



Version 1

CELEBRATING 10 YEARS OF #IWILL | 2023 COMMUNICATIONS PACK

10 YEARS AGO, IN 2013, #IWILL WAS FOUNDED TO SHOWCASE THE POWER OF YOUTH SOCIAL ACTION AND ENCOURAGE OTHERS TO BETTER INVOLVE YOUNG PEOPLE IN THE DECISIONS THAT ARE BEING MADE.

We are now a Movement comprised of hundreds of passionate young people and over 1,000 organisations. Our Movement is building every day. We continue to support young people to get involved in conversations that decide their future. As we always say – no decision should be made about young people without them in the room.

In 2023, we will be celebrating the success and diversity of youth social action, showcasing many of the voices involved and setting out how we can better strengthen youth social action in the coming decade.

Join us as we celebrate 10 years of #iWill and help build the Movement.

THE ESSENTIALS



Hashtag: #iWill10

Twitter	Instagram	Facebook	LinkedIn
@iWillScotland	iwillscotland	theiwillmovement	#iwill



OUR OBJECTIVES

Our objectives for the year are to:

1. **Celebrate how far we've come** - Over the last 10 years we've seen youth social action grow, challenge, and break new ground. From the big initiatives to the little changes, that make the difference- we are celebrating the rich diversity of youth social action across the UK.
2. **Unlock the next decade of place based change** - We know that young people, and their power will transform communities, towns and cities. As a movement we want all young people to be equipped and enabled to challenge, shape and change systems and structures, to bring about a more fair and equal society, championed by the power of youth.
3. **Sustain the Movement** - Saying you're committed to #IWill is great, but taking action to create a sustainable movement across the UK is what we are really calling on you do. Join the Movement and collaborate with young people and stakeholders from across society to ensure the #IWill Movement is here to stay.

HOW TO SUPPORT US

As part of our celebrations, we are asking for your support around three key moments. Each moment has a variety of ways to get involved. Decide how much time you are able to commit and get involved.

This is me

What: Our stories are our superpower. Let's use them to inspire others and demonstrate the impact youth social action is making. We are asking you to share with us what youth social action means to you, or your organisation, and the experiences which have changed your journey.

When: Power of Youth Day, 6 June 2023 (We will begin collecting your stories from February 2023)

Got 10 minutes?	Share with us what youth social action has meant to you or your organisation. Complete our short form.
Got 1 hour?	Get creative! Why not make a short film, write a poem, sing a song. You can submit to us at iwill@volunteermatters.org.uk or share on your own channels in June.
Got a few hours to help?	Speak to people in your network who are involved, or have been involved, in youth social action and get their thoughts. Our guide can help you with the discussion and then please share with us or get ready to share during Power of Youth Day.

How we'll use this information? We want to showcase the impact of youth social action on Power of Youth Day on June 6th. We will also create a visual representation of the #IWill Movement over the last 10 years.

Dreaming big

What: So that we can better unlock the potential of youth social action, we want to know what hopes and dreams young people have for their communities in the years ahead. By community, this could mean a geographical area or individuals that are linked by a common cause or identity.

When: Summer 2023

Got 10 minutes?	Complete our quick survey and let us know what your dreams are for your community.
Got 1 hour?	Run a session with young people and ask them about their concerns, hopes and dreams for their community. Download our question guide here.
Got a few hours to help?	Get creative with young people and ask them the question – “What are your dreams for your community.” Could you create a collage, film or story of their messages and share them with us?

How we'll use this information? We will collect submissions from young people and share these during #IWill Week to highlight the areas where young people have concerns and want to see progress. We'll break this down by communities to share with decision makers and partners.

Make it possible

What: Our Movement is a collaboration of individuals and organisations from across the UK. We know the next decade will witness some amazing youth social action taking place in communities. But real change over the next decade will require challenging the systems and structures that continue to maintain the status quo.

We know this change is possible if power is put in the hands of young people- if young people are enabled to shape and lead change in their communities and across society. Are you with us?

When: #IWill Week 2023 (20 – 24 November)

Got 10 minutes?	Share on social media how you will support and empower youth social action. Some examples could be: 'I'll
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	#MakeItPossible by continuing to bring people together in my community of all ages’, ‘I’ll #MakeItPossible by mentoring young people on how they can obtain local funding.’
Got 1 hour?	Work with colleagues, friends, family to brainstorm how you will support youth social action in the next decade. Will you showcase youth social action? Will you be a mentor? Will you work with funders to provide more enabling spaces?
Got a few hours to help?	If you’re an organisation, review your Power of Youth charter commitments and set out a plan for the coming years. If you’re an individual or school, can you speak to a range of young people and supporters to ask them – “What will you commit to...”

How we’ll use this information? We will share these pledges during #IWill Week 2023 to demonstrate the breadth of activity taking place in the coming years.

CONTENT FOR SOCIAL MEDIA

You can download all the assets for the [10 Year Anniversary here](#). Some template content can be found below.

General celebration

Platform	Copy
Social media and WhatsApp	So proud that the #IWillMovement is celebrating 10 years of supporting & empowering youth social action. Young people are transforming lives across the UK. It’s time to celebrate & look at how we can unlock more youth potential. Find out how you can celebrate this landmark at www.iwill.org.uk .
Website	<p>10 years ago, in 2013, #IWill was founded to showcase the Power of Youth social action and encourage others to better involve young people in the decisions that are being made.</p> <p>They are now a Movement comprised of hundreds of passionate young people and over 1,000 organisations. We are proud to be part of this Movement which is building every day.</p> <p>In 2023, the #iwill Movement will be celebrating the success and diversity of youth social action, showcasing many of the voices involved and setting out how we can better strengthen youth social action in the coming decade.</p> <p>Find out more and join the celebrations at www.iwill.org.uk.</p>