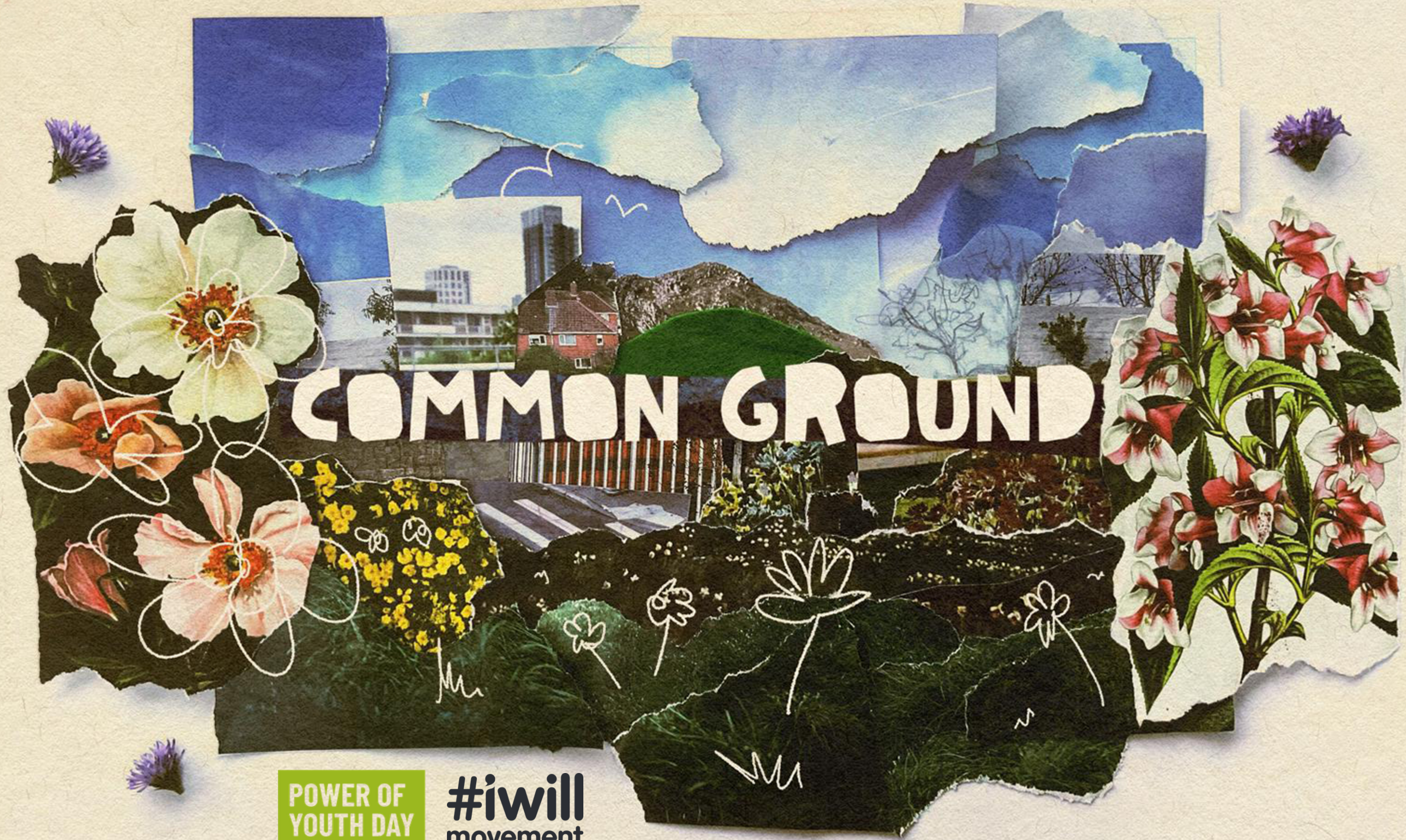




POWER OF
YOUTH DAY

#iwill
movement



WELCOME TO **COMMON GROUND**

This pack is available in English and Welsh. Please use and share whichever language is most appropriate for you and your audience.

A MESSAGE FROM THE MOVEMENT

Every June we come together to celebrate, amplify, and grow youth social action across the country. This year we're doing something a little different. **This year's theme is Common Ground.**

In a world that can feel increasingly divided, Common Ground is both a radical and a simple act — choosing to stand together, with and for young people. It's what connects a Global shipping company in Ipswich, a theatre group in Brighton, and a youth charity in Newcastle. Different organisations, different contexts, one shared belief - a belief that young people have the power to shape the world around them, and that when we embed their voices in our work, something remarkable happens: communities grow stronger, decisions become bolder, and change becomes real.

That shared belief is **Common Ground**. And on Tuesday 2nd June, we're inviting you to celebrate with us.

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WELCOME TO THE MOVEMENT. WELCOME TO COMMON GROUND.

WHAT IS THIS PACK?

Everything you need to get involved in the Power of Youth Day - Common Ground campaign — however much or however little feels right for your organisation right now. Whether you're signing the charter for the first time or you've been part of this movement for years, there's a place for you here.

Inside you'll find ways to participate, assets to share, guidance on how to get involved, and everything you need to make Common Ground yours.

This pack is also available via the Common Ground campaign page on our website, alongside all campaign assets and resources. If you're sharing this campaign internally, you may find it helpful to share that link too.

[VIEW THE LANDING PAGE](#)



CAMPAIGN DAY ASSET

HELP BUILD THE MOMENT

We've created a campaign-day asset to help build awareness of Power of Youth Day and give Common Ground a shared look and feel across the movement.

Sharing this asset in the lead up to Tuesday 2nd June is an easy way to take part and help build a sense of shared momentum across the movement. It's a gentle first step if you're new to the Movement, and a simple way to stand alongside others if you've been part of the #iWill Movement for some time.

You don't need to add much. Download the asset, post it on your channels, and tag us so we can see it, share it, and celebrate your place in Common Ground. You'll see this asset referenced again in the campaign timeline later in this pack.

[DOWNLOAD CAMPAIGN ASSET](#)

SUGGESTED CAPTION

Power of Youth Day is coming.

On Tuesday 2nd June, we'll be standing on #CommonGround — alongside organisations and young people across the country who believe in the power of youth social action.

Save the date and stand with us.

#PowerOfYouthDay #CommonGround

[Tag us @iWill_Movement]



THE POWER OF YOUTH CHARTER

Signing the charter is more than a public statement. It's a commitment to action — a promise to young people, to your community, and to the growing movement of organisations who believe that young people deserve to be heard, supported, and empowered to shape the issues that matter to them. These commitments are how Common Ground is built and sustained over time.

When you sign the Power of Youth Charter, you are committing to five core principles:

PRIORITISE SUPPORTING YOUNG PEOPLE TO TAKE SOCIAL ACTION

Creating opportunities that empower more young people — particularly from low-income and minoritised communities — to be positive changemakers.

OPEN UP YOUR DECISION-MAKING STRUCTURES

Giving young people a genuine seat at the table, ensuring their voices shape the decisions that affect them.

WORK COLLABORATIVELY WITH OTHER ORGANISATIONS

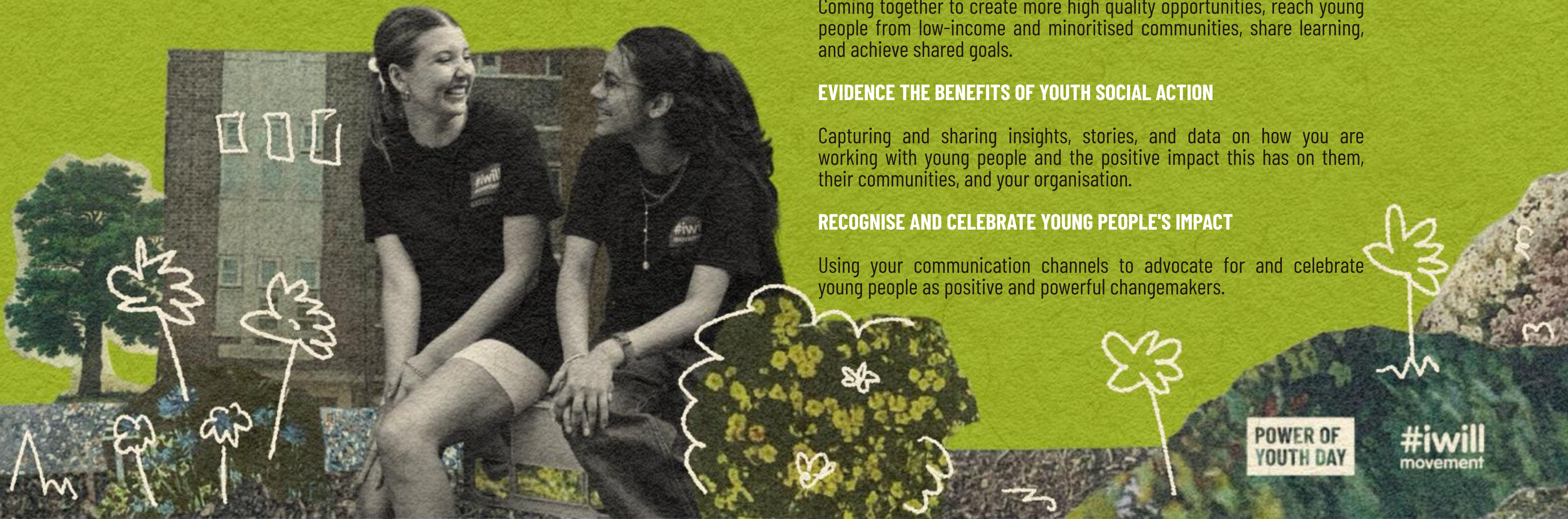
Coming together to create more high quality opportunities, reach young people from low-income and minoritised communities, share learning, and achieve shared goals.

EVIDENCE THE BENEFITS OF YOUTH SOCIAL ACTION

Capturing and sharing insights, stories, and data on how you are working with young people and the positive impact this has on them, their communities, and your organisation.

RECOGNISE AND CELEBRATE YOUNG PEOPLE'S IMPACT

Using your communication channels to advocate for and celebrate young people as positive and powerful changemakers.



THE POWER OF YOUTH CHARTER

ALREADY A SIGNATORY?

You're already standing on Common Ground. This campaign is a chance to pause and reflect on what that looks like in practice — to share and celebrate how you're putting your Charter commitments into action, connect with other organisations on the same journey, and help grow the movement together.

As part of this, we're inviting organisations to take a short Charter Check-in — a supportive reflection on your journey so far, what's progressed, and what you're exploring next.

[START YOUR CHARTER CHECK-IN HERE](#)

NOT YET SIGNED?

There's never been a better time. Signing the charter is free, open to any organisation, and comes with a community of peers who are on the same journey.

[SIGN CHARTER HERE](#)



HOW TO GET INVOLVED WITH THE CAMPAIGN

Some of you have been embedding young people in your work for years. Some of you are just starting out. Some of you are somewhere in between. Wherever you are on that journey — this campaign is for you.

Common Ground is about showcasing what organisations and young people are already building together and using those stories to inspire others to do the same. Every story you share gives another organisation the confidence to take that step. Every voice you amplify could be the thing that brings the next signatory to the movement.

Over the next few pages, you'll find a small number of ways to get involved — from sharing your story, to hosting a takeover, to coming together in person. You don't need to do everything. Even one action makes a difference.

However you choose to take part, we've created optional guidance to help you share your moment and connect with the wider movement.

[VIEW THE SOCIAL MEDIA GUIDE](#)

TAKING PART WITH A GROUP OF YOUNG PEOPLE?

If you work directly with young people — in a school, youth club, or community group — we've created a hack pack to help you run a session that really matters. Young people explore what they want to change in their town or community, find their common ground with each other, and turn that into a manifesto: a statement in their own words that can be shared online, sent to local decision makers, or presented to leaders in the room. Everything you need to run it is inside.

[DOWNLOAD THE HACK PACK](#)

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SHARE YOUR COMMON GROUND STORY

THE HEART OF THE CAMPAIGN

This is where your story lives. We're asking every organisation to share a photo and a short story that shows what Common Ground looks like for you and the young people you work with.

Use our customisable template — drop in a photo of a young person, a moment, or a place that represents your Common Ground, write your story, and share it on your channels with #CommonGround #PowerOfYouthDay (don't forget to tag us!). We've provided sample captions in the [**social media guide**](#).

In the lead up to and on campaign day, we'll be sharing posts from across the #iWill Movement to a viewable [**Padlet board**](#), creating a live gallery of Common Ground stories as they happen.

CUSTOM ASSET HERE

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HOST A YOUNG PERSON TAKEOVER

LET YOUNG PEOPLE TELL THE STORY THEMSELVES.

If you want to go further, hand your social media platform to a young person for a day. No ghostwriting, no heavy editing — just a young person with something to say and a platform to say it on. Their voice, their story, their Common Ground.

This is the charter commitment made visible in real time. And it is one of the most compelling ways to show other organisations what meaningful youth engagement actually looks like in practice.

We provide as much support as you need — matching young people and organisations thoughtfully, briefing both parties, and collaborating with your comms leads to support the process from start to finish. All takeovers happen during the same week in June, creating a visible collective moment across multiple organisations simultaneously. We ensure the process centres safety, consent, and support for everyone involved.

DEADLINE TO OPT IN IS WEDNESDAY 20 MAY 2026

TO OPT IN CONTACT US AT [IWILL@VOLUNTEERINGMATTERS.ORG.UK](mailto:iwill@volunteermatters.org.uk)

Hosting a takeover involves a bit more planning. We've created a short Young Person Takeover Guide to support you and the young person involved — covering preparation, safeguarding, and sharing the moment confidently.



COME TOGETHER IN PERSON

STAND ON COMMON GROUND, LITERALLY.

Common Ground is not just a digital campaign — it's a living community. And communities are often built in person.

On the campaign day and in the lead up to it, we're encouraging organisations to think about how they can create a moment of genuine connection with young people — however big or small that looks for them.

That might mean hosting a community gathering, a co-creation session, or an informal meetup. It might mean opening your doors to young people for the first time. It might simply mean getting outside together, finding your ground, and taking a moment to stand on it.

To support this, we're working with the Jo Cox Foundation, whose Great Get Together brings people together across the UK to celebrate what unites us. Power of Youth Charter signatories can register for a Great Get Together pack via the Jo Cox Foundation website, filled with ideas and resources to help you bring people together in ways that feel right for your community.

You don't need a big budget or formal event structure to take part. A conversation, a shared space, or a moment of genuine connection — that's Common Ground in person.

We're collaborating with the Jo Cox Foundation, encouraging Power of Youth Charter signatories to register for a Great Get Together pack via their website for ideas and resources to help bring people together.

If you're hosting a Get Together as part of this campaign - we'd love to share! Please let us know via iwill@volunteeringmatters.org.uk, or simply tag us @iWill_Movement, and we'll profile your event.

REGISTER HERE



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CAMPAIGN DATES & KEY MOMENTS

CAMPAIGN DAY: TUESDAY 2ND JUNE 2026

You don't need to do every moment. Even one post or action on the campaign day makes a difference — this timeline is here to help you choose what feels right for you.

We'll also be bringing posts together on a shared **Padlet board** throughout the campaign, creating a collective record of Common Ground as it unfolds. If you'd like more info on posting don't forget to check out our **social media guide!**

YOUR TIMELINE

TODAY

As soon as you receive this pack Share the campaign day asset

Download the **campaign day asset** mentioned in this pack, post it on your channels, and tag us. The earlier you share it the better — every organisation that posts the asset adds to the collective anticipation and helps recruit the next signatory.

FROM TUES 26TH MAY

In the week before the campaign day, share what Common Ground means to your organisation and give your audience a taste of the story you're going to tell on 2nd June. Warmer and more personal than the date asset — this signals to your audience that something meaningful is coming.

KEY DATES AT A GLANCE

Now — Share the Power of Youth Day **campaign asset** as soon as you receive this pack

26th May — Begin your personal lead up

2nd June — Campaign day — share your story, show up, amplify others

After 2nd June — Reflect, respond, keep going

TUESDAY 2ND JUNE

This is the campaign day. Use the **customisable template**, share your photo, tell your story, and post with #CommonGround. If you're hosting or attending an in-person event today, share that too. Spend a few minutes amplifying other organisations' posts — the more we show up for each other, the further the movement reaches.

AFTER 2ND JUNE

Keep the conversation going
Share a reflection, respond to a story that moved you, or make a commitment to what comes next. Every post after the day extends the life of the campaign and keeps Common Ground growing.

OPT-IN OPPORTUNITIES & SUPPORT

OPT IN DEADLINES:

YOUNG PERSON TAKEOVER

To take part in the takeover programme please contact us by **Wednesday 20 May 2026** so we have time to thoughtfully match young people and organisations, and put the right support in place.

This is optional and places are limited, so if it feels right for your organisation, we'd encourage you to get in touch early.

CONTACT DETAILS

If you have questions, want to talk through an idea, or need support finding the right way in, we'd love to hear from you. Email us at iWill@Volunteeringmatters.org.uk

THANK YOU FOR BEING PART OF COMMON GROUND.

EVERY ORGANISATION THAT TAKES PART — HOWEVER BIG OR SMALL, HELPS GROW A MOVEMENT THAT PUTS YOUNG PEOPLE AT THE CENTRE.

IN-PERSON EVENTS

If you're planning to host an event or would like to attend one in your area please register your interest by **Friday 22 May 2026** so we can support you and include it in our campaign communications.

Smaller, informal moments are always welcome — if you're reaching out later, we'll do what we can to support.



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