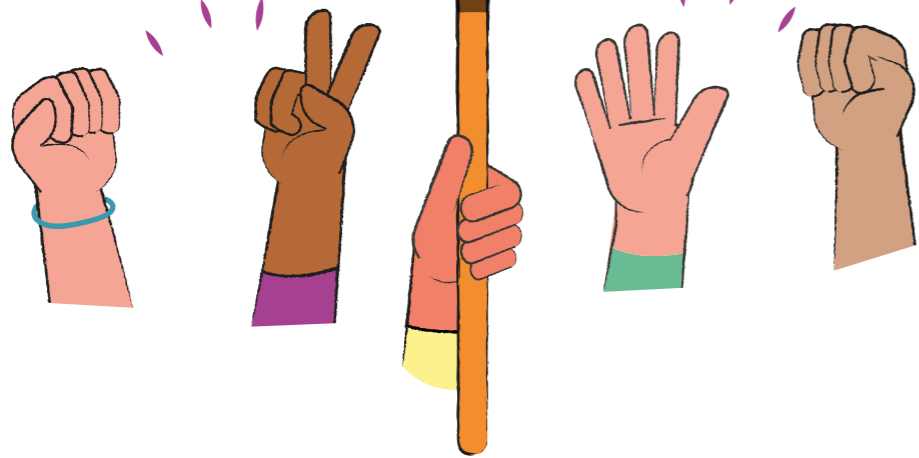


CHAPTER 10:

RAISE YOUR VOICE!



RAISE YOUR VOICE!

So... you spotted something that's meaningful to you, something you want to change – in your local community or in the world as a whole.

Maybe it's about reducing injustice, or supporting people in need, or making life better for the community around you. But how could you change things? It may seem that the problem you wish to solve is huge, too big for you alone. If that's the case, the solution is simple: reach out to others. Together you can be more credible, more powerful. **The first thing to do is to investigate, and document yourself.** Make sure you have been curious about the

problem you wish to help solve, that you have understood what is at stake, and why it exists. Then you can reach out to others around you: speak to them, design a poster to raise awareness about the issue, and spread the word. You can write a letter to your school director, to your city council, to the leader of your country. Tell them about the issue, why it should be a priority, and ask them what they can do to tackle it. Use your voice, and call for support and for actions to be taken.



Obviously, you will need to be clear in expressing your ideas **to articulate them** in a way that is well-documented and convincing.



SPEAKING OR WRITING ABOUT SOMETHING THAT MATTERS TO YOU MAY BE HARD AT THE BEGINNING. IF YOU WORK ON IT, IT MAY BECOME YOUR MOST USEFUL SKILL. YOU MAY DISCOVER THAT COMMUNICATING IN A CLEAR AND COMPELLING WAY WILL GIVE YOU THE POWER TO TRIGGER INTEREST FROM OTHERS, TO GET SUPPORT FROM THEM, AND TO ACHIEVE THINGS THAT YOU WOULDN'T BE ABLE TO DO ALONE.

CHANGE THE WORLD

IN THE FOLLOWING ACTIVITIES, YOU WILL BE PROMPTED TO BUILD TOOLS THAT WILL HELP YOU COMMUNICATE YOUR IDEAS, AND CONVINCE PEOPLE AROUND YOU. TRY THEM, AND SHARE WHAT YOU CREATE.

DRAW A FLYER

LET'S DRAW A FLYER! WE WANT THE FLYER TO BE COMPELLING AND CLEAR, TO COMMUNICATE THE ISSUE YOU WANT TO CHANGE, AND TO ENGAGE PEOPLE, TO SOLVE IT TOGETHER. TAKE A MOMENT TO THINK AND DESIGN ALL THE ELEMENTS OF YOUR FLYER:



What would be the title, or the tagline, to catch people's attention?

HOW COULD YOU SUMMARISE THE ISSUE IN A COUPLE OF LINES, AS SIMPLY AS POSSIBLE?



What picture would be best to raise awareness about the issue you're passionate about? Something funny? Something dramatic? Something informative?

Last, do not forget to add a call to action. You may prompt the reader to change something in their daily actions, to come to a meeting, to read something on a website.

Now, take a piece of paper, a tablet or a computer. Start drawing and writing. Make the best flyer!

ELEVATOR PITCH

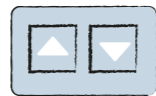


THIS PERSON IS STUCK IN THE ELEVATOR WITH YOU FOR ONE MINUTE... THAT MEANS YOU HAVE ONE MINUTE - NO MORE, NO LESS - TO EXPOSE THE ISSUE, TO TELL THEM HOW IT MAY BE SOLVED, AND TO ASK FOR SUPPORT, IN THE MOST CONVINCING WAY EVER. WOW, THAT'S A CHALLENGE!



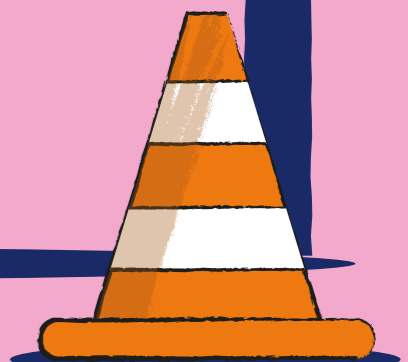
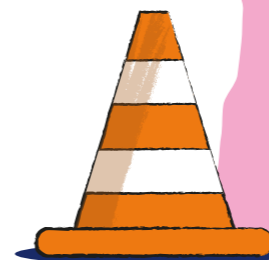
IMAGINE YOU ARE WALKING INTO A BUILDING, AND TAKE THE ELEVATOR...

ANOTHER PERSON COMES INTO THE ELEVATOR WITH YOU. YOU SUDDENLY REALISE THAT THIS PERSON IS FAMOUS, AND HAS TREMENDOUS POWER. THEY MAY BE AN IMPORTANT POLITICIAN, THE DIRECTOR OF A HUGE COMPANY, OR MAYBE SOMEONE WHO SPEAKS ON TV EVERY DAY. IN OTHER WORDS, THIS PERSON COULD DO A LOT TO HELP YOUR CAUSE... IF YOU CONVINCED THEM TO SUPPORT YOU!

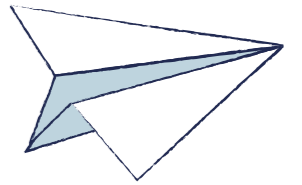


Let's build your elevator pitch: a one minute speech, that you could give to any person you meet, to communicate about your issue. You can start by following these guidelines:

- Start by stating what the issue is, locally or at a global level.
- Show that there is hope and that there are existing ways to tackle the issue.
- State what we should do to solve the issue, how anyone listening can help you.
- Most of all, show your passion and determination. If you are full of enthusiasm, your engagement will be contagious!

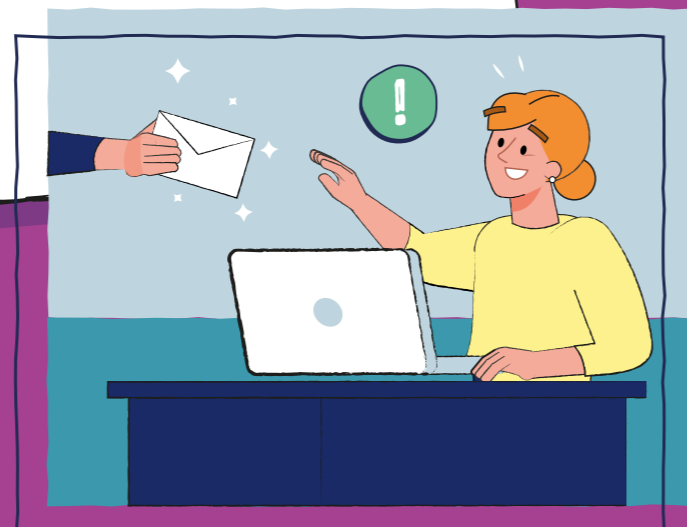


A LETTER FOR A CHANGE



There is a simple step you can always take to get your voice out:

Write a letter to a local policy-maker. Whether that person is a mayor, a member of Parliament, or even the country leader, you can write to them and tell them what the issue is, ask them how they could tackle it, or encourage them to act.



Structure your letter clearly:

1. DETAIL WHAT THE ISSUE IS AND WHY YOU ARE PASSIONATE ABOUT IT
2. ASK WHAT THE POLICY-MAKER WILL DO AT THEIR LEVEL
3. IF YOU'D LIKE, YOU CAN EVEN SUGGEST SOME POLICY ACTIONS



Extra resources: You wish to go further? Check out the [Youth Activist Toolkit](#) from [Advocates for Youth!](#)