google and get in touch with a project that catches your eye!

3 Invite your boss - whether that's a manager, Chief Exec or Trustee - to come with you (unless you are the boss!). [Here's a template letter.](#)

4 Go on your visit!

5 Tell people what you saw and why it matters! Talk to your friends and colleagues, write a blog, record a video, tweet about it, write a LinkedIn status - you've witnessed the #PowerOfYouth.



HEAR IT

June, July

Stop what you're doing and listen. Young people think big - make space to hear their views and ideas. This is an opportunity to see how your organisation can partner with young people to tackle societal challenges that you both care about.

Young people are your organisation's current or future beneficiaries, customers, volunteers or workforce. It will save you time in the long run to ensure that their knowledge, ideas and insights shape your outlook from the outset.



TIP

Hold your listening event or social media takeover on #PowerOfYouth Day 2020.

#PowerOfYouth Day 2020 is 3rd June, the Wednesday of Volunteers' Week. The day is celebrated annually to showcase the #PowerOfYouth, and this year is no exception. Holding your "Hear It" activity on this day, and shouting about it on social media or in the press will help amplify what you're doing to a wider audience.

HOW

- 1 **Invite young people** to share their views with you in person
- 2 **Host a listening day or workshop.** If you don't already work directly with young people, invite a local organisation that works with young people (this could be a local school or youth club, or the organisation you went to visit for "See It") to help you.
- 3 **Invite other organisations' leaders** to come along too - they won't want to miss out on this. Invite young people to share their views with you online
- 4 Let a young person **take over your social media** for a day - give them a platform to share their views about the role young people can play in tackling society's issues.
- 5 Ask for their views on social media - tag it **#HearIt, #PowerOfYouth.**

SIGN IT

August, October

You've seen and heard the Power of Youth, now show that you're committed to growing it. Make a commitment to the young people you've met. Work in collaboration with them and other organisations to co-create a set of commitments that set out how you will help recognise the power young people have to make a positive difference, and grow youth voice and leadership over the next five years. Think about the role your organisation itself will play, but also how you can challenge others to do more.

HOW

We will be releasing a set of recommendations, co-created with young people from across the UK, as part of a **report in April**. You're welcome to make your own, or frame yours around the recommendations in the report.



SHARE IT

November, December

Every year, organisations and young people come together to shout about the incredible **#PowerOfYouth** during **#iwill Week**. But this time it's different - we're not just celebrating what young people are already doing, we're looking ahead to what's next. End the year looking into the future by sharing your commitments, what you've learnt by taking part in the Challenge and how you are going to grow the **#PowerOfYouth**.

HOW

1 **#iwill Week 2020 runs 16th - 20th November.** We will release resource packs to help you celebrate the week on your comms channels, and keep an eye out for an invite to a very special event.

2 Let people know you're taking part in the **#PowerOfYouth** Challenge on social media

TIP

*Keep track of your journey in one place. Make a page or post on your website (check out [this example](#)) which can act as your **#PowerOfYouth** Challenge journal for the year.*

Divide it into the four sections of the Challenge: See It, Hear It, Sign It and Share It.

Update it as you go through the Challenge, add your reflections, any photos or videos you've taken, add quotes from young people and link to inspiring projects and stories you've seen and heard about. You can use this to reflect back on your experiences when



*Find out more about how we're growing the **#PowerOfYouth** this year, through our Explained series, events and more.*



NOTHING
ABOUT US
WITHOUT US

Front page. Usman, 21, Dan, 18, Nyasha, 23. Credit: Freya Trevor-Harris.

Second page. Yeading Junior School, Credit: Barima Owusu-Nyantekyi.

Third page. Guy, 16. Credit: Charisse Kenion.

Fourth page. Saeed, 24, Ceylon, 24. #iwill young trustees. Credit: Freya Trevor-Harris.

Fifth page. Sarah, 19. Credit: Freya Trevor-Harris.