



POWER

OF

YOUTH

DAY

#WESEEYOURPOWER

CAMPAIGN TOOLKIT

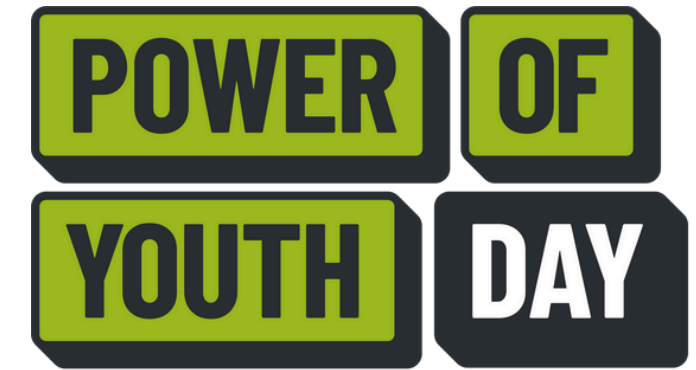


POWER OF YOUTH DAY 2025: #WESEEYOURPOWER

Power of Youth Day, led by the #iWill Movement, is an annual celebration of youth social action across the UK. It's a chance to shine a light on the power of young people to lead change in their communities and the organisations that support and empower them.

This year's theme, **#WeSeeYourPower**, is all about recognition. We're calling on organisations to recognise and celebrate the impact young people make through social action.

Young people are leading change in their communities every day. Whether through volunteering, campaigning, peer support, or creative expression. We want young people to hear and feel the message 'We See Your Power and recognise your impact'. Join us in championing the Power of Youth!



ESSENTIALS

Socials: Facebook/Linkedin/Instagram

Hashtags: #WeSeeYourPower
#PowerOfYouthDay

POWER OF YOUTH GUIDE

CORE MESSAGING

We have some key messages to help keep the campaign consistent they can be used as a foundation for your communications on socials, internal comms or during events. Please feel free to adapt the tone to suit your brand but aim to keep the core message consistent.

Recognition matters - It builds confidence, motivation and tells young people their impact is valued and important.

Every action counts - From everyday contributions to bold acts of leadership.

Keep it meaningful - There are lots of way to say #WeSeeYourPower - be creative! Speak to a young person you know, shoutout on social media or share stories in your organisation.

Just the beginning - Recognition is just one part of the POWER framework - we're calling on organisations to go further and to embed all five principles and truly champion youth voice and action!

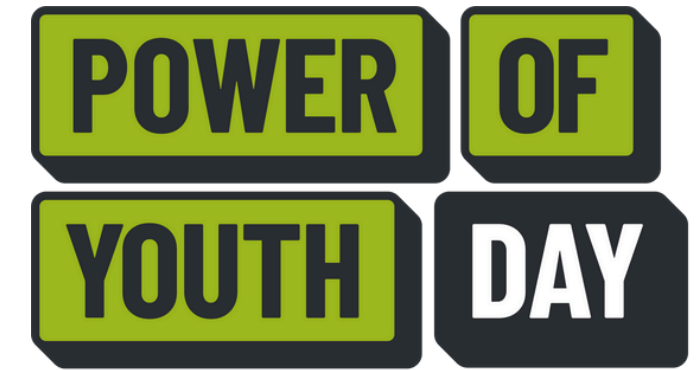
POWER **OF**
YOUTH **DAY**



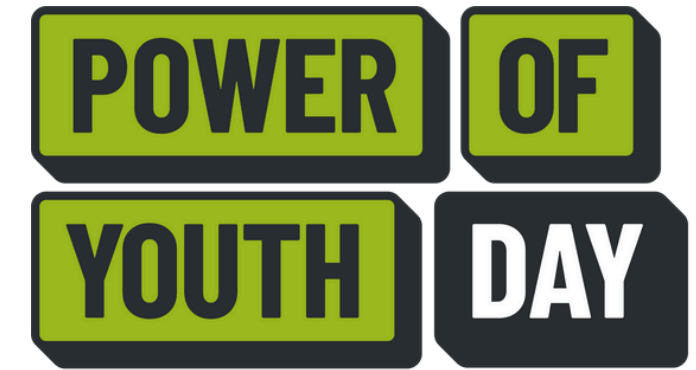
POWER OF YOUTH

Recognition is just one part of the bigger picture. At the heart of this campaign is the **POWER** framework — five key principles for supporting youth social action, featured in the Power Of Youth Charter. We encourage you to use our [worksheet](#) to help you embed these principles into your organisation.

- P** **PRIORITISE SUPPORTING YOUNG PEOPLE TO LEAD SOCIAL CHANGE**
- O** **OPEN UP DECISION-MAKING STRUCTURES**
- W** **WORK COLLABORATIVELY ACROSS SECTORS**
- E** **EVIDENCE THE BENEFITS OF YOUTH SOCIAL ACTION**
- R** **RECOGNISE AND CELEBRATE YOUNG PEOPLE'S CONTRIBUTIONS**



WHAT WE WANT TO ACHIEVE



During Power of Youth Day, and throughout Volunteers' Week, we want to:

- Encourage organisations and adult supporters to step up and empower young people. Through inspiring stories that recognise and champion young people's efforts to drive change, we will shine a light on how organisations can make a real difference for young people, starting by signing the [Power of Youth Charter](#).
- Demonstrate there are many ways in which you can empower young people – We want to demonstrate the diversity of our Power of Youth Charter Signatories and highlight that everyone can make a positive difference, regardless of the function of their organisation.
- Spotlight organisations who are empowering young people on a local level – We want to show good examples of local organisations collaborating to ensure that local young people are able to lead change in their area.

WAYS TO GET INVOLVED

GOT 10 MINUTES?

- Post a thank-you message or shoutout on social media using **#WeSeeYourPower**
- Share ways you recognise young people within your organisation on socials
- Download and share one of our [customisable campaign graphics](#), [certificates](#), or [banner](#).
- Include a recognition message through your internal newsletter
- Send a quick thank-you message to a young person or group you work with.
- Share your **#WeSeeYourPower** story with us - we'll share this on Power of Youth Day

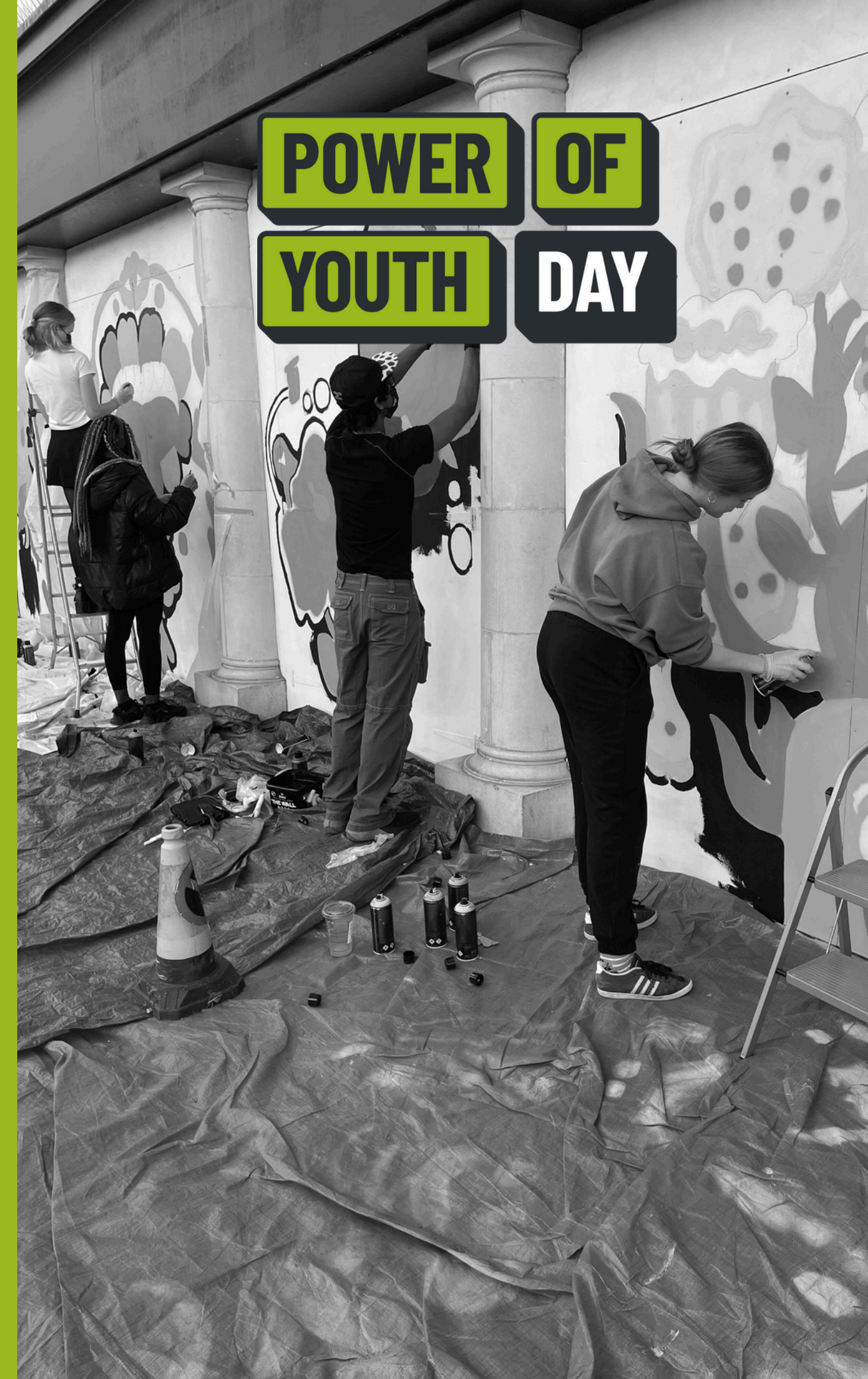
**POWER OF
YOUTH DAY**



WAYS TO GET INVOLVED

GOT AN HOUR?

- If you haven't yet signed the Charter and would be interested in doing so why not use our worksheet to help identify ways your organisation can champion young people and [Sign the Charter!](#)
- If you're already a charter signatory, share on socials the way you 'Recognise and Celebrate' young people, or how you plan to live out your 'R' commitment this year
- Write a [spotlight post](#) or email highlighting a young person's contribution
- Share stories from young people on your website or comms channels- or with us to share!
- Encourage staff to post their own **#WeSeeYourPower** messages
- Get creative on socials - Why not make a reel about how you are recognising young people in your organisation. You can submit to us at iwill@volunteeringmatters.org.uk or share on your own channels on 3rd June.



WAYS TO GET INVOLVED

GOT MORE THAN AN HOUR?

- Organise a small celebration or recognition event
- Run a POWER-themed workshop or reflection session with your team using our [worksheet](#)
- Partner with another organisation or youth group to amplify your efforts
- Plan long-term actions to embed all five POWER principles in your work



POWER **OF**
YOUTH **DAY**



“WE SEE YOUR POWER” CANVA + CAPTION TEMPLATE

This template is designed for you to easily spotlight a young person or group of young people you’re recognising on social media. The idea is to create a short, impactful post that introduces the young person’s work and connects them to the campaign.

Suggested Caption:

Meet [Name/s], **one of the/group of** incredible young Changemakers we’re recognising for Power of Youth Day!

They’ve been making a huge impact in our community by [insert impactful action they’ve taken—policy change, volunteering, community building, etc.]. They’re a true example of how young people can make a real difference.

Join us in recognising & celebrating their power to create change! ✨

#WeSeeYourPower #PowerOfYouthDay

MAKE SURE TO TAG @IWILL_MOVEMENT ON SOCIALS

WOW

HOW TO USE THE CANVA TEMPLATE



1. Click [here](#) to open template.
2. You can use the templates to celebrate an individual young person or a group of young people.
3. All you have to do is upload your image, drag and drop it into the frame if using a desktop or using the replace image button on mobile.
4. We made ours black and white by turning the saturation down to -100. If you would like to do the same just select your uploaded image > Edit > Adjust > Saturation and then drag the slider to -100.
5. We included the #iWill Movement logo to show where you should place your logo.
6. Once your #WeSeeYourPower spotlight is ready, download and you've got your own social media shout-out, ready to celebrate and recognise your young Changemaker/s!
7. Don't forget to tag us and use #WeSeeYourPower and #PowerOfYouthDay so we can amplify your Changemakers story and keep the celebration going!

REPLACE WITH YOUR LOGO

SHARING GUIDE: CELEBRATING YOUTH IMPACT

WHY SHARE?

Sharing a young person's story helps others see the many ways youth make a difference—whether through volunteering, peer support, activism, or everyday kindness. It inspires others and shows the power of youth in action.

WHAT MAKES A GREAT POST?

1. Name

Use first name only (e.g. "Meet Zara, 17...")

2. What They Did

Describe the action they took or the difference they made in a few words:

- "Zara set up a lunchtime safe space for other students."
- "Jay fundraised for a local shelter with their football team."
- "Ava has been supporting her peers as a mental health rep."

3. Why It Matters

Highlight the impact of what they did or how it reflects your values.

4. Your Appreciation

End with a short message of recognition, celebration or thanks.

SHARING GUIDE: CELEBRATING YOUNG CHANGEMAKERS

HELPFUL REMINDERS

- Consent first: Make sure you've got permission to share names, photos, and details.
- Use the campaign hashtags: #WeSeeYourPower | #PowerOfYouthDay
- Tag us so we can share your story too: @iwill_movement on Facebook, TikTok, Instagram & LinkedIn
- Include your logo or branding if you're sharing as an organisation

WANT TO SUBMIT A STORY DIRECTLY?

Fill out the quick online form here: [Share your story](#).

We'll help amplify it as part of the Power of Youth Day celebration.