



STATE OF
YOUTH

CHAPTER TOOLKIT



FOUNDED BY:



**KIDS
RIGHTS**

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WELCOME!



UNDERSTANDING

1



What is State of Youth about?

Our story



Too often the voices of young people go unheard. State of Youth is a digital state, that aims at empowering youth (13-24 years old) worldwide. It is our mission to unite all the young people across the world in one digital and borderless state. Together, on our for youth by youth platform, we fight against the most pressing issues of our time, focusing on the United Nation's Sustainable Development Goals (SDGs) – through the lens of youth and children's rights. Our ultimate goal is to create real change and impact, driven by youth, across the world.

Our mission



Nearly half of the world population is under 24 years old, meaning that billions of people tomorrow have to deal with the decisions that are made today. Even though some youth are able to vote, are they really being represented? It is our mission to unite all the young people across the world in one digital and borderless state. Together we can create awareness, advocacy and action against the most important issues of our time, exercising our rights. In our preferenda we can show the world the opinion of the youth worldwide and together we can step forward to decisionmakers to demand change. The future is in our hands.

Aim of the Chapter's program



Since the launch of State of Youth in September 2019, the platform has grown rapidly and does now count over 50.000 citizens from all over the world. Our Instagram focused community is a lively group of young changemakers who feel responsible for the world of tomorrow. Now that there is a stable base in the online environment, it is time to take the next step. Besides the online world, State of Youth will now be represented locally in the offline world as well. Chapters, run by youth, by spreading the message, increase awareness, building advocacy and creating action in their own territories.

KidsRights



State of Youth is a project founded by KidsRights and connected by Facebook.

KidsRights is an international non-governmental organization that strives for a world where all children have access to their rights and are enabled to realize the great potential they carry within them. KidsRights is the founder of the prestigious International Children's Peace Prize and the organization behind the annual KidsRights Index. To know more about KidsRights, [click here](#).



SUSTAINABLE DEVELOPMENT GOALS



The Sustainable Development Goals (SDGs) are the blueprint to achieve a better and more sustainable future for all people on the planet. The SDGs were adopted in 2015 by all United Nations Member States. The 17 SDGs address the global challenges we face. The goals are all interconnected, meaning that action in one area will affect outcomes in others. The SDGs are a global call to action to end poverty, protect the planet, and to ensure that all people enjoy peace and prosperity by 2030. State of Youth focuses its attention and vision to the SDGs and uses them as a guide in choosing topics to highlight on our platform. We focus on one SDG per quarter, analyzing it from different angles, in hope of creating awareness, advocacy and action surrounding the topic. As a Chapter you will follow the focus SDG of State of Youth each quarter, organizing your main activities around the current SDG. But you are free to choose activities on other themes as well.



SDG Progress

Since the adoption of the SDGs there has been progress in some areas, such as on extreme poverty reduction, widespread immunization, decrease in child mortality rates and increase in people's access to electricity. On the other hand, the global response has not been enough, leaving the most vulnerable people and countries to suffer the most.



NO
POVERTY



ZERO
HUNGER



GOOD HEALTH
AND WELL-BEING



QUALITY
EDUCATION



GENDER
EQUALITY



CLEAN WATER
AND SANITATION



AFFORDABLE AND
CLEAN ENERGY



DECENT WORK AND
ECONOMIC GROWTH



INDUSTRY, INNOVATION
AND INFRASTRUCTURE



REDUCED
INEQUALITIES



SUSTAINABLE CITIES
AND COMMUNITIES



RESPONSIBLE
CONSUMPTION
AND PRODUCTION



CLIMATE
ACTION



LIFE
BELOW WATER



LIFE
ON LAND



PEACE, JUSTICE AND
STRONG INSTITUTIONS



PARTNERSHIPS
FOR THE GOALS

Children's Rights



Like all human beings, all youth and children have rights. These rights are needed to ensure that every child and young person grows up healthy and safe. These rights are specifically highlighted and protected by the United Nation's Convention on the Rights of the Child. Globally, almost every country in the world has signed this Convention, which means that every country needs to apply to these rules.

Some of these children's rights are well known, such as the right to go to school or the right that your parents care for you. But you also have the right to have free time and play, and to give your own opinion to everything that concerns you! Children's rights are for all children below the age of 18 years old. It doesn't matter where you live, who you are or what you look like, you have rights! If you would like to learn more about children's rights, we have developed a printable children's rights training, that you can find here.



How Do Chapters Engage with Both the SDGs and Children's Rights?

Through Chapters you can exercise your rights and make your voice be heard on every issue that is important to you as a young person. The UN SDGs highlight the major issues of our time, and as a Chapter, your job is to ensure that they are implemented to better the lives of young people and ensure the protection of children's rights around the world.

In order to achieve the SDGs, children's rights need to be taken into consideration. Every child has to have access to their rights, and every SDG corresponds to a children's right. Thus, we call on you to highlight the major issues that impact you as youth to help implement the SDGs through the lens of children's rights globally.

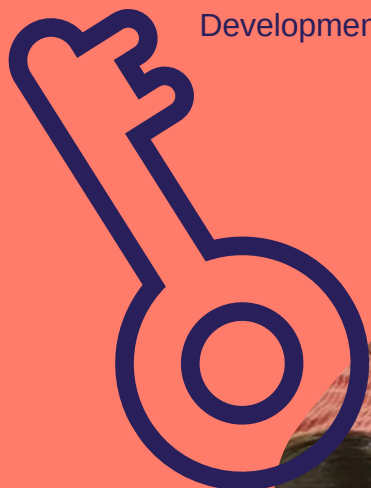


What is a chapter?

Since the launch of State of Youth in September 2019, the platform has grown rapidly. Thousands of citizens from all over the world have joined our digital state. Our Instagram focused community is a lively group of young changemakers who feel responsible for the world of tomorrow. Besides the online world, State of Youth will now be represented locally in the offline world as well. Chapters, run by youth, will represent State of Youth amongst their communities in their own countries by spreading the message, increase awareness, building advocacy and creating action.

Your involvement is key

The dictionary defines a chapter as “a local division of a larger organization”. As our Chapter, you will represent State of Youth in your local community. We rely on you, our Chapters, to bring our mission to life in your community! State of Youth strongly believes that in order to create a sustainable youth movement, there has to be a combination of online and offline action. We rely on our Chapters to mobilize as many young people around the Sustainable Development Goals and Children’s Rights as possible, anywhere in the world!



How chapters fit in the overall State of Youth structure

What is a chapter?

State of Youth is an initiative by KidsRights and Facebook. The daily operations are run by a team that is based in the Netherlands and employed by KidsRights.



- **Youth Board:** State of Youth has its own Youth Board, consisting of 9 members, that are help choose the topics and strategy for State of Youth. There is a monthly meeting where we get input and discuss ideas.



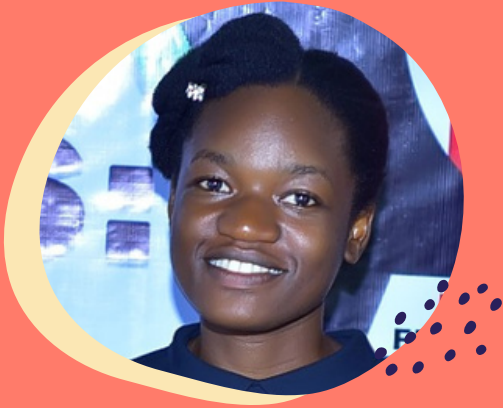
- **Country representatives:** State of Youth aims to have a country representative in every country. The country representatives operate as a chapter, but with the additional responsibility that they are the main point of contact for all chapters in that country and coordinate all efforts in that country. You cannot just become a country representative, rather the State of Youth Team Manager needs to appoint you to that position, if you prove to be the best person for this position.



- **Chapters:** Chapters are the main driver behind the mobilization for State of Youth. We rely on you to bring our mission to life! Our chapters are part of the Changemakers Program and they are based on dedicated young people who are willing to devote time and energy to make the world a better place.



If you want to get inspired, here are three amazing stories of some of our changemakers:

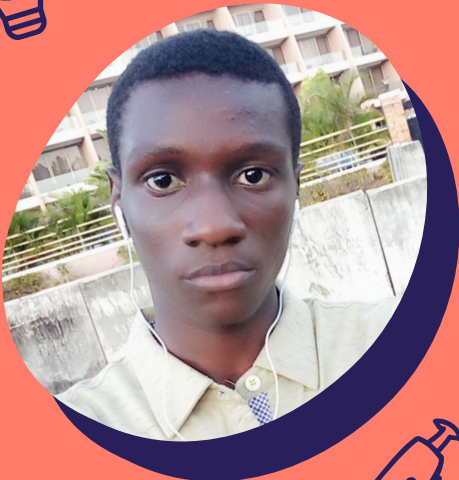


MERCY'S SESSIONS ON CONFIDENCE

Mercy is a changemaker that advocates for the children's right to gender equality. Her work also helps to achieve SDG5. Her goal is to empower girls and teach them that they are not just 'another pretty face'. To do this she is going to organize weekly sessions for girls to boost their self-esteem, to let them ask questions, and discuss the topic of gender equality. This will make them aware that they have more choices in life than just get married.

You can also join Mercy's project here:

<https://www.thekidsrightschangemakers.org/en/changemakers/mercy>



GODFREY'S CLEAN UP BEACH IN DAR ES SALAAM

Godfrey lives with his parents in Tanzania. He loves to play soccer, reads lots of novels and sometimes he likes to help his mother in cleaning the garden and the street. Even at a very young age, he has been picking up plastic from the street. Especially at the beach, he sees huge amounts of rubbish, such as plastic bottles and bags. His dream is a clean environment and that everyone takes responsibility for rubbish, for example by recycling. The first project that Godfrey did, was about educating his fellow students at school about environmental conservation. They also planted trees and cleaned their surrounding environment. He is now doing a new project, to educate people of all ages about the importance of keeping the beach in Dar es Salaam clean. His actions directly protect children's rights, in particular a child's right to education and to a clean environment, and further help implement SDG3!

You can read more about his project here:

<https://www.thekidsrightschangemakers.org/en/changemakers/godfrey>



ASHLEY'S PROGRAM

Ashley has her own organization which has created a curriculum to teach children worldwide and provide them with a cross cultural learning experience. Her work combines children's rights to education which helps address SDG4. This curriculum fosters collaboration and empowers young people to view themselves as changemakers. It is a 12-week program, where the student has a one-hour video call with another student. The participants also have a mentor they can turn to with questions. The program has a theme every week, like stereotypes, the SDGs, storytelling or understanding the problem.

**What is a
chapter?**

HOW TO GET STARTED



Taking action

As a chapter, you will create action plans around three pillars: awareness, advocacy and action. The objective of a chapter is to:



Create Awareness

A crucial tool for initiating action is awareness and education. By spreading factual information surrounding the SDGs and children's rights, we are able to encourage people to speak up about their experiences and help advocate for their own rights. **Our chapters can spread education by organizing:**

- Meetings
- Lectures
- Round tables
- Conferences
- Offline campaigns (posters, flyers)

We expect our chapters to document the activities that you organize, so we can highlight and celebrate your involvement on our social media channels.



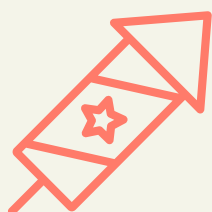
Advocate

We aim to advocate for change through policy and legislation reform regarding the SDGs and children's rights and having young people sitting at the table. The outcome of our preferenda serves as your main instrument for this pillar. **You can advocate around the results by:**

- Reaching out to state representatives
- Reaching out to local media outlets (blogs, tv, newspapers, magazines) to get press coverage
- Canvassing
- Lobbying

Our Chapters further have the opportunity to stand as the face of State of Youth and advocate for legislative change in their respective communities by organizing:

- Petitions
- Rallies or marches



Take Action

Apart from raising awareness and advocating for legislation changes, there is so much you can do yourself to create change. Take matters in your own hands and see what changes you can make right now to create a better world.

Possibility of Training

As a Chapter Leader, we want you to be able to guide your team at the best of your abilities. This is why, State of Youth and KidsRights offer you the possibility to attend one of our three available trainings, in the form of an e-module. The three trainings, which you can choose from are:



1. Lobby and advocacy – mobilizing support

2. Local fundraising

3. Social and leadership skills

At the end of it, you will get an attendance certificate that you could even use on your CV!

It is important to let us know which training module you would like to take. You can do so by sending an email to chapters@stateofyouth.org

If after 4 months of activities as Chapter Leader you:

- Have more than 10 Chapter members
- Engaged with more than 50 young people during your activities
- Carried out and finished at least one activity
- Applied for your second activity
- Proved to us what an amazing job you are doing

You will get the chance to participate in all the above mentioned three e-modules, enjoy the personalized guidance of one of our professional Coaches and receive an official certification accredited by the NCOI University of Applied Sciences in the Netherlands.

Cerificates

After finishing any module, you will receive a personal certificate accredited by the NCOI University of Applied Sciences in the Netherlands. The course on Local Fundraising is also endorsed by the Resource Alliance, a global network for fundraisers. The course on Mobilizing Support is endorsed by CIVICUS, the global alliance for civil society. The certificate will be generated with your name and exam date on it. We hope these certificates will help you to get recognition for your fundraising or lobby work and support you in your further career!

Expectations & requirements of a chapter

The success of State of Youth's mission, to empower young people, depends on how many young people we can mobilize. Your efforts as a Chapter are incredibly important for achieving this! We therefore expect our Chapters to be dedicated and committed to making State of Youth a success. Thus, we have set some rules and expectations for our Chapters.

What we expect of you

- Dedicate approximately 10 hours a month to working on the program
- Organize at least 1 activity every 3 months and report them
- Respond to communication when we reach out to you within 1 week
- Respect the contract you signed when starting your Chapter



Expectations & requirements of a chapter

Do's and don't's

As a Chapter, you represent State of Youth in your local community. It is therefore important that you respect certain rules and regulations. Since if you misbehave, it will reflect poorly on the entire State of Youth community, which all of us want to avoid.

We encourage you to:

- Contact us if you have any ideas on how to improve State of Youth
- Inspire as many young people as you can through your local activities
- Stay in contact with your Chapter members regularly
- Share the progress of your Chapter with us by tagging us in social media
- Maintain a good relationship with us, we are here to help you



You are not to:

- Use your Chapter for any unlawful, obscene or immoral purpose
- Solicit others to perform or participate in any unlawful acts
- Violate any regulations, rules, laws or local ordinances Infringe upon or violate our intellectual property rights or the intellectual property rights of others
- Harass, abuse, insult, harm, intimidate, or discriminate based on gender, sexual orientation, religion, ethnicity, race, age, national origin, or disability
- Submit false or misleading information
- Collect or track the personal information of others



If you violate any of the above, we reserve the right to terminate your use of the State of Youth Chapter. Full list of terms and conditions can be found here: <https://stateofyouth.org/terms>

PLANNING

2



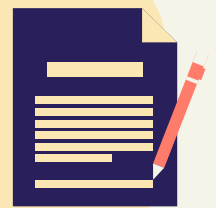
How to run a chapter?

Starting your chapter in 5 easy steps!

1

CHAPTER AGREEMENT

First of all, you need to sign our Chapter agreement, which outlines all of your rights and duties. Please read this carefully to avoid any misunderstanding down the line.



2

RECRUIT MEMBERS

Done? Awesome! Now you can start recruiting your first members, one of the most important steps in your new journey. They can help build connections within your community and make your Chapter much more active. Running a Chapter is not a one-person job. To be able to organize the Chapter's first activity, you will roughly need 4 people. To achieve your goals, your Chapter should aim to fill these four positions at the very least:

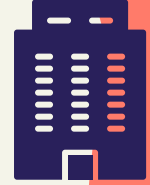
- **Executive Director (unless that's you!):** someone with the ultimate responsibility for making decisions. This person is in charge of designing, developing and implementing the plans of your Chapter and making sure everything is running smoothly. They are also responsible for establishing and maintaining partnerships with other organizations.
- **Social Media Coordinator(s):** someone that is in charge of the Chapter's Instagram page and its posts. This person(s) is in charge of creating content and posting it on your page. Note you might need more than one person in this role, one to design the posts and another to write the content.
- **Events Coordinator:** someone to help organize and plan events. This person is in charge of the logistics for any event that you choose to have. They are the ones who will be contacting venues, organizing speakers, etc.
- **Treasurer:** someone appointed to administer or manage the financial assets of the Chapter. This person is in charge of collecting donations if you receive any.

Please keep in mind these are just a few suggestions. It is ultimately up to you to decide what titles and assigned roles your Chapter will have. Note, your team can also have general members, who help with all of these tasks.

3

HEADQUARTERS

Now it is time to set up your chapter's headquarters! This could be a spare classroom in your school, or your/ member's garage, or even a room in the community center. This will be the place where all your amazing changemaking activities will take form, decorate it, make it cozy, make it special!



4

SOCIAL MEDIA

As an alternative to your offline space, it is now fundamental to have an online space as well! Set up your chapter's Instagram page, or ask your social media manager to do it. The handle you will use will have the mandatory format of **@StateofYouth_YourLocation** and it needs to look like it is part of the State of Youth family. This means that you need to use our logo as a profile image, but you can add the location of your chapter. Please use the graphics and templates we prepared for you. You find them by clicking here (this link will bring to the templates we made for Chapters, stored in the library of Deedmob).

Your Instagram page will help you share our mission, advocate for support, and show your impact, in order to reach as many young people as possible.

You should make your profile a **"Business Profile"**. This will allow you to list yourself as a non-profit so when someone comes across your profile, they'll know right away that you have a social mission.

Make sure to **include your contact information** as well. Plus, you will gain access to insights like impressions, engagement, and reach on all of your posts and stories. Always place the link for the State of Youth's website in your bio, so that you can also reference to it in your posts and stories.

Make sure your **account is public**: supporters can easily follow your account when they land on your page. Don't forget to also upload stories and save to story highlights of things you think are important for your followers so that they can always have access to them.



You find even more tips and trick in this masterclass by Youth Board member, Garvita "not everyone can work on everything, but everyone can work on something!" (from 3.12):

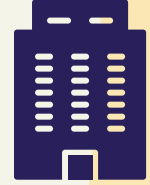
CLICK



5

CREATE CONTENT

Once this is set up you can start to create content. Don't forget to upload to your stories and save them on your story highlights. A good Instagram page is fundamental! It is an easy way to attract new members who are just as passionate as you about our mission.



BONUS: MAINTENANCE

Now that you have the signed Chapter agreement, have found a location and got new members, how do to keep your chapter running smoothly? You should always keep track of your members' registrations and renewals. Keep your social media platforms updated to match your activities, and create engaging and fun events and group activities for you members. You can:

- Reach out to your friends and family and asking them to spread the word
- Connect with other chapters of State of Youth to ask how they found members
- Host an open-house event at your new chapter space
- Ask US (State of Youth headquarter) to promote your chapter on our website and social media
- Partner with other local organizations to offer services or run events
- Put up posters at schools, libraries, coffee shops, and community centers
- Reach out to local newspapers or bloggers and asking them for coverage



How to manage a group?



It takes a lot of effort to manage a group. But don't be scared! We have tips for you:

- First of all, it is important to manage yourself. You need to be organized and to ensure that you are using the resources you have to the full.
- Second, any group needs direction. Create a 'Charter' with the values and aims of the group stated clearly for everyone involved to follow. It is also a good idea to provide a clear program for the group.
- You should then ensure that you manage events and activities carefully. This will mean organizing venues or equipment in good time and perhaps most importantly, organizing events for a clear purpose.



Your first meeting

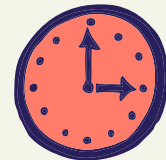
Meetings are a great way for a group to come together and make decisions on important issues. You can use a meeting to start a project, plan a campaign, gather some support or simply catch up and update everyone on progress. Whatever the reason, it's essential to make sure that after all the talking something actually gets done. Here are some tricks and tips to help you have meaningful meetings!

How to
manage a
group?

Planning the meeting

It can be hard to please everyone. But you need to make it as easy and convenient as possible for people to come to a meeting. Ask around to find out if there's a time when most people will be available. Make sure that you pick a venue and that it has all the equipment that you might need.

TIP
01



TIP
02

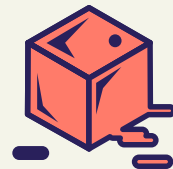
Let people know in time

Contact everyone who'll be coming to your meeting. You can do this via email, telephone or whatever means you prefer.

Be clear about your focus

Before you start, you need to decide why you're meeting. If possible, write an agenda - a list of topics that will be discussed at a meeting. You should include an approximate time frame for each item and some time for an open discussion. Give the agenda to everyone so that you are all on the same page.

TIP
03



TIP
04

Introduce people

If it's your first meeting as a group, you may need to break the ice with some casual chat or some games to introduce yourselves. It will help everyone get to know each other and feel more relaxed. Even at later meetings, you should always welcome and introduce any new members, and congratulate or show your appreciation for members who have done great work.

How to manage a group?

Take minutes

Pick someone to write down what was discussed in the meeting, so that everyone in the group can look back on what the main points were and who is responsible for what in the future.

TIP 05



Follow the agenda

It's so easy to go off track, especially when you are meeting up with friends. But try your best to stick to the agenda as much as possible.

TIP 06

Listen to people

Ask for their opinions and respond positively to what each member has to say. For example, 'that's a good idea' or 'that's an interesting point'. Make sure that it's not only you talking.

TIP 07



Follow up

After the meeting, reflect on what happened, this will help you to make changes to your next meeting, so it runs even more smoothly. Make sure that you send everyone the meeting minutes and remind people of the action items they are responsible for.

TIP 08

Delegate tasks

Another way to keep the engagement is by giving others tasks. You cannot do it all on your own, by giving everyone their own task you can ensure that everything actually gets done and that everyone in the group will be involved.

TIP 09



Provide feedback

You should provide constant feedback, always remain nice and respectful. Highlight some of the positive things that they did and some areas that they can improve on next time.

TIP 10

How to partner up?

A good way to create more impact is to partner up with other youth-led organizations/non-profits.

Here are 5 steps to do so:

Define what you want out of a partnership

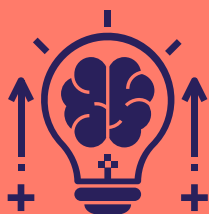


01

Creating a partnership just for the sake of collaborating will be a waste of time. You need to have a good sense of what you want the end results of any partnership to be before you consider it. Do you want to be able to impact more lives in a positive way? Do you want them to support you with planning? Do you want to spread your message as much as possible? It is absolutely necessary that any organization you partner with shares that same goal.

Before you even begin looking for a partner, think about what your chapter could do better. Is communication weak? Does the project need a final prize? Are you having trouble reaching the group of people you'd like to target? Once you've decided on the type of help you need, you can start looking for the right partner.

Know what you bring to the table



02

A great relationship is a balance of give and take. When you approach a potential partner, don't bother contacting them unless you know why they would want to speak with you. Know what you have to offer them.

Chances are your chapter was born from a problem. You saw an issue or something that was missing and developed a solution. If another organization is going to get involved, you need to find a way your solution helps them, too. Have brainstorming sessions with your team to look at potential partners' needs.

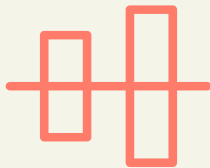
Find a personal contact at the larger organization



03 Things are infinitely easier if you already have a connection in the bigger organization. Turn to your professional network and see if you and the organization you'd like to partner with have any mutual friends. Having a warm introduction will lead to a formal conversation faster.

Consider the core values of your chapter and whether or not this relationship will allow you to stay true to them.

Make sure goals align



04 As you embark on any undertaking with a new partner, it's important to be upfront and honest about each other's expectations for the project. Get on the same page about everything from each organization's roles and responsibilities to how you'll evaluate success.

Be patient



05 Sometimes it is hard to find the right partner, and sometimes you will get no as a response, but keep trying, you just need one yes!



How to keep in touch with us?

As you represent State of Youth in your local community and anything you do reflects on all of us, we like to stay in touch with you as much as we can!

Please feel free to reach out to us via our social media channels or via info@stateofyouth.org at any moment if you have questions or comments on our programs.

At the same time, we ask you to keep us involved as well.

When you plan an activity



When you plan to organize an activity for your chapter, please use our online form to do so. Not only will it help you plan and think about what steps to take, but it will also keep us informed of what you are doing and when, so we can support you when necessary. You can find the form [here](#).

When you are done with an activity



The same goes for when your activity is finished. We would ask you to fill in the online form to report your activity to us. Not only will it help you reflect on what went good and what you could maybe improve for the next time, it will also let us know that you are still active! When reporting we also ask you to submit materials (photo's/video's) so that we can showcase your work to the whole State of Youth community through our Instagram page!

For tips on how to report, see pages 36-39 of this toolkit to learn how to report and take the best pictures or videos!

DOING

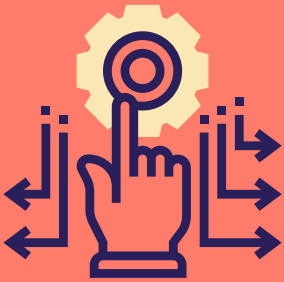
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How to organize an activity!

To start your own activity, a good preparation is key! At least consider the following FIVE elements when you're planning.

1 Define your problem statement



A problem statement is a statement of a current issue or problem that requires action to improve the situation. This statement should focus only on the facts of the problem and leaving out any personal opinions. The problem statement not only defines the pressing issue, but it also necessary for a proposal of a timely, effective solution.

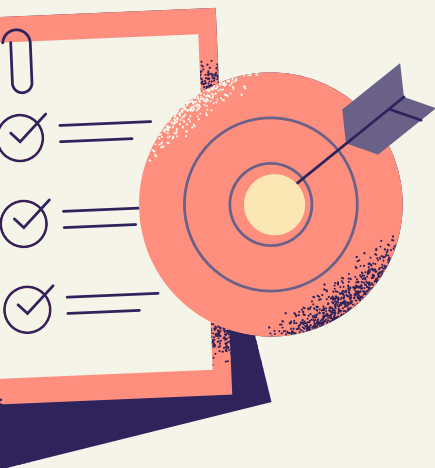
The best way to arrive to your problem statement, is to understand the social and economic context in which it takes place. This will also make it easier to create a solution to this problem. You should find the evidence of what this problem is causing in your community. Evidence could be statistics, stories and personal perspectives, reports from others working on the issue or media reports, for example.

To do so, you should ask yourself the 5Ws (who, what, when, where and why). It is also important to explain not only what the problem is, but why it's a problem and why it's important to solve it. This will address what the problem is, who is affected and why the problem should be fixed.

Finally, you should explain what you would like to see changed and which could be the best.

2 Set a goal

Setting clear, realistic goals helps you focus and actually achieve them. When your goal is clear from the beginning, you can measure progress towards it. If you notice that some activities do not work out, you can add changes to make sure your goal will be achieved. A good guideline to set an explicit goal, is to use the **SMART**-method:



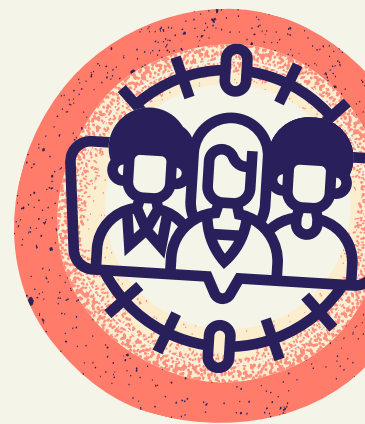
- **Specific:** A good goal is clear and defined, this makes it easier to accomplish.
- **Measurable:** Choose a goal that enables you to measure the progress, so you can adjust your activities if necessary and celebrate at the end when you achieve it!
- **Action-oriented:** Make it explicit in your goal what you will be doing.
- **Realistic:** Your goal should not be too easy or too hard to achieve.
- **Time:** Put a time frame on your activities and when you want to have achieved the goals.

TIP! When you have an idea for a project and setting your goal, narrow your area of interest to one theme. Focus helps you make real change!

Who is your target audience? 3

Once you have figured out your problem statement, the next step is to identify your target audience – the individuals or institutions that have the power to bring change. It can be members of your community, your local government, your classmates, or even local media outlets. It is impossible to reach everyone at once, so narrowing down your focus to a core audience can help you develop a more effective advocacy campaign or event.

Selecting a specific target audience will help you tailor your message in a more meaningful way towards that specific group. Successful activities have two basic components: an appeal to what is right, and an appeal to the audience's interests. Knowing what they need to hear involves understanding what will motivate and move each target audience. For example, if you wanted to target your government – drafting a formal petition or letter would be more effective than an Instagram story.



4 What is your message?



TIP!

Practice your
message in
front of a mirror
or videotape
yourself!

Being able to create and spread a powerful message helps people remember the message and act on it. Having a message prepared helps you to spread it anywhere at any time! Start with writing your message down. **Answer the following questions in your message:**

- **Who are you?** We start off easy! Introduce yourself in one sentence.
- **What is the problem you are addressing?** Use a fact or statistic and describe why it is a problem. Also think about your personal connection to the problem. It helps people connect.
- **What is your solution and what is unique about it?** What do you want people to do to reduce the problem? Why is it THE way to tackle the problem?
- **Call to action** – question. You are spreading your message because you want something from the people you are sharing your message with. Do they need to spread the message too? Do they need to take action? Go for it!

The power move here is to keep it short and simple. Can you deliver your message within 30 to 60 seconds? Be enthusiastic and determined while delivering your message. Take a broad stance and root your feet. And finally, smile. It is contagious!



5 How to involve media

To spread your message as much as you can, local media, like local radio, TV, newspapers and magazines, but even blogs, websites and social media, can be super useful. **Whatever media you think is the best to involve, you should always ask yourself:**

- What makes a good story?
- How to get noticed?
- How to give a good interview?

To answer these questions, there are some tricks. The stories need to be easy to understand and accessible to all. It would be a lot more powerful if it relates to something that is already in the news or topical in your community. An interview is always a good opportunity to reach as many people as possible and spread your messages.

To have a successful interview you should always arrive prepared:

- About the journalist and their program/newspaper
- About who the main audience will be
- About what you want to say

For this last point you should prepare an introduction, a finishing statement and some 'soundbites' – memorable phrases that will help the audience remember your important points. You should also know your facts, figures and personal stories, and remember where the facts have come from. The best way to arrive well-prepared is to practice.

So, get friends or relatives to give you a test interview. After the interview is over, learn from it and from your mistakes and ask for feedback. You will certainly do better next time!

**Finally, remember to
have fun and be yourself.
Be human.**

**Being authentic and
passionate is more
important than giving
the perfect interview!**



**How to
organize
an activity!**

HOW TO PLAN YOUR FIRST EVENT



How to promote your online platform

Once you have selected your activity and have planned out how you are going to make it happen, you need to promote it! Using social media is an easy way to gather awareness around your cause, gain support, increase attendance at your event, and also showcase what work you did once the event has successfully finished.

How social media can help

Social media is a great tool to help you gain attention, create awareness and get others involved in your activity.

You can use it to:

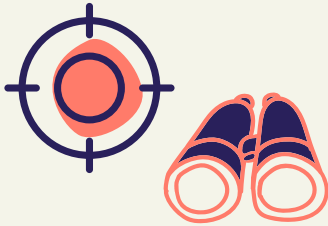


- Reach out to more people who support the same cause in your community. See if you can plan an event together or if they will share your event with their followers.
- Create a feed post highlighting your event and inviting others to participate.
- Post on your stories. This is an easy way to engage with your followers before, during and after an event. Post live on your stories as the event is occurring. It will encourage more people to join you and show all of the great work that you are doing to those who could not attend.

Remember to share, like and link as many people as you can! The more activity your account has, the more people will notice you and the important messages you are pushing. Great promotional activity on social media will ensure that your activity is seen/attended/heard. The more people that know about your activity the bigger the impact it will have.

How to write for social media

The wording in your post is also very important. Here are our tips:



Focus on the issue

Make sure you highlight the issue. The SDG and/or children's right should be front row and center, not in the backdrop.



Target your audience

Make sure you target your message to the audience you want to reach. If it is youth, make it fun and easy to understand. If it is policymakers, try a more formal and detailed.

How to promote your online platform

TIP 01

Keep it simple

Make sure your post is short and sweet. Use simple language that is easy to read and straightforward.

TIP 02

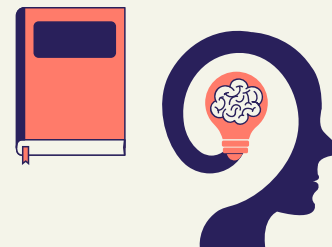


Make it practical and achievable

If you ask your followers to do something make sure it is easy and practical. Like 'click the link below' or 'please comment in the comment section below'.

TIP 03

TIP 04



TIP 05

Make it personal

'why do you care?' and 'why should others care too?'. Don't be afraid to tell your story. Why you care and why others should care too.

Reliable sources

Statistics and data on the SDGs and children's rights are a great way of putting the 2030 Agenda and the issues that we face today into perspective. That being said, it is very important that you make sure that the information and statistics that you use on your platform is accurate and correct. Below are a few links and credible websites that you can use to gather data.

Key Sources:

- UN SDGs - <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>
- UNDP - <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>
- World Health Organization (WHO) - <https://www.who.int/>
- International Labour Organization (ILO) - <https://www.ilo.org/global/lang-en/index.htm>
- UN Convention on the Rights of the Children - <https://www.ohchr.org/en/professionalinterest/pages/crc.aspx>
- UN Women - <https://www.unwomen.org/en>
- UN Environmental Program - <https://www.unenvironment.org/>
- UN Global Compact - <https://www.unglobalcompact.org/sdgs/17-global-goals>
- UNICEF - <https://www.unicef.org/sdgs/how-achieve-sdgs-for-with-children>
- The Global Goals - <https://www.globalgoals.org/>
- SDG Tracker - <https://sdg-tracker.org/>
- KidsRights - <https://kidsrights.org/>
- KidsRights Index - <https://kidsrights.org/research/kidsrights-index/>
- Child Rights International Network - <https://home.crin.org/>
- Human Rights Watch - <https://www.hrw.org/topic/childrens-rights>
- Local 2030 - <https://www.local2030.org/>
- United Nations Foundation - <https://unfoundation.org/what-we-do/issues/>
- World Economic Forum - <https://www.weforum.org/>

It is also helpful to search “SDGs/children's rights and the country (in which you want the information on)”, as local governments and organizations normally have their own strategies on implementing the SDGs and children's rights locally.

Reporting events



When your activity has finished, it is time to report it. How did it go? Was it better than you expected it to be? Did something go wrong? How many people joined the event? These are just some of the questions we will ask you afterwards and so should you!

To be able to answer these, it's important to pay attention to these details when the activity is taking place. You will be so busy organizing, you might forget to document it properly! If so, ask a friend or chapter member to help you out and take care of this. The report will give both you and us information into how the activity went and also help you improve your future activities. Make sure you report using the reporting tool on the State of Youth website (you can find all the links at the end of this document).

- Write down how many people attended your activity, and what type of people came to the activity (students, parents, children, etc.)
- If there is anything that stands out during the activity, for example, a personal story, make sure to write it down immediately before you forget about it
- After the activity, ask yourself and your chapter members how you all thought it went. What could be better next time?
- If any local media outlets published photos or stories from your event, save them and share them!
- Make sure you record videos and take photos of the event. You can use this content to share on your chapter's social media account afterwards. Always tag us as well, because we love to feature it on the main State of Youth account!

To take good photos and/or videos of your activity, we have a ton of tips that you can find on the next pages. But before that, please make sure that you get consent from all the people attending to feature them on your photos and videos.

Wherever you are, most people won't be happy if you take photos of them without their permission. There may be events people are attending where they want to stay anonymous, or they simply don't like it when you take pictures of them. Therefore, we advise you to always ask for permission before you photograph or video them, and make sure you explain to them what their image will be used for.

Photography TIPS & TRICKS

Reporting events

1

Preparation

Before we start talking about technique and composition, it is good to start with the right preparation. This will save you a lot of time and stress during the actual event. Research, for example, can be really useful as a preparation for the event. Where do you want to take shots? Is it an outdoor event? Make sure to check the weather. Walking a march? Know the route and search for spots you want to see in the background of your photos.

Having a photography list will definitely take away a lot of stress during the event. It is a great tool that will work as your guideline and overview. Before the event you can write down all shots you want to make. During the event you are in full control and it's just a matter of working down your checklist.



2

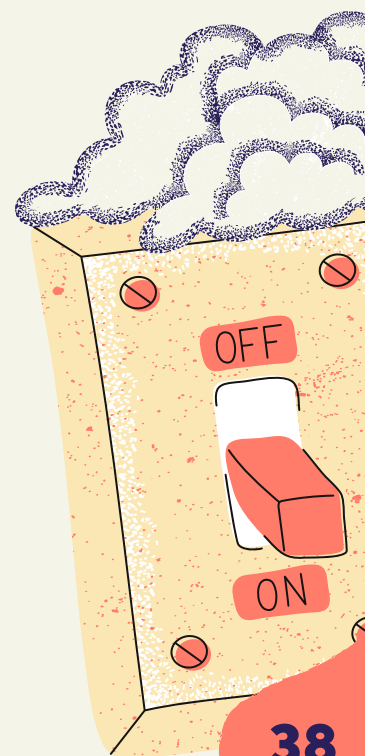
Gear

You don't need a load of fancy equipment to get the right shots. We would recommend a DSLR camera, but even if you're just having your phone, you can come up with great shots. If you are using your phone, make sure you shoot in landscape mode.

3

Come closer

Photos of people in a large room doesn't reveal much besides the number of people that attended. Instead, come closer to the people, have a chat, let them get comfortable with both you and the camera and then make some shots.



4

Framing

A go to frame is a group of 3 to 5 people in landscape mode. Get creative and try different distances. Take some in which the full bodies of the people fit in the frame, do a step forward and take a medium shot and try out a couple of head shots as well.



5

Wait for expressions

Most inexperienced photographers will probably put their camera's down until something is happening. But by the time that they're set, the moment already passed. It's better to look for situations that could get interesting and be ready when they will. Now it's only a matter of taking the shot. The same goes for people's facial expressions. If everybody would be super outgoing and expressive at all times, shooting at an event would be super easy. Sadly they are not. Therefore, you'll need to be prepared for a nice facial expression of a person to take an interesting shot.

6

Check the background

You would think it almost goes without saying, but it doesn't most of the times. Backgrounds present both opportunities and challenges to photographers. They can either put the subject in context and let it stand out, or they can overwhelm the subject and ask for too much attention. To create better photos, simply scan the background before taking the shot. Look for colors that don't fit with the rest or the image, lines that clash, people that don't belong etc.

7

Come closer

The "come closer rule" (or "rule of thirds") is a well-known photography trick that can take your photography skills to the next level. To use this rule, simply divide the frame in 9 equal rectangles. 3 across and 3 down. (Some cameras and phones even have this as a setting you can use. If yours doesn't, simply use your imagination.) The idea is to place important elements/subjects of the photo along one or more of the lines or where the lines intersect. Humans have a natural tendency to want to place the main subject in the middle of the frame. But if we use the rule of thirds and place this subject off center, it will lead to a more attractive composition.

Video TIPS & TRICKS

Reporting events

1

Light, light, light

Lighting makes a huge difference when it comes to the quality of a video, so make this one of your top priorities when shooting a video. A video that is too dark can look amateurish, even if it's a really nice video in every other way.

2

Clear audio

The quality of the audio is actually more important than the video itself. Most people are willing to watch a video that might not be in HD quality, but when the audio is bad, they'll be done watching in seconds. Too much noise in the background? Think about taking out all audio, and use background music instead.

3

Shaky hands? No please!

A shaky video will make any professional video look really bad. It is not easy to hold a camera completely steady, so why would you? If you have the possibility, use a tripod. And if you don't have a tripod, you can use anything from a table, closet or refrigerator as your tripod.

4

Use your phone the way you should

No fancy DSLR or professional video recorder? No worries. Your phone will do the job. There are a few things you should keep in mind when recording a video with your phone. For instance, use the camera at the back of your phone. The selfie camera at the front of your phone is often not good enough. Furthermore, record in landscape mode (horizontally instead of vertically.)

5

Use mentioned photography tips and tricks to improve your video skills

As mentioned before, you can actually use a lot of the tips and tricks for photography when creating a professional video. For instance, the one explaining why it is important to keep an eye on the background before shooting. Also the tricks for framing and composition (rule of thirds) are important rules for videography as well.

Relevant resources and links

PLANNING LINKS

- **To get approval for your activity:**
movement.thekidsrightschangemakers.org/chapter-activity
- **To report on your activity:**
movement.thekidsrightschangemakers.org/chapter-report
- **Apply for a fund by making your activity into a Changemakers project:**
movement.thekidsrightschangemakers.org/changemakers-program

MASTERCLASSES OR TRAININGS

- **SOY Youth Board Member Garvita on recruiting a team:**
instagram.com/tv/B-zaH27gWdu/
- **Training on using social media for good:**
stateofyouth.org/training/social-media-for-good

Contact

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