



**ACTIVITIES KIT:
A GUIDE TO CELEBRATING
THE INTERNATIONAL YEAR
OF YOUTH**



Dear Youth Activists,

The focal point on youth within the United Nations system, the United Nations Programme on Youth (UNPY) of the Department of Economic and Social Affairs, is excited to be leading the UN system's efforts in supporting the International Year of Youth! UNPY undertakes a range of activities related to youth development, such as supporting intergovernmental policy-making, conducting analytical research and increasing the effectiveness of the UN's work by strengthening collaboration and exchange through the Inter-Agency Network on Youth Development.

Youth contribution in society leads to more sustainable development and is essential for social, cultural, and economic progress. UNPY seeks to ensure the continued presence of youth on government and international agendas, and youth all over the world have played an indispensable role in making that possible by creating awareness and leading change in their communities.

In order to support youth and youth-led organizations to celebrate the Year, UNPY partnered with the World Association of Girl Guides and Girl Scouts and the World Organization of the Scout Movement to develop the **Activities Kit: A guide to celebrating the International Year of Youth**. The purpose of this Kit is to provide youth with practical guidance and concrete examples to organize and implement activities throughout the Year and beyond.

Even though the International Year of Youth will officially conclude on 11 August 2011, this Kit will continue to serve young activists in a variety of contexts to organize activities towards achieving local, national and global development goals.

With best wishes,

Nicola Shepherd
United Nations Focal Point on Youth



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TABLE OF CONTENTS

BACKGROUND INFORMATION.....	1
IDENTIFY ISSUES & GOALS.....	2
BUILD AN EFFECTIVE TEAM.....	9
ADVOCATE & ENGAGE MEDIA.....	15
ORGANIZE EVENTS.....	21
CONNECT & BUILD BRIDGES.....	23
EVALUATE: ASSESS YOUR SUCCESS.....	24
ANNEXES	
Annex 1: Suggested Activities.....	26
Annex 2: List of UN observances and international youth-related events.....	28
Annex 3: Letter of support for youth by the UN Focal Point on Youth.....	34
Annex 4: Case Study: Un Techo Para Mi Pais.....	35
Annex 5: UN Framework Approach for the International Year of Youth.....	39
Annex 6: Suggested Further Readings.....	40
Annex 7: United Nations Publications.....	42



BACKGROUND INFORMATION

INTERNATIONAL YEAR OF YOUTH

In December 2009, the United Nations General Assembly adopted resolution 64/134 proclaiming the International Year of Youth from 12 August 2010 to 11 August 2011. By doing so, the international community demonstrated the importance it places on integrating youth-related issues into global, regional, and national development agendas. Under the theme “Dialogue and Mutual Understanding”, the Year aims to promote the ideals of peace, respect for human rights and solidarity across generations, cultures, religions and civilizations. The International Year of Youth is an occasion to raise awareness about the situation of young people around the world, increase youth participation in decision-making processes and promote youth as a smart investment.

YOUTH & DEVELOPMENT

Today, youth represent approximately 18% of the global population, about 1.2 billion people. It is estimated that 87% of youth live in developing countries facing challenges brought about by limited access to resources, healthcare, education, training, employment and economic opportunities. Young people in all countries are a major human resource for development, positive social change and technological innovation. Their ideals, energy and vision are essential for the continuing development of their societies. Young people are not merely passive beneficiaries but effective agents of change. Investing in and partnering with youth is key to addressing these challenges in a sustainable manner.

Young people’s efforts have contributed to combating poverty and hunger in their communities, stemming the HIV/AIDS pandemic through peer education, championing the protection of the environment and more. Youth have also been pioneers in encouraging dialogue, understanding and respect among people from diverse cultural and religious backgrounds. Youth often lead by example, such as by practicing green and healthy lifestyles, promoting innovative uses of new technologies including utilizing mobile devices and online social networks and by bridging gaps to foster the development of inclusive societies. Their contributions to community, national, regional and global development must be recognized and encouraged. Member States of the United Nations proclaimed the International Year bearing this in mind and with the knowledge that how these challenges are addressed and how youth’s potential is harnessed directly impacts current social and economic conditions.

YOUTH AND THE UNITED NATIONS

In 1995, on the 10th anniversary of the first International Year of Youth, the General Assembly adopted the **World Programme of Action for Youth**, setting a policy framework and guidelines for national action and international support to improve the situation of young people. Today, the World Programme of Action for Youth plays a prominent role in youth development. It focuses on measures to strengthen national capacities in the field of youth and to increase the quality and quantity of opportunities available to young people for full, effective and constructive participation in society.

CELEBRATING THE INTERNATIONAL YEAR OF YOUTH

Everyone is encouraged to promote the ideals of peace, freedom, progress and solidarity towards the promotion of youth development and the achievement of the internationally agreed development goals, including the Millennium Development Goals. Youth and youth-focused organizations are encouraged to initiate activities in celebration of the Year and its theme. To learn about the priorities and approach of the United Nations, read the UN Framework Approach to the International Year of Youth (Annex 5).



IDENTIFY ISSUES & GOALS

Many young people are deeply affected by social problems they personally confront or witness in society, causing them concern and despair. As we contemplate the many challenges and injustices in the world, it is important to ask ourselves: What can I do to make a positive change in society?

You may already have ideas for possible solutions and would like to take action to address such issues. Perhaps you wish to establish a local youth council to provide a platform for young people to contribute to community development. Or maybe you would like to tackle a specific issue in your community through a public awareness campaign.

While commitment and passion are important components when undertaking any initiative, social activists should also take time to identify relevant issues in their societies and analyze the causes and impacts in order to inform the development of their goals and advocacy strategies.

To get started, it is useful to refer to the **World Programme of Action for Youth (WPAY)** — an analytical reference and practical guide on issues considered by Member States of the United Nations to be top priorities in youth development. The following box further explains the WPAY:

The **World Programme of Action for Youth (WPAY)** was adopted by the General Assembly in 1995 and expanded upon in 2007. It provides a policy framework and practical guidelines for national action and international support to improve the situation of youth in relation to the following 15 priority areas.

- Education
- Employment
- Hunger and poverty
- Health
- Environment
- Drug abuse
- Juvenile delinquency
- Leisure-time activities
- Girls and young women
- Participation
- Globalization
- Information and communication technologies
- HIV/AIDS
- Youth and conflict
- Intergenerational relations
- For each priority area, the WPAY outlines the challenges young people face and presents proposals for action and outlines the means of implementation. All priority areas are interrelated and cut across



Keep in mind, even though youth typically address issues directly affecting their lives – access to education, employment, healthcare, etc. – you need not limit your focus as all socio-economic issues impact all members of society. To continue the theme of the International Year of Youth: “Dialogue and Mutual Understanding”, celebrating the Year across generations and cultures is encouraged as more inclusive, cohesive societies build a stronger global community. Therefore, you may decide to tackle issues that more directly affect others but indirectly affect you and your generation.

To help determine what issue is the best fit for you and your community, it’s important to do some research.

FIELD WORK: CONDUCT SURVEYS

An effective method to determine what issues are considered important within your community or beyond is to conduct a survey. Reaching the public can be done in many different ways; for example, by visiting schools and community centres, utilizing online survey tools, setting-up discussion groups, or by asking people you encounter in public spaces such as sidewalks, town squares, parks, transportation hubs and so on. Surveys can be developed and implemented with little cost yet render an abundance of data and innovative ideas.

Step 1: Develop plan and questionnaire

- What type of information are you interested in? From whom?
- Develop simple and straightforward questions.
- Include questions to disaggregate your data by gender, age, location, etc. This information will provide more insight in the analysis process. For example, you may determine certain issues are of more or less concern across social groups. However, ensure that each questionnaire is completed to avoid skewed results.
- Be sure to include questions related to media access. Knowing where participants typically look for information and news will inform your advocacy strategy.
- Consider confidentiality as anonymity may encourage respondents to answer more openly.
- Set a time line for your survey. If it will be carried out nationally, you may need to allow a few months. It may take less time to survey your local community.

Step 2: Collect data

- Provide guidelines for researchers conducting face-to-face surveys so that they know how to approach and explain the survey to potential respondents.
- Record data on standard materials, such as the following postcard sample from Girl Guides Australia.

	<p>What three world issues does your Patrol care about and think WAGGGS should talk to world leaders about on your behalf?</p> <p>What three issues facing Australia does your Patrol care about and think Guides Australia should speak out about on your behalf?</p> <p>What are three issues that your Patrol would like to speak out about in your community?</p> <p><u>Question for teenage Guides only</u></p> <p>Which of the WAGGGS Adolescent Health issues would you like to speak out about?</p> <p>Postcode _____ Patrol age range _____</p>	<p>Australian Guides have a say...</p> <div style="border: 1px solid black; width: 40px; height: 40px; margin-left: 10px;"></div> <p>Guides Australia PO Box 6 Strawberry Hills NSW 2012</p>
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Step 3: Analyze data

- Collect all questionnaires and store in a central location to avoid misplacing some.
- Establish a small committee to discuss and identify emerging issues, patterns and trends based on the information you collected.
- Map the analysis in a table (or matrix) to organize the findings; this visual often helps assess and retain a lot of information.
- Produce a narrative report explaining the purpose and methodology of the survey. It is useful to include a sample of the questionnaire to give readers a clear picture of how data was collected.
- Include statistics disaggregated by the various categories surveyed.
- Develop recommendations to tackle long-standing and/or emerging problems identified.

Guides Say... Girl Guides Australia National Survey



World Association
of Girl Guides
and Girl Scouts

Girl Guides Australia decided to conduct a national survey among their youth membership in 2007 to find out what issues are of concern. Girls were invited to identify the top issues that they cared about at a global, national and local level.

The Guides Say... project collected information from girls aged 5 to 17 with respondents from every State and Territory in Australia, including rural and remote areas. It was one of the most extensive surveys of the views of girls conducted by any organization in Australia.

Out of the more than 4,500 youth members surveyed, the primary global concerns were global warming, environment and poverty. The top local concerns included addiction and bullying. Guides over 13 years old also ranked as their top three issues of WAGGGS adolescent health messages: "it's important to talk about drugs", "discover your potential" and "prevent adolescent pregnancy". By conducting this survey, Girl Guides Australia gave the girls and young women in their country a voice and allowed them to speak up in public on their behalf. The results can be viewed at: www.girlguides.org.au.

This insight into their thoughts, concerns and values will guide Girl Guides Australia in their advocacy work at national and local levels. It will also influence the development of future programmes, projects and training. Looking at the needs of young members ensures that the Association remains relevant and helps girls and young women to grow into confident, self-respecting and responsible community members.

Step 4: Publish results

- Share the report with your team or organization and refer to it when developing your goals and advocacy strategy.
- Disseminate the report widely, including to the media, as there may be interest in highlighting your efforts, findings and recommendations to the general public.
- Identify target audiences and present the survey along with a clear indication as to what you think may be done with the information.

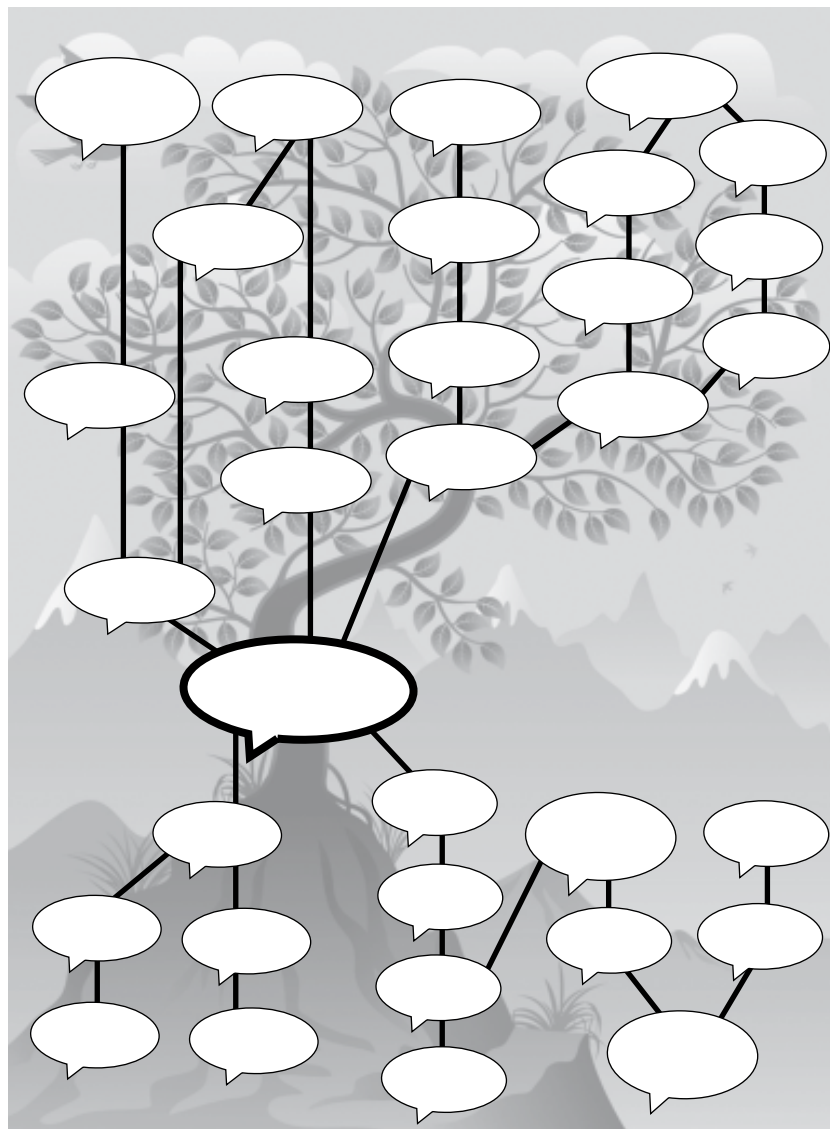


ANALYZE THE ISSUE

Once an issue has been identified as a priority, it is important that effort be taken to analyze the nature and scope in order to determine what type of action is needed to address it. The following exercise aims to assist you in doing that by guiding you through an analytical path to find the root causes and the direct/indirect consequences of a social problem.

Causes and Consequences Tree

- In the centre box, write the priority issue you identified. For example, 'Youth Un- and Under-Employment';
- Then, in the boxes below write in the causes of un- and under-employment; examples may include: 'Skills Mismatch', 'Expensive Tuition Fees', etc. Use the data from your survey as well as information researched online, in the library, collected through interviews, or through various media sources;
- Next, determine the consequences (or effects) of un- and under-employment; examples may include: 'Low Morale/Despondency', 'Juvenile Delinquency', etc.
- As you fill the roots and branches with causes and consequences, you will be delving further into the issue which leads to a clearer understanding of what may be done to address it.





You may wish to focus on a specific consequence such as 'Low Morale/Despondency' by organizing support groups where youth can express their concerns in a secure environment. Or, you may decide to tackle the issue by addressing the causes and approach your activism within a framework of prevention. For example, to prevent the ongoing decline or stagnation of job opportunities, you may advocate for changes in local or national legislation that may spur economic recovery and provide job opportunities for young people.

SET STRATEGIC GOALS

It is important to set strategic goals with the intention of mitigating the negative consequences of a social problem and towards ultimately preventing or solving it. Your goals should be big enough to make an impact but also S.M.A.R.T. (see below guidance). Before you start planning activities, define what overall goals you strive to achieve as this will help determine what types of activities to organize.

S.M.A.R.T. Goals

- Specific: Be clear and concise to ensure the public understands your message and objectives.
- Measurable: Organize goals in measurable terms to track progress and evaluate success.
- Achievable: Consider the amount of time and resources available in order to set realistic goals.
- Relevant: Set targeted goals with direct relation to your issue and towards fostering progress.
- Time-bound: Integrate benchmarks and deadlines into your goals to help keep on track.

LINK TO NATIONAL POLICIES & INTERNATIONALLY AGREED GOALS

In some countries, young people have participated in the crafting of national policies and programmes focused on development issues. For example, at the request of the National Planning Authority in Uganda, a two-day youth consultation contributed to the formulation of the National Development Plan. In Vietnam, the Government commissioned three consultations with children and youth to review the implementation of its Poverty Reduction Strategy. As a result of these opportunities, young people's concerns are given a voice through meaningful participation. Youth may serve as representatives, researchers, analysts, and so on, all toward the development of their countries.

Policy standards and goals have also been agreed to at regional and international levels, such as the Millennium Development Goals adopted by United Nations in 2000. While your national government may have committed to attaining certain goals and targets, implementation at the national level may not be fully realized. Therefore, you may find it relevant to link your activity toward improving implementation or toward an evaluation of progress.

Holding policy-makers accountable to principles and policies they committed to is one of the greatest values civil society offers. To learn about what Governments have agreed to at the international level with respect to youth, visit the UNPY site to read resolutions adopted by the UN General Assembly at: <http://www.un.org/esa/socdev/unyin/library.htm#resolutions>.

Also, check to see if your country is party to any international human rights treaties, such as the Convention on the Rights of the Child and the Convention on the Elimination of All Forms of Discrimination against Women. If so, your Government is legally bound to implement the Conventions at the national level. You may choose to base this as the overall objective



of your project or integrate it in the rationale for supporting your project. For more information on human rights treaties and protocols, please visit the Office of the High Commissioner for Human Rights at: <http://www2.ohchr.org/english/law>.

Youth and the Millennium Development Goals: Challenges and Opportunities for Implementation

(Excerpts taken from the above-mentioned report)

Around the world, many youth are already making contributions to the Millennium Development Goals (MDGs), and their work should be further acknowledged and strengthened. Increasingly, youth are recognized as key participants in decision-making and development, as reflected in the growing presence of non-governmental youth organizations and the upsurge of youth advisory boards and committees to international institutions and programmes. Yet building the capacity of and creating sustained partnerships with young people are crucial strategies to achieving the MDGs that have not been fully realized by the international community.

Overall, the report demonstrates that investing in youth will provide the longest and most effective dividend towards meeting the Millennium Development Goals (MDGs) by building the social capital needed to foster pragmatic development.

Indeed, without the involvement of young people, a demographic that comprises one fifth of the world's total population, the full achievement of the MDGs will remain elusive and their long-term sustainability will be compromised. Youth participation is currently quite varied, ranging from effective, to sometimes tokenistic, to often non-existent.

There are specific ways in which youth and youth organizations can contribute to the design and implementation of MDG-based strategies, some of which are outlined in this document. Many projects are already happening, but there is still much work to be done.



To read the full report, visit: <http://www.un.org/esa/socdev/unyin/mdgs.htm>

When setting strategic goals, consider the following:

- Is the issue relevant and important to your community/country?
- What is the actual change needed?
- Who is responsible for implementing the change?
- What are the policy gaps in knowledge or provision of services?
- What has the Government (local and national) done to address the problem?
- What have local community groups addressed the issue?



- What has the international community (including the United Nations and regional entities) done to address the issue?
- What changes would greatly impact the issue and lead to solutions?
- What can you do to mitigate the challenges and/or prevent or solve this issue?
- What mechanisms (or opportunities) exist for youth to participate in decision-making processes to influence policies, laws, regulations, programmes?
- Have you established goals that may be linked to or enhance existing goals?
- Will achieving your goals influence positive change?



BUILD AN EFFECTIVE TEAM

There are a number of ways to take action toward making a positive impact. However, working in collaboration with others often yields the best results. You may wish to build a team of people with similar interests or join an existing group with a mission statement important to you. This section will provide practical guidance on how to form a group or strengthen an existing group.

An effective team is a group of individuals who commit to accomplishing shared goals and actively take part in planning and implementing various tasks. Building an effective team is one of the most important pieces of planning your activity. Communication within the team is a key part of achieving success and all members should agree to express their ideas and concerns respectfully and constructively.

YOUTH-LED ORGANIZATIONS AND INITIATIVES

"The creativity, energy and passion of young people are indispensable for tackling global challenges." - United Nations Secretary-General, Ban Ki-moon

Youth-led organizations and initiatives are on the increase as more young people are participating in the development of their societies. Today's youth have demonstrated that they prefer not to stand idly by or wait for others to address problems, but prefer rather to be a positive force in generating solutions.

When young people connect with each other and take action – whether to raise awareness about dangerous road-crossings, address youth unemployment issues, or advocate for the rights of others – they are exercising civic responsibility as well as fostering their own capacities and potential. Supporting youth and youth-led initiatives is key to socio-economic development as well as to the development of society's future leaders.

MOBILIZE AND ENGAGE

If you would like to establish your own team, ask friends, family, schoolmates, or other young people in your community to join your efforts. Some suggestions on how to engage others are:

- Pin flyers to public bulletin boards to announce meetings, welcoming all those interested to bring their enthusiasm to support a worthy cause;
- Post an online invitation within your personal, professional and academic networks;
- Reach out to existing groups to invite members to join your activity, their expertise may be of value as you begin to get organized.

DESIGNATE ROLES & TASKS

One of the secrets to building an effective team is to identify the unique value each person offers. Map the variety of skills required to smoothly run your team and match those to members capable and available. Organize the work bearing in mind each individual's interests and skill-set. The below chart is an example of how a team may distribute tasks and is based on typical roles assigned in effective teams.



Title	Role	Required skills	Team Member recommended	Experience, skills	Available/ interested
Meeting Facilitator	Moderate meetings, summarize decisions taken, mediate disputes	consensus builder, effective time management, punctual, diplomatic	Sandra	National Youth Delegate to the United Nations; patient and respectful under pressure	√
Treasurer	Manage finances	Budgeting and computer skills, cost-conscious	Bikash	Accounting major; keeps accurate and detailed budgets for employer	√
Public Relations Specialists	Write press releases	Strong writing skills, especially concise messages, tailors messages for variety of audiences	Julie	Editor of NGO blog; bi-lingual	√
	Speak publicly including to media; liaise with spokesperson	Speaks clearly and with ease, able to quickly respond to tough questions	Leonore	Journalist for school news; excellent delivering One Minute Message	√
	Design advocacy materials	Artistic talent, creative designs, computer skills	Ziad	Graphics design major	√
Outreach Manager	Mobilize public; fundraise	Friendly personality; comfortable talking to people and asking for support	David	Fundraiser for many university events	√

BUILD CAPACITIES

If you or a team member could benefit from skills training but your budget does not allow for participating in training workshops, consider alternatives for learning:

- Online research including webinars and other free resources
- Informational interview with expert
- How To or Self-Help books available online or at a local library
- Peer-to-Peer training



SET RULES OF PROCEDURE

Setting and agreeing upon rules is important as they lay the foundation for effective working methods and deter misunderstandings and disputes. Respecting each other's opinions and rights should be included as well as written guidelines on how the group's decision-making process will operate.

CONVENE MEETINGS

Once you have established a group, it is important to convene regular meetings – either in person or virtually – to track progress, address problems and share new ideas. Always set an agenda and circulate it to members in advance. This will allow members to prepare for the topics discussed. The Secretary of the group should take detailed notes (or minutes) on key interventions and record all decisions taken. Meeting minutes should be shared with all members before the next meeting takes place.

Sample of Agenda:

Youth in Action
30 August
Facilitator: SK

- Introduction (agenda distributed along with minutes of previous meeting)
- Welcome new members
- Updates; each team member gives brief update of their work since previous meeting.
- Brainstorm ideas for new activities
- Other questions or issues that need to be discussed
- Confirm date and time for next meeting

Sample of Meeting Minutes:

Youth in Action
30 August
Facilitator: SK

The Facilitator opened the meeting by introducing the agenda. S/he welcomed the new members and invited them to introduce themselves.

As team members updated the group on the status of their projects, it became clear that most members were on track with their assignments but communication between meetings was lacking. It was decided that Youth in Action would create an online social network group to post updates. Members committed, by consensus, to post an individual progress report every week on Saturdays. Increased information sharing would lead to more efficient work practices.

TIP: Remember the 5 P's: Prior Planning Prevents Poor Performance



Checklist: Planning and Organizing

- Are your tasks consistent with your goals and advocacy strategy?
- Have priorities been identified?
- Is there enough time and resources to complete each task?
- Does your plan take into account any risks? Is there a back-up plan?
- Is there agreement on deadlines?

INNOVATIVE THINKING

Brainstorming is a great way of exploring possibilities and developing new and creative ideas in a group. It involves asking all team members to contribute their ideas in an open and judgement-free zone. Do not worry about the details or if they are realistic, but rather bring up as many perspectives as possible. Far-fetched ideas can be narrowed to targeted, innovative solutions. Here are guidelines for effective brainstorming exercises:

1. Choose a subject, such as ideas for an event slogan
2. Emphasize that all ideas are welcome without personal judgement
3. Write ideas where all participants may see
4. Encourage all to build upon each other's ideas to create unconventional combinations
5. Adapt ideas from the list of ideas generated to the theme/goal of your project – consider your target audience
6. Select one idea by consensus and find creative ways to promote it

The slogan for the International Year of Youth evolved following an online brainstorming session on the UN-PY's official International Year of Youth public consultation page at: www.facebook.com/UNyouthyear. Nearly 500 suggestions were contributed by young people from around the world. The slogan for the Year is: Our Year. Our Voice.



FINANCIAL MANAGEMENT

Managing the financial resources of your group should be considered a top priority as the amount of funds available typically sets the limits of activity. This section will outline some basic information on budgeting and fundraising.

BUDGETING

When planning an activity, prepare a budget at an early stage to ensure that funds are available to see the project through. If you need to purchase or rent an item that is quite costly, bid several vendors for the lowest price. In some cases, you may be able to negotiate a discount or even a donation.



Art Exhibit: Youth photography

Venue

Rental of studio (100 x2)200.00
Rental of sound equipment (25 x 2)50.00
Total250.00

Flyers

Computer program for flyer design50.00
Printing (30/month x 4)120.00
Total170.00

Radio ads200.00
Transportation100.00
Total300.00

Other supplies

Refreshments100.00
Office supplies40.00
Music70.00
Total210.00

TOTAL930.00
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FUNDRAISING

Check with your local and national Governments (including national ministries related to youth or civic engagement) and local NGOs to inquire if they award grants for public service projects. You may also collect entrance fees or donations by organizing activities such as: concerts, tournaments, fashion shows, food and drink festivals, raffles, walk-a-thons, yard sales, art exhibits, auctions, swap meets, and so on.

Some important points to remember:

- Before requesting funds, be sure to draft a budget with all of the anticipated costs to ensure an accurate projection;
- Always record transactions and save all receipts;
- Deposit funds in a bank account or well-guarded safe;
- Designate one person, such as your group's Treasurer, to handle deposits and withdrawals;
- Submit a report to donors following the close of your project.

Typically, donors request a report from funding recipients as a means of tracking the allocation of their contributions. Offer to submit a Donor's Report to your beneficiaries in your funding request and agree upon a deadline.

The Donor's Report should include a narrative description on the overall implementation of your project – including major successes and challenges – and how exactly donated funds were used. Also, it should provide a table of expenditures



– a list of goods/services purchased followed by the exact amount spent. You can draw upon the records and receipts maintained as well as the evaluation exercise undertaken at the close of your project. For more guidance, see Chapter 5.

Here is a sample letter that you may wish to follow when drafting a letter requesting financial support.

Organization's logo or the IYY logo

Name/title
Organization
Mailing address
Email address

Date
Potential donor's name/title
Potential donor's address

RE: Name of project
Dear _____,
Youth in Action (YiA) is a youth-led organization focused on _____ with the goal of _____. YiA is hosting an art exhibition and fundraiser on 20 July to raise awareness about homeless children and young people living in our community. Proceeds from the event will be donated to _____, a local healthcare clinic. The exhibition will take place at the local University at _____, in a room donated to us by the Dean.

We anticipate great success as there is a lot of enthusiasm now that the media has reported on our initiative. To date, we have sold approximately _____ number of tickets.

However, while we have undertaken many fundraising initiatives to cover the costs for _____, YiA requires additional funds to purchase the following:
Leaflets (cost); Refreshments (cost); and Rent of speaker system (cost).

We would be very grateful if your organization would consider donating funds towards the above-mentioned remaining items.

In appreciation and to demonstrate our respect for your donation, Youth in Action would provide a Donor's Report to you no later than _____, if you choose to contribute.

Thank you for your kind consideration of support.

Sincerely,

In addition to your own letter requesting contributions, you may wish to attach the general letter of support signed by Nicola Shepherd, the UN Focal Point on Youth (Annex 3). This letter promotes youth-led activities focused on positive social change and encourages investment in youth. The concept for this letter was suggested by a youth representative at the 5th World Youth Congress, which took place in July 2010 in Istanbul, Turkey.



ADVOCATE & ENGAGE MEDIA

You have decided to **SPEAK OUT** and **TAKE ACTION** to influence positive change in society. Here are questions to help craft your advocacy messaging:

- What is the issue?
- Why is this issue one of concern?
- Who is directly and indirectly affected?
- How is this issue relevant to your community or organization?
- What can be done to make a positive impact?

It's very important to motivate others to participate by communicating a message that can be heard and understood easily. One easy rule to follow is that your message should describe and summarize the main points of your initiative, including the 'Ask' – that is, what specifically are you 'Asking' others to do?

MESSAGE CONTENT

Once you have assessed your target audience's interest level, knowledge and opinions about your issue, adapt the content of your message with the aim of sustaining their engagement toward taking action. Try to be imaginative and always be respectful when disputing misconceptions or falsehoods. Use words that will attract attention and make your message stand out. Avoid using technical terms that may not be understood by everyone.

TAILORING MESSAGING

Assume your group is committed to improving environmental sustainability in your local schools. In doing so, your group is advocating that all paper materials are recyclable. In order to convince all stakeholders, you must anticipate the concerns each may put forth and be prepared to counter those concerns with supporting facts based on reputable data. Therefore, adapting your message content and developing a range of persuasive arguments may be necessary in order to address the various viewpoints.

Target Audience: Political leadership including locally elected officials

A recent study determined that the paper used in schools contains chemicals which are harmful to the environment and not recyclable. In addition, the study estimated that the cost associated with not recycling paper products is very high. Can the mayor support local initiatives to change the paper used by schools to eco-friendly paper? The reduction in costs will increase available funds providing more money for education-based initiatives.

Target Audience: Community residents

Citing the same study discussed with the political leadership, however, you may wish to emphasize that the reduction in costs associated with implementing your proposal would lessen the tax burden and may delay increases in school fees.

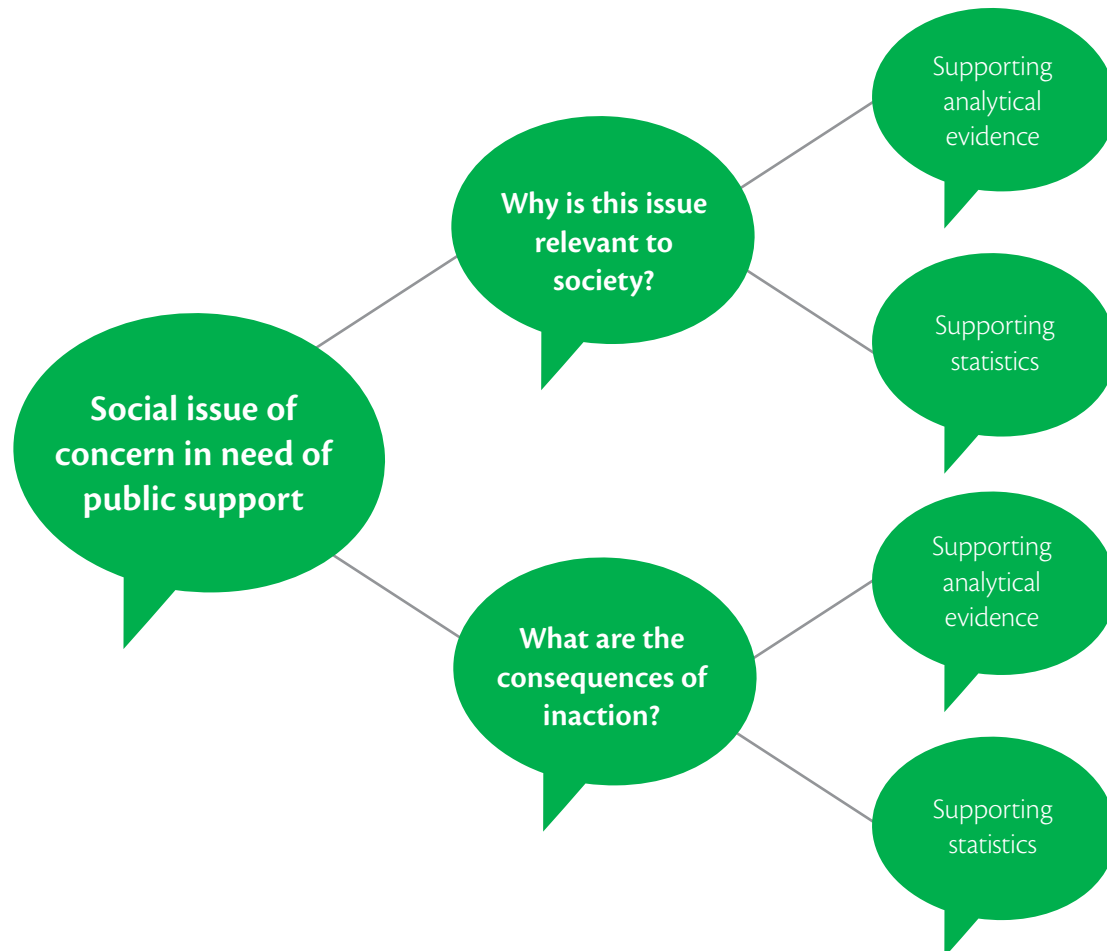
Target Audience: Peers

When you aim to influence your peers, you could take a variety of approaches. Propose that an increase in available funds may provide an opportunity for students to propose how the extra money could be spent. You and your peers could lobby for new courses, computers, sports equipment, etc.



First, test your message on family and friends. Do they understand what you are saying and asking them to do? How you present or 'frame' the issue is crucial to achieving a desired response.

DEVELOP A PERSUASIVE ARGUMENT



One Minute Message Exercise

This is an exercise you can do on your own or in a group to help you practice developing and delivering your message. Your message should have the following four components:

Problem Statement + Evidence + Example + Action required

Use one or two sentences per component. You have only ONE MINUTE to deliver your message. Be sure to practice!

After developing your key messages, think of a catchy slogan to summarise your advocacy project in a few short words. Consider the brainstorming example provided earlier.



It is important that you provide supporting facts and, when available, statistical information to reinforce your message. You may wish to consider the following to make your case more compelling:

- Case studies depicting how people are affected and/or how they have participated in addressing the issue;
- Testimonies from people whose lives are affected;
- Analysis of the issue including its social and economic impact on society;
- Examples of good/promising practices for positive changes.

SPOKESPERSON

The spokesperson, or the face of a campaign, should be reputable and believable with excellent communication skills. Choose someone whose personality, skills and image match or enhance your message and who resonates with your target audience. An effective spokesperson should also be knowledgeable, passionate, convincing, charismatic and available.

Any spokesperson will need your guidance. Provide a full briefing on the issue and goals set out in your campaign. Prepare talking points for your spokesperson prior to speaking engagements so that s/he can easily stay on message and not omit important points.

TIP: The most effective messengers are typically those who speak from personal experience, professionals recognized in their fields, and those with a connection to your target audience.

TIMING

Choosing the best time to deliver your message depends on a variety of factors, including: whether you aim to influence an upcoming political process and/or if other events are scheduled relevant to your issue. For example, consider if there is a national or international day dedicated to observing the theme of your issue and link your project to coincide. For a list of UN observances and international youth-related events, see Annex 2.

After you have delivered your message, your awareness-raising initiative is just beginning. Keep reinforcing your message to increase interest and sustain momentum. In addition, your target audience may have questions or concerns which you should respond to in a timely manner. Also, you may find it useful to adapt your message as new information and events unfold. Set e-alerts to your email to monitor media coverage of the issue on a daily basis.

TIP: Utilize the internet as it is typically the fastest and cheapest way to disseminate information. Use your group and other association's websites, email lists, online social networking tools and blogs for dissemination.

ADVOCACY RESOURCES

As you begin to raise awareness about your project and ideas, you may find that many are interested in learning more about the issue and your plans. By preparing a few concise pieces of literature that are easily accessible you will sustain interest and continue to build your constituency of supporters.

Put together a bunch of **Information Packets** or **Press Kits** for distribution to your partnering organizations, potential donors and to the media. Kits should be comprehensive and available at meetings and related events.

Components of your Kit may include:

- Background Note: one or two pages on the issue and goals
- Activities: planned projects and events



UNITED NATIONS PROGRAMME ON YOUTH ADVOCACY RESOURCES FOR IYY

Press Kit:

For the International Year of Youth, the United Nations Programme on Youth (UNPY) together with the UN Inter-Agency Network on Youth Development created a Press Kit with a variety of information, including a background note on the Year and the World Programme of Action for Youth, UN Framework Approach for the Year, General Assembly resolution proclaiming the Year, fact sheets on youth and development issues, and a Frequently Asked Questions sheet. To view the IYY Press Kit, please visit: <http://social.un.org/youthyear/launch.html#fact>.

Website:

UNPY developed a dedicated webpage for the International Year of Youth which provides the public with information about the Year and how to get involved. This includes an inter-active online calendar for events held in celebration of the Year. Governments, NGOs, and individuals may post an activity at <http://social.un.org/iyyevents>.

Logo:

UNPY, in partnership with the UN Department of Public Information (DPI), created a logo to identify the Year with an image. The logo is available at no cost in all six of the official languages of the United Nations – Arabic, Chinese, English, French, Spanish and Russian. The logo may be attached to promotional materials for activities organized in celebration of the Year once the Liability Waiver has been signed and submitted to the UNPY at youth@un.org. If interested, please read the Logo Use Guidelines and Waiver of Liability Form at: <http://social.un.org/youthyear/logo.html>.

Online Consultations:

UNPY is facilitating online monthly consultations via its Facebook page at: www.facebook.com/UNyouthyear. Youth from all over the world share their ideas and suggestions on a variety of topics related to youth development. UNPY also uses Twitter – www.twitter.com/UNyouthyear -- to generate awareness about the Year and the youth-related work of the United Nations.

Global Launch Event :

On 12 August 2010 the United Nations launched the International Year of Youth at its Headquarters in New York. It was a collaborative event organized by various UN entities and included the participation of high-level Government and UN officials, youth leaders and activists as well as performances by artists committed to the ideals of the UN and the empowerment of young people towards positive social change. For more information and to watch a video of the event, please visit: <http://social.un.org/youthyear/launch.html>.

Public Service Announcement:

UNPY and DPI together with UN Interns produced a public service announcement to raise awareness on the International Year of Youth and to highlight young people's contributions to society. To watch the video, please visit: <http://www.youtube.com/watch?v=HQm-QmXtyeM>.

Publication:

International Year of Youth Brochure (or IYY Brochure) is intended to provide an overview of the importance of the International Year for young people. Everyone is invited to promote the ideals of peace, freedom, progress and solidarity towards the promotion of youth development and the achievement of the Millennium Development Goals. The IYY Brochure may be downloaded at: <http://social.un.org/youthyear/publications.html>.



- Team members: short biographical description of organizers
- Partners: individuals, organizations and businesses supporting your work
- Timeline: outline the evolution of your initiative marking key milestones
- Budget/Resources: identifying what is required to carry out your activities
- Evaluation: how you will measure the success of your project

TIP: Be sure to provide readers with a link or email address to keep them up-to-date and provide a pathway for volunteering support.

ENGAGE THE MEDIA

Engaging the media is a key strategy in every effective advocacy initiative as it provides access to reach both mass and targeted audiences. Successful media campaigns have the power to educate the public and stimulate conversations and debates from classrooms, to kitchen tables, to boardrooms and to halls of government. Public opinion is a powerful leverage in influencing decision-makers to take action.

Before you approach the media, it is important that your organization has a communications plan that clearly defines your objectives and identifies your target audiences. The communications plan helps you formulate key messages and ensures that all team members are in sync and staying on message.

In locating the media sources of your target audience, consider trends and ask the following questions:

- How and where does your target audience access information?
- What media outlets are most popular and accessible?

Increasingly, young people access news through non-traditional media outlets, such as through their mobile phones, social networks and blogs. If you included media-related questions in your survey, be sure to refer to the results for ideas.

Consider the variety of journalists who may have an interest in your campaign or event and contact them for an interview. This may be political correspondents, development press, medical/scientific journals or reporters focused on lifestyle, business or environmental issues.

The following is a useful template to organize a communications strategy. You may wish to list several points for each category – just be sure to refer back to your S.M.A.R.T. goals and ensure your messages match.

Objectives	What do you want to accomplish by engaging the media?
Target Audience	Who is your target audience? Where do they typically access news and other information?
Key messages	Have you developed clear and persuasive messages?
Ask	Is your 'Ask' clearly understood? Does your audience understand and know what action to take?
Strategy	How and when will you set your plan in motion?
Evaluation	How will you determine if your strategy is effective?



How to write a press release

The purpose of a press release is to provide journalists with information that is timely, accurate and interesting. Your overall aim is to persuade journalists to report on your initiative by establishing your activity as newsworthy. Therefore, for this task your target audience is not necessarily the community you intend to draw into your cause or activity – rather it is reporters themselves who will decide if your “story” is compelling enough for their audiences to take interest.

The language should be tailored to the interests of their audiences, which may vary as journalists typically work in specific fields. If you intend to distribute a press release to a cross-section of journalists, then you should consider adapting your press release to each media outlet.

Guidelines for writing and formatting a press release include:

- Title of the press release should be typed in **BOLD CAPITAL LETTERS** and centered in the middle of the page. The title should highlight the main focus of the text and include the most newsworthy and attention-grabbing elements. Perhaps a shocking statistic or announcement of major change in social policy affecting many.
- Sub-title should be directly under the Title and include additional information, no more than one sentence, to support the main focus. The more compelling the information, the more likely the reader will be interested in the subsequent paragraphs.
- Include a dateline: the city where the press release was initiated and the date released.
- The first paragraph should include the most essential information such as the what, when, why and who.
- The following supporting paragraphs should include details about the topic, such as statistics, published reports, quotes, trends, etc.
- Include a website address where more information may be found.
- Keep the press release to one page only.
- Insert ### in the center of the page a few spaces below the last paragraph to signify the end of the press release.
- Include “For Immediate Release” on the top left-hand corner along with your name and contact information so that journalists know how to reach you.

Checklist for successful campaign (YES OR NO BOX)

- Your campaign is creative but easy to understand
- There is a simple action(s) that supporters can take
- Supporters have the opportunity to be involved in a range of activities
- Your campaign is supported by other organizations
- Media is interested in your campaign
- Public discourse and debate has begun as a result of your initiative



ORGANIZE EVENTS

In general, there are a few key elements to organize a successful event. To build a large base of public support, it is useful to provide a range of activities and opportunities to spark interest. For a list of suggested activities, please see Annex 1.

How the Scout Movement creates events



Events and ceremonies are special moments for the Scout Movement. They constitute activities aimed at audiences defined in its Communications Strategy. Public Relations are often involved in order to promote the event.

From the perspective of communications, whether one is organizing a conference, a public debate, a staged show, a commemoration ceremony or a religious ceremony, the same questions arise:

- What do we want to say?
- What do we want to show?

We need to start from the principle that an event also conveys the image and that it will openly symbolize the youth organization.

Partnerships are particularly important in emphasizing the importance of the event and in giving meaning to its content.

The case of the Global Development Village (GDV)

The birth of the GDV in Korea, in 1991, was a major innovation at World Scout Jamborees. The GDV is organized like a real village with a main square. Each of its main roads is devoted to one of the themes – education, environment, health, human rights, etc. – and is where the Movement's partners propose workshops and exhibitions.

The GDV is therefore an activity area whose objective is to help Scouts gain a better understanding of issues facing the world today, discover what they can do to help solve them and learn concrete techniques that can be used back in their home communities.

Tasks to be completed before, during, and after an event:

- Team members have clear division of labor and programme of event
- Request meetings with venue coordinator and technical support (video, sound, lighting, internet connection, etc.)
- Invitations distributed
- Entertainment rehearsed prior to performance
- Press Kits prepared for distribution
- Interactive element at event (photo booth, pledge to sign, comment book)
- Media briefed and confirmed to attend



- Photographer and/or videographer to capture the event
- Reserved seating and other arrangements for special guests
- Registration of participants; contact information forms and badges
- Post-event team evaluation meeting; feedback included in final evaluation report

Engaging celebrities and other well-know people – such as athletes, politicians, performers, artists, etc. – offer many benefits, especially in generating media attention. Do research on local celebrities to find if any have expressed interest in your issue and invite them to perform, speak or just attend.



CONNECT & BUILD BRIDGES

Strategic alliances and partnerships play a key role in advocacy efforts. Not only can partnerships make a ‘voice’ louder, but they often lead to sharing resources, skills, capacity, experience and the expertise of many different groups and individuals. Working with other organizations greatly increases the power of a campaign by demonstrating to civil society and policy-makers that wide support exists on a specific issue. Youth organizations all over the world are joining up with national, regional and international organizations in order to raise awareness and promote change.

- **Find Existing Groups.** Join established coalitions and campaigns already focused on relevant issues – especially those where young people can bring a unique contribution, expertise and voice. The best coalitions are those that are well-known in their field and have NGOs/partners with complementary skills and experience to reinforce the advocacy work.
- **Think Outside the Box.** Brainstorm for potential partners or supporters beyond those you normally work with. Reaching out to new organizations can lead to a more diverse and powerful constituency for change.
- **Identify Your Angle.** Think about how you want to profile and position your organization within a network and be clear on what type of visibility you need in public and media outreach.
- **Assign Necessary Roles.** Ensure that each of the partners in a coalition or network brings complementary skills, resources and capacities to the project. Consider appointing one person as your organizations Focal Point (or representatives) to participate in meetings.
- **Be Visible.** In terms of public awareness, there is greater visibility in the context of a jointly organized event or press release.
- **Be Prepared.** Don’t underestimate the effort needed to be a member or convener of a network or coalition. It can be a lot of work and needs sufficient planning and provision. In addition to your own set of responsibilities, you may also take on others on behalf of the network.
- **Be Realistic.** Accurately assess the potential limitations in the output of a broad platform of partners and stakeholders. Each representative carries with him/her their own organization’s mission and mandate so challenges may arise.



EVALUATE: ASSESS YOUR SUCCESS

The evaluation process is an opportunity to assess your level of success and identify how and why certain goals were not achieved. Reviewing the development and implementation of your project will help you learn from experience so that your next initiative is more effective and enjoyable.

At times, outside events may influence your initiative and you may find it necessary to change your plans in response. The more information you have about your internal activities, the easier it will be to respond to external factors. In order to keep on track, it is important to regularly monitor and evaluate your efforts by taking stock of your achievements in relation to your goals. Developing evaluation guidelines in advance is useful, so consider the following:

- Keep a journal of your personal and team-based activities and include notes on challenges or obstacles encountered;
- Monitor how your target audience is receiving your messages by interviewing people in person or requesting feedback via online source;
- Short and long-term goals and strategies should be assessed along the way to ensure they are still appropriate;
- Create an online blog about your initiative – update it on a weekly basis with ideas, progress, events, photos and request your readers to provide feedback;
- At the end of a major activity, such as the close of a campaign or event, distribute evaluation forms to all participants and team members for their anonymous assessment;
- Based on the evaluation forms, compose a report or matrix with a 'Lessons Learned' and a 'Good Practices' section for reference when organizing your next activity.

Strategy	<ul style="list-style-type: none">● Did you successfully reach your target audience?● Did you have to alter your goals or messages along the way?● Did you change your audience's opinions or knowledge of the issue?● Which messages were most successful and which failed?● Did you join or set up a network or partnership? What were the benefits/drawbacks of this?● Did your actions raise public awareness and interest?● What were major obstacles you faced? How did you overcome them?● What can you learn from your strategy for the future?
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Change takes time to yield measurable results – allow a sufficient amount of time to elapse when planning to evaluate the overall impact of your activity.



Impact

- Have you seen direct results or improvements in people's lives? Why/ why not?
- Can you provide data to support your findings?
- Have you achieved your goals?
- Have people's actions and attitudes changed in relation to the issue?
- Is the issue now a common concern among your community?
- What factors enabled/hindered the success of your cause?
- Was a law or policy introduced into the parliament or local government as a result of your initiative?



ANNEX 1: Suggested activities

The following list provides suggestions for activities that youth may organize and lead to promote positive social change in their communities.

Create Awareness

- Call to action and public service announcement videos/audios
- Disseminate educational materials including leaflets and email alerts
- Role playing exercises; social activism through theatre
- Games with social messages
- Youth media (radio, print, blog)
- Seminars, lectures and debates on current issues of concern
- Concerts and festivals with social messages (music, dance, art, poetry)
- Letter writing campaigns; inform leaders of your concerns
- Peaceful demonstrations; including Flash Demonstrations (organized performance art)

Mobilize and Engage

- Surveys to determine public concerns and interests
 - Lobby your Government to hold a National Youth Day of Action and to celebrate International Youth Day on 12 August
- Petition local businesses and NGOs to institute youth internship programmes
 - Youth rallies
- Youth-led Town Hall meetings
- Fundraisers
- Focus groups
- Leadership Training
 - Flash demonstrations
 - Public Speaking/Debate competitions
 - Set up a national or local youth council
- Environmental clean-up and sustainability initiatives such as tree-planting and recycling campaigns
- Food, clothing, book, school supplies drives
- Competitive awards for outstanding community service
 - Peer-to-Peer training and counselling



Connect & Build Bridges

- Disseminate spreadsheet of youth organizations/groups to help facilitate networking and partnerships
 - Develop communication platforms to create or strengthen networks
- Student exchange programmes
- Job fairs; connect youth to employers
 - Mentorship programme
 - Technical Skills workshops; connect professionals and youth to train each other on important skills such as public speaking, fundraising, web-based tools, consensus-building, etc.
 - E-discussions
- Knowledge and information sharing; utilize web-based tools
- Online social networks for cross-cultural and generational dialogue



ANNEX 2: List of UN Observances and international youth-related events taking place during the International Year of Youth

The following list of international days and events may serve to inspire you when identifying an issue and guide the timing of an activity. Please also visit the official IYY Calendar of Events for an up-to-date list of events taking place throughout the world at: <http://social.un.org/iyyevents>.

August 2010	
28 July – 11 August	London International Youth Science Forum (LIYSF), London, UK
31 July-13 August	5th World Youth Congress, Istanbul, Turkey
2-6 August	III Encuentro Iberoamericano de Juventud: Juventud e Innovación Social – Estrategias para el Desarrollo, Cartagena de Indias, Colombia
4-6 August	Green Wave Youth Ambassadors Workshop: Youth and Biodiversity, Tunis, Tunisia
7-17 August	Forum des jeunes ambassadeurs de la francophonie des Amériques (New Brunswick, Canada)
9 August	International Day of the World's Indigenous People
10-12 August	African Youth and Governance Conference, Accra, Ghana
12 August	International Youth Day: Launch of International Year of Youth, "Dialogue and Mutual Understanding"
14-18 August	2nd Annual Global Model United Nations Conference, Kuala Lumpur, Malaysia: Towards an Alliance of Civilizations: Bridging Cultures for Peace and Development
14-26 of August	Youth Olympic Games, Singapore
19-20 August	CIVICUS Youth Assembly, Montréal, Canada
21-27 August	International Tunza Youth Conference, Nagoya, Japan
23 August	International Day for the Remembrance of the Slave Trade and Its Abolition (UNESCO)
23-29 August	World Youth Conference, Leon, Mexico
29 August	International Day against Nuclear Tests
September 2010	
7-9 September	International Youth Work and Youth Studies Conference, Glasgow, UK
8 September	International Literacy Day (UNESCO)



10 September	World Suicide Prevention Day (WHO)
15 September	International Day of Democracy
16 September	International Day for the Preservation of the Ozone Layer
15-16 September	Global Youth Enterprise & Livelihoods Development Conference, Washington DC, USA
17 September	Student observance of the International Day of Peace
17 September	Stand-up youth event at FAO HQ, Rome, Italy
20-22 September	MDG Summit, New York, USA
20-21 September	OECD High-Level Forum on Jobs for Youth, Oslo, Norway
21 September	International Day of Peace
23 September	World Maritime Day
October 2010	
1 October	International Day of Older Persons
2 October	International Day of Non-Violence
4 October	World Habitat Day
4-6 October	Third Committee of the General Assembly; discussion on social development, including youth, New York, USA
5 October	World Teacher's Day (UNESCO)
10 October	World Mental Health Day (WHO)
13 October	International Day for Disaster Reduction
14 October	World Sight Day (WHO)
15 October	International Day of Rural Women
15 October	World Food Day youth event at FAO HQ with activities on biodiversity, food security and climate change, Rome, Italy
16 October	World Food Day



17 October	International Day for the Eradication of Poverty
20 October	World Statistics Day
24 October	United Nations Day
24 October	World Development Information Day
November 2010	
6 November	International Day for Preventing the Exploitation of the Environment in War and Armed Conflict
10 November	World Science Day for Peace and Development (UNESCO)
14 November	World Diabetes Day (WHO)
16 November	International Day for Tolerance
18 November	World Philosophy Day (UNESCO)
19 November	Anniversary of the World Day for Prevention of Child Abuse
20 November	Universal Children's Day
20 November	Africa Industrialization Day
21 November	World Day of Remembrance for Road Traffic Victims
25 November	International Day for the Elimination of Violence against Women
29 November	International Day of Solidarity with the Palestinian People
29 November - 10 December	UNFCCC COP 16, Mexico
December 2010	
1 December	World AIDS Day
2 December	International Day for the Abolition of Slavery
3 December	International Day of Persons with Disabilities
5 December	International Volunteer Day for Economic and Social Development



5 December	Launch of International Year of Volunteering + 10, New York, USA
9 December	International Anti-Corruption Day
10 December	Human Rights Day
18 December	International Migrants Day
19 December	United Nations Day for South-South Cooperation
20 December	International Human Solidarity Day
January 2011	
27 January	International Day of Commemoration in Memory of the Victims of the Holocaust
February 2011	
2-11 February	Commission for Social Development, 49th Session, New York, USA
4 February	World Cancer Day (WHO)
11-20 February	International Student Festival in Trondheim, Norway (ISFiT 2011)
20 February	World Day of Social Justice
March 2011	
1-12 March	Commission on the Status of Women, 55th Session, New York, USA
8 March	International Women's Day
21 March	International Day for the Elimination of Racial Discrimination
21 March	World Poetry Day (UNESCO)
21 March	International Day of Nowruz
22 March	World Water Day
24 March	World Tuberculosis Day (WHO)
25 March	International Day of Remembrance of the Victims of Slavery and the Transatlantic Slave Trade



April 2011	
2 April	World Autism Awareness Day
4 April	International Day for Mine Awareness and Assistance in Mine Action
7 April	World Health Day (WHO)
19-30 April	Permanent Forum on Indigenous Issues, 9th Session, New York, USA
22 April	International Mother Earth Day
25 April	World Malaria Day (WHO)
26 April	World Intellectual Property Day (WIPO)
28 April	World Day for Safety and Health at Work (ILO)
May 2011	
3 May	World Press Freedom Day
8-9 May	Time of Remembrance and Reconciliation for Those Who Lost Their Lives during the Second World War
12-13 May	Commission on Sustainable Development, 19th Session, New York, USA
15 May	International Day of Families
17 May	World Telecommunication and Information Society Day
21 May	World Day for Cultural Diversity for Dialogue and Development
22 May	International Day for Biological Diversity
29 May	International Day of UN Peacekeepers
31 May	World No-Tobacco Day
June 2011	
4 June	International Day of Innocent Children Victims of Aggression
5 June	World Environment Day
8 June	World Oceans Day



12 June	World Day Against Child Labour (ILO)
14 June	World Blood Donor Day (WHO)
17 June	World Day to Combat Desertification and Drought
20 June	World Refugee Day
23 June	United Nations Public Service Day
26 June	International Day against Drug Abuse and Illicit Trafficking
26 June	United Nations International Day in Support of Victims of Torture
July 2011	
3 July	International Day of Cooperatives
11 July	World Population Day
18 July	Nelson Mandela International Day
August 2011	
9 August	International Day of the World's Indigenous People
12 August	International Youth Day
19 August	World Humanitarian Day
23 August	International Day for the Remembrance of the Slave Trade and Its Abolition
29 August	International Day against Nuclear Tests
TBC	UNESCO Youth Forum



ANNEX 3: Letter of support for youth by the UN Focal Point on Youth



Dialogue and Mutual Understanding

Dear Potential Donor / Supporter,

On behalf of the United Nations Programme on Youth, I would like to thank you for your consideration to support a young person or youth organization in the framework of the International Year of Youth.

The United Nations is convinced that young people in all countries are a major human resource for development, positive social change and technological innovation. Their ideals, energy and vision are essential for the continuing development of society. Young people are not merely passive beneficiaries but effective agents of change. Investing in and partnering with youth is key to addressing challenges in a sustainable manner.

In declaring this International Year of Youth, the United Nations General Assembly invited youth organizations to take advantage of the Year and to build on the synergies among activities carried out at national, regional and international levels. The General Assembly also encourages the promotion of actions aimed at disseminating among young people the ideals of peace, freedom, progress, solidarity and dedication to the objectives and goals of progress and development, including the Millennium Development Goals.

Youth are development partners that have successfully organized and led countless initiatives, typically in support of creating a more peaceful world based upon the principles of equality and sustainability. Recognizing young people's contributions to society is an integral part of advancing development, especially in countries where youth populations outnumber all others. However, beyond acknowledgement of their good deeds, we should encourage and support their efforts.

Thank you for your efforts to support the International Year of Youth. Your commitment will benefit many generations to come.

With best wishes,

Nicola Shepherd
United Nations Focal Point on Youth



ANNEX 4: Case study on Un Techo para mi País

The following case study was conceptualized and produced by an intern working at the UN Programme on Youth (summer 2010).



Founders: Group of Civil Engineering University students together with Felipe Berrios, S.J.

International presence: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Mexico, Nicaragua, Paraguay, Peru and Uruguay.

Youth volunteers: 200,000 across the region **Youth employees:** 388

Mission: Un Techo para mi País (UTPMP) strives to improve the quality of life of impoverished families through the construction of transitional houses and the implementation of social inclusion programs. UTPMP denounces the precarious reality of the slums in which millions of people live in Latin America. UTPMP works to involve the general public in the building of a more united, inclusive and poverty-free continent.

“When considering a social objective, it is important to identify an activity that represents a challenge, a conviction, and an ideal. The success of UTPMP counts on the fact that each volunteer who participates in the organization feels that he/she has a personal responsibility that no one else can replace. In this way, the direct bond with the families is the best incentive and motivation for the work we realize”.

Philosophy of UTPMP

Un Techo para mi País (UTPMP) is a Latin American non-profit organization led by students and young professionals. Every day, thousands of Latin American university volunteers help underprivileged families to improve their quality of life by jointly constructing transitional houses and developing social inclusion programs.

UTPMP was created in Chile in 1997, and in 2001 it began its international expansion. UTPMP has been supported by the Multilateral Investment Fund (MIF) of the Inter-American Development Bank (IDB) since 2005.

UTPMP has built more than 70,000 transitional houses in the region, and has succeeded at involving different sectors of society, including more than 250 thousand young Latin American volunteers in its effort.

How did UTPMP identify a relevant issue to work on?

In the beginning, the youth of UTPMP had one very idealistic goal: connecting people across social and economic statuses as a means to fight social exclusion and poverty. When UTPMP founders realized that many impoverished families lived in slums (urban areas characterized by sub-standard housing and lacking in tenure security), the UTPMP decided to focus specifically on improving the living conditions in unsafe environments by constructing new housing in cooperation with the families living there.

UTPMP way of identifying goals

In order to identify goals, UTPMP undertakes field research of the impoverished families through the use of detailed questionnaires. UTPMP is then able to draw a map of the necessities of a specific area depending on different factors in the



data collected (such as the number of people, types of relationships, ages living under one roof, etc.). This information is then used to set strategic goals and deadlines. For example a specific goal could be to build 2,010 houses by the Year 2010.

Creating awareness: One of UTPMP strengths

In only 13 years, UTPMP has become visible everywhere in Latin America through widespread promotion in the media. How does this NGO get their message out so successfully?

UTPMP messages focus on 4 principal themes:

1. Denounce poverty
2. State the urgency of the problem
3. Advocate for the engagement of youth to solve extreme poverty
4. Involve all members of society

UTPMP utilizes the following communications strategies:

- Target a massive audience and appear ambitious
- Set concrete, achievable, and demonstrable objectives
- Depict the reality of the situation through images and life stories of the families and volunteers

A great **tip** for no-cost awareness raising activity: **create awareness by “surfing” on the current events wave**

- For example, during the qualifying games for the 2010 FIFA World Cup a bunch of volunteers of UTPMP displayed a huge banner saying “Let’s hope that poverty could unite us as much as football”

Example: The “House in the Air”: Why can it be considered a successful campaign?



UTMP’s “house in the air” is symbolic and attention-grabbing. It represents the core of UTPMP’s work. Perched 12 meters in the air, it is situated in one of the busiest locations in the city. This campaign has been used by various UTPMP offices, such as in Montevideo or Buenos Aires.

The message is powerful and reinforced by the presence of posters with catchy slogans:

“Such a house shouldn’t be unachievable” and

“Do we have to do this for you to see it?”

UTMP advice: Create News!
Become a story that the media wants to report.

* For more information on UTPMP’s campaigns, visit: <http://www.untechoparamipais.org/>.



UTPMP ADVOCACY secrets: Different Campaigns

- Annual Institutional Campaign: each national office raises awareness on living conditions and UTPMP's work to raise funds for local operations;
- Emergency Response Campaign: responds to a natural disaster to raise funds for the damaged area;
- General Awareness: For example, public awareness campaign in universities to encourage students to volunteer with UTPMP.

UTPMP Spokespersons:

In line with its strategy of themed messages to target specific audiences, UTPMP has three different types of spokespeople in charge of communicating a specific part of the message:

- Young person directing UTPMP office: institutional aspects
- Long-time volunteers: experience working with the NGO
- Low-income families: personal testimonies

FUNDING:

One of UTPMP's strategic advantages: its partners.

The majority of UTPMP income is generated by the private sector through donations as well as partnerships. The numbers of partners achieved by UTPMP at the local, national and regional levels is vast and includes: Coca-Cola, Texaco, DHL, Santander, Colgate, Burger King, General Electrics, JP Morgan, Unilever, Prosegur and Lan.

In order to persuade potential investors to contribute funds, UTPMP invites them to visit construction sites. By getting its future partners to the field, UTPMP demonstrates how committed and effective they are. Through this on-site pitch, donors are convinced that their money will be utilized efficiently.

Other ways UTPMP raises funds:

- Loose change donations: At partner supermarkets and grocery stores, customers are asked upon checkout to donate money to the organization.
- Promotional events: Funds are generated through organizing concerts, auctions, sports tournaments, etc.
- Annual collections: Thousands of volunteers canvass the streets asking the public for donations.

UTPMP and the UN: Gaining recognition

In 2009, UTPMP won three major awards including: UN-HABITAT's "Scroll of Honour", UNESCO's "Best practices in Youth Policy and Programs", and an award from the Inter-American Development Bank. In addition, UTPMP was selected to participate in the "Business Guide to Partnering with NGO's and the UN".

Following the awards, UTPMP has increased its work with UN-HABITAT and is currently receiving funds from the United Nations Democracy Fund (UNDEF).

Evaluation: a key phase.

UTPMP considers evaluation as a way of identifying issues and improving the work of the organization. It is also at the core of the organization's successful expansion. A good evaluation must leave space for innovation and change – two essential characteristics for a youth organization. Evaluations are done by volunteers and team directors together with beneficiary families. Three main evaluations take place:



- After each construction: quality evaluations of the house and volunteer participation
- Each month: evaluation of goals achieved by each office
- Every six months: a day of evaluation and planning takes place in every country office

In order to test the effectiveness of the UTPMP programme, UTPMP will soon implement an experimental impact evaluation. The study, entitled “Building a Brighter Future: A Randomized Experiment of Slum-Housing Upgrading,” seeks to evaluate the effect of transitional houses on the health and welfare of the target population, as well as potential spill-over effects. According to UTPMP, its impact evaluation will provide some of the first rigorous empirical evidence on the effects of low-cost housing on the living conditions, health and welfare of the extreme poor in Latin America. Thus, it will be useful for governments, NGOs and donors in evaluating whether such programs should be considered cost-effective strategies for fighting poverty.



ANNEX 5: United Nations Framework Approach for the International Year of Youth

The UN system's approach for the International Year of Youth: Dialogue and Mutual Understanding (12 August 2010 – 11 August 2011) aims to provide a concrete framework for collective efforts during the Year. The UN system's approach for the Year focuses on the three key areas outlined below. In each of these areas, collaborative partnerships with young people are fundamental. The progress achieved during this Year in each of these areas will lay the foundation for further work in youth development, including the implementation of the World Programme of Action for Youth and the achievement of the Millennium Development Goals.

Create awareness (increase commitment and investment in youth)

- Increase recognition of youth development as a smart investment by the public and private sectors
- Advocate for the recognition of young people's contributions to national and community development and to achieving the Millennium Development Goals
- Promote understanding of inequalities amongst youth and how to effectively address the needs of the most disadvantaged
- Foster research and knowledge building on youth to better inform youth policies and programmes

Mobilize and engage (increase youth participation and partnerships)

- Institutionalize mechanisms for youth participation in decision-making processes
- Support youth-led organizations and initiatives to enhance their contribution to society
- Strengthen networks and partnerships among Governments, youth-led organizations, academia, civil society organizations, the private sector, the media and the UN system to enhance commitment and support for holistic youth development

Connect and build bridges (increase intercultural understanding among youth)

- Promote youth interactions, networks and partnerships across cultures
- Empower and support youth as agents of social inclusion and peace



ANNEX 6: Suggested Further Readings

In developing this Activities Kit, the United Nations Programme on Youth was inspired by a variety of existing toolkits and other materials which relay practical guidance and innovative ideas on how youth can organize as social activists. The following is a list of publications that you may find useful as they offer additional information on all the necessary components for organizing successful youth-led activities. We encourage you to continue researching and mobilizing your efforts.

World Association of Girl Guides and Girl Scouts (2010). A Toolkit on Advocacy: Supporting and encouraging young people to speak out, educate, and take action. Available at: <http://www.wagggsworld.org/en/grab/3384/1/1advocacyENG.pdf>.

The World Association of Girl Guides and Girl Scouts (WAGGGS) is dedicated to leadership development and active citizenship in girls and young women. The goal of the WAGGGS Toolkit is to help young girls develop a powerful voice in policy matters affecting them.

World Organization of the Scout Movement (2006). Representing the Scout Movement: Knowing what to say, how to say it and how to show it. Available at: http://scout.org/en/information_events/media_centre/publishing/representing_the_scout_movement.

The World Organization of the Scout Movement strives to build a better world through education and empowerment. This document serves to help individuals represent the Scout Movement by creating a solid message of progress and change.

United Nations Children's Fund. Take Action. Available at UNICEF website: http://www.unicef.org/voy/takeaction/takeaction_97.html

UNICEF provides a section of resources on how young people can take action, start an organization or develop a project in their community. The website provides concrete guidance for various projects.

Making Cents (2001). Youth Employment Summit Event Planning Handbook: How to Organize an Event. Available at: <http://yesweb.org/docs/YESHandbook.pdf>.

Making Cents is a social enterprise that seeks to strengthen youth involvement and empowerment by supporting young entrepreneurs. This Handbook was produced for the Youth Employment Summit in attempts to help youth plan a successful event from start to finish.

Taking It Global (2010). Guide to Action: Simple steps towards change. Available at: <http://www.tigweb.org/action-tools/guide/>.

TakingITGlobal (TIG) is an organization dedicated to increasing the role of youth activism and leadership through access to international opportunities, connections and decision-making. TIG's Guide is designed to help youth discover individual passions and to be innovative in order to create change within their respective communities.

National Youth Violence Prevention Campaign (2004). National Youth Violence Prevention Week Action Kit. Available at: <http://www.nyvpw.org/index.html?menu=actionkit>.



The National Youth Violence Prevention Campaign was founded by the National Association of Students Against Violence Everywhere and Guidance Channel in order to raise awareness and educate on youth violence prevention and reduction. This Kit serves to help youth plan and promote events, particularly at the local level.

Peace Child International (2009). Advocacy Toolkit. Available at:

http://www.intbarmedia.org/Learning/Pec_do_not_delete/websitepdfs/advocacy%20toolkit%20book-redone2.pdf.

Peace Child International is an educational charity that seeks innovative ways to educate and support youth empowerment and innovation. This toolkit is aimed at cultivating skills necessary to create change through advocacy on a national and international level.

SALTO-YOUTH (2007). Making Waves: Creating more impact with your youth projects. Brussels, Belgium. Available at: <http://www.saltoyouth.net/rc/inclusion/inclusionpublications/inclusionforall/MakingWaves/?oldEngineRedirect=true>

SALTO-YOUTH is a network of resource centres that provides training materials and connections for those in youth work as part of the European Commission's Training Strategy within the Youth in Action Programme. This booklet serves as a guide to help youth project creators make a big impact through strategic planning.

World Federation of United Nations Associations (2008). WFUNA-Youth Handbook on How to Set Up a UNYA. Available at: <http://www.un.org/esa/socdev/unyin/documents/youthsetup.pdf>

The World Federation of the United Nations Associations (UFUNA) is an international non-profit organization that exists to coordinate the members of national United Nations Associations. This handbook was created in order to help youth start a United Nations Youth Association (UNYA).



ANNEX 7: United Nations publications

The following publications are useful to advance your understanding of youth development and may serve as tools to support your work.

United Nations Programme on Youth/Division for Social Policy and Development/Department of Economic and Social Affairs (2010). World Programme of Action for Youth. New York, New York. Available at: <http://www.un.org/esa/socdev/unyin/library.htm#publications>.

This publication was prepared in response to numerous requests by youth non-governmental organizations, youth policy practitioners and young people for a ready reference to the WPAY, its 15 priority areas and their corresponding proposals for action. It also includes the means for implementation at the national, regional and international levels.

United Nations Programme on Youth/Division for Social Policy and Development/Department of Economic and Social Affairs (2010). Guide to Youth Delegates to the United Nations. New York, New York. Available at: <http://www.un.org/esa/socdev/unyin/library.htm#publications>.

The purpose of the guide is to provide Member States with information on national youth delegates to the United Nations and practical guidance on developing youth delegate programmes. The Guide presents the many avenues through which young people may take part in the work of their national delegations, including some examples of how Member States have enabled youth participation in the United Nations.

United Nations Programme on Youth/Division for Social Policy and Development/Department of Economic and Social Affairs (2007). World Youth Report 2007. Available at: <http://www.un.org/esa/socdev/unyin/library.htm#publications>.

The report provides a regional overview summarizing the major youth development trends in the fifteen priority areas of the World Programme of Action for Youth and explores major issues of concern to youth development, including employment, education, health, poverty and violence.

United Nations General Assembly (2005). Global Analysis and Evaluation of National Action Plans on Youth Employment. Available at: <http://daccess-dds-ny.un.org/doc/UNDOC/GEN/N05/431/23/PDF/N0543123.pdf?OpenElement>.

This report was prepared in response to General Assembly resolutions promoting youth employment and for supporting policies and programmes involving youth.

United Nations Programme on Youth/Division for Social Policy and Development/Department of Economic and Social Affairs (2006). Guide to the implementation of the World Programme of Action for Youth. New York, New York. Available at: <http://www.un.org/esa/socdev/unyin/wpayguide.htm>

This Guide focuses on what Governments can do to implement the World Programme of Action for Youth. It looks at mechanisms and specific policies that may enhance the political, cultural and socio-economic opportunities for youth.

United Nations Programme on Youth/Division for Social Policy and Development/Department of Economic and Social Affairs (2005). Making Commitments Matter: A Toolkit for young people to evaluate national youth policy. New York, New York. Available at: <http://www.un.org/esa/socdev/unyin/untoolkit.htm>

This Toolkit provides a starting point for determining what your government and civil society has done to better the lives of young people. In addition to providing methods for evaluating progress, the Toolkit also contains concrete tools to further your work.