



Global Youth Service Day

Key Messages and Talking Points

Overall Theme: Global Youth Service Day is a time to serve and celebrate the contributions young people make to their communities each day of the year.

Key Messages: Choose the GYSD message(s) that best suit your project or organization. Then, develop complementary, customized talking points that describe your own Global Youth Service Day participation.

- 1. Global Youth Service Day, April 11-13, is the world's largest service event, and the only one dedicated to recognizing the contributions that young people make to their communities every day of the year.**
 - Global Youth Service Day grows each year, and is observed in all 50 states, more than 135 countries and on six continents.
- 2. The goals of Global Youth Service Day are:**
 - To mobilize youth to identify and address the needs of their communities through service.
 - To provide an accessible on-ramp to service, and support youth on a life-long path of service, learning and civic engagement.
 - To celebrate the power of young people to improve themselves and their communities, and create change through service to others.
 - To educate the public, including the media and policymakers, about the urgency and power of engaging young people as community leaders.
- 3. Young people and adult champions come together to serve and celebrate on Global Youth Service Day.**
 - Schools, community and faith-based organizations, governments, student groups, and individuals plan and participate in Global Youth Service Day.
 - Each year, local, national and world leaders recognize Global Youth Service Day with proclamations, appearances, government-sponsored service events and other public support.
 - Global Youth Service activities reflect the needs and diversity of each community. Projects range from food drives and community clean-ups, to large-scale demonstrations and public celebrations.
- 4. Global Youth Service Day is an opportunity for young people to find their voice, take action, build positive self-esteem and life skills, and begin a life-time of service to others.**
 - Numerous studies have demonstrated the positive short- and long-term benefits of youth service, both on the young people who serve, and on their communities. *[Note: A summary of research can be found at www.nationalservice.gov].*
 - Communities grow stronger when young people are part of the solution, addressing tough issues that affect their communities.
 - Many Global Youth Service Day activities are youth-organized and youth-led.

Now, Develop Your Own Talking Points

To complement and support the key messages, customize your talking points. Having three talking points is a good rule of thumb, but you may have more or less. Talking points are descriptive, persuasive facts or ideas that support the key messages above, and tell the story of your GYSD work and the power of youth service in your community. Here are some ideas to help you develop persuasive talking points for your GYSD project.

Describe the “Who, What, When, Where, Why,” as it relates to what young people in your community are doing or can do to lead positive community change.

- *Example:* Girl Scout troop #47 will host a make-a-blanket event at the community center on April 12 beginning at 10 a.m. Our goal is recruit at least 500 children and teens to come together and make 5,000 blankets to donate to a shelter that services Haight-Ashbury, which has the highest homeless rate in the nation. To sign up, visit www.GYSD.org/girlscouts47
- *Example:* As a GYSD Lead Agency, we are proud to organize 10 different GYSD projects. The projects are as diverse as our community, but each has two things in common: the projects are youth-led, and each project addresses tough community issues. On GYSD, more than 600 children and teens will be banding together to show their support for community revitalization.

Describe a real problem or issue your community is facing, and explain how young people are addressing that problem through Global Youth Service Day.

- *Example:* Bullying is a real problem in our middle schools, and our high school students expressed concern for the younger kids, many of whom are younger siblings. The high-schoolers have spent the semester studying bullying prevention, and have written an illustrated book that will be dedicated to We hope that by peer-to-peer mentoring, kids will gain a better understanding of the issue of bullying, and ultimately, have the confidence and resources to address bullying in our community.
- *Example:* Our 5th grade class has spent the semester studying the effects of water pollution in Cascade, Washington. On GYSD, we'll present our findings to the City Council, and issue a call-to-action to ask local businesses to adopt environmentally friendly practices.

What is the goal of your project? Why is this project important to your community?

- *Example:* Hundreds of kids in Columbus do not have enough food at home. They may get meals at school, but go hungry over the weekends. To help solve this problem, we are making backpacks full of nonperishables that kids can take home over the weekends. Our goal is to have 50 kids pack 500 backpacks, which would serve our school for the next six months.
- *Example:* The YMCA calls on all of its teen groups to host Global Youth Service Day celebrations because we know that when kids serve, they take huge strides in improving themselves and their communities. To facilitate GYSD projects, we're providing toolkits and customizable, easy-to-do project plans to all local YMCA chapters.

Quantify the expected impact of your project. Any statistics on how many kids will serve, or how many community members may benefit? How much food will be collect, trash picked up, meals served, etc.

- *Example:* Working together, 20 Columbus teens will pack two tons of food for needy families. This Global Youth Service Day project will feed 200 families for a week.
- *Example:* On April 11, our church's youth group will hold a bake-sale benefitting an anti-malaria clinic in Uganda. We expect at least 1,000 community members to participate in the bake sale, and raise at least \$3,000. This will buy 10,000 bed nets, and with each family sharing one net, our bake sale will benefit between 20,000 and 30,000 Ugandans.

Describe who is involved in your project.

- *Example:* The Smithtown Youth Advisory Board has invited the Governor, Mayor and the entire school board to attend its GYSD celebration at the Smithtown Mall, to show its support for youth-led service. The Mayor has agreed to speak. Admission to the event is one canned food item, and we'll have snacks and games donated by ABC Grocery Stores.
- *Example:* Our Global Youth Service Day event brings together 400 youth, 200 employees of 7 corporate partners, and 300 professionals from San Francisco's nonprofit sector. Together, they will work on a major revitalization effort in downtown's Golden Gate Park. Mission Real Estate is sponsoring the event.