



# #iwillWeek 2018

## Frequently asked questions

### About our approach

#### **Why is #iwillWeek happening in November?**

November is the anniversary of the #iwill campaign, launched at Buckingham Palace in 2013 by our Patron, HRH The Prince of Wales, alongside leaders of the three main political parties.

#### **What is the theme of #iwillWeek 2018?**

This year, through your help, and the voices and words of young people, we want to celebrate the community impact of youth social action. This, we hope, will shift the conversation towards the wider community benefits of young people's involvement in volunteering, campaigning or fundraising. Young people tell us it's their biggest motivation: making a positive difference to the lives of others.

#### **What do you mean by 'community impact' of youth social action?**

There are many different aspects of community impact of youth social action. It could be the difference young people have made to the area where they take part in social action, eg. their school or a local care home, or it could be to other people they interact with as part of their social action, whether it be friends, direct beneficiaries of the work or the wider public. It's whatever a young person thinks has changed as a result of their actions.

Having such varied perspectives on community impact makes it so important for us to celebrate it this #iwillWeek - to bring to life all the different positive consequences

#### **How to we show the community impact of youth social action?**

We want young people to talk about the impact they have in their own words. We are hoping for a flow of blogs and short films - inspired in part by the ['community reporter' style](#) - during #iwillWeek in which partners enable young people to explore and share the positive impact they have had on others or their community.

This year we want stories to focus more on the community impact side of the double benefit - which young people say is the biggest motivation for involvement in youth social action. This could either be the wider community impact of youth social action as collectively supported/enabled by the organisation specifically, or by young people individually. By utilising young people's voices in this way we can move this focus.



## Events

### **Why have a Community Celebration?**

We think holding a celebration event is a great way of having people in your community hear from young people about the impact they are having through youth social action, as well as telling them about the part you are playing in supporting the #iwill campaign.

### **Who can run a celebration event?**

This is an opportunity open to all organisations and individuals who want to enable more young people to get involved in making a difference through social action. You don't have to have pledged to the #iwill campaign in order to join in. Celebrations can take any form, so long as they involve young people and they showcase the benefits of youth social action.

### **Are there any funds to support a celebration event?**

There isn't any central funding for #iwillWeek activity. We hope that events will vary in size, cover a range of activities and take place at a variety of locations. They don't need to be elaborate or costly and where appropriate they can be combined with existing activity. We hope the combination of this resource pack and a group of committed organisers will make your event a success.

### **Why should I put on an event?**

For the #iwill campaign to reach its goal of increasing the number of young people taking part in youth social action, organisations across different sectors need to work together. This is why we bring together schools & colleges, businesses, voluntary and public sector organisations to get behind the #iwill campaign.

Putting on an event is your chance to make links with other like-minded organisations in your area. This is also a great way of showing to your community that you care about the future of local young people and that you are doing lots of great things worth shouting about!

### **Is there a main #iwillWeek event?**

We are encouraging partners to lead their own #iwillWeek activity - although this could of course be done in partnership with other organisations across the #iwill campaign. We hope to demonstrate through this range of activity, participants and locations, that youth social action has multiple benefits and multiple supporters from across the UK.

We will be hosting an event during the week to welcome and celebrate a new cohort of inspirational young #iwill Ambassadors. This will be an invite-only event as spaces are limited.



### **Can we have an #iwill Ambassador attend?**

We will be asking our #iwill Ambassadors to lead activity and events in their area. However, if you would like to invite a current #iwill Ambassador to attend your event and speak, then please email [hello@stepuptoserve.org.uk](mailto:hello@stepuptoserve.org.uk) and we will share the opportunity with our community of 200 ambassadors (deadline: 31 October).

### **Can a team member from Step Up To Serve attend?**

Our team members will be helping ensure that there are a range of events happening across England, Wales, Scotland and Northern Ireland, that reflect the range of social action opportunities and locations. This means the capacity of the team to attend events will be limited during #iwillWeek.

## **Getting involved**

### **How can I get involved and/or pledge?**

The campaign is making progress through generating pledges of support from organisations all over the country. So far more than 850 partners have committed to support the campaign goal - you can see who they are and what they're doing to promote youth social action [here](#).

If you'd like to join them and make a pledge on behalf of the organisation you represent then take a look at the #iwill pledge guidance [here](#). Pledging is quick and easy to do and will allow you to be part of a movement that is empowering young people to make a difference in communities across the UK. Part of your pledge could be to encourage other organisations to follow your lead and get involved in promoting and growing social action opportunities for young people. You can upload your pledge [here](#).

### **How can I share what I'm doing?**

There are some really easy ways to let us know what you're doing:

- Share your plans with us via [comms@stepuptoserve.org.uk](mailto:comms@stepuptoserve.org.uk)
- Tag [@iwill\\_campaign](#) in your social media posts
- Use [#iwillweek](#) in your social media posts

With over 875 partners, we can't promise to share everything you send us but we DO want to hear all about how you get involved. The important element of this is that you have pledged #iwill to showcase your own support and will be working to showcase activity in your community – however big or small!