

In Action

Who is your target audience? Remember: this list should include multiple audiences, and a diverse group of youth.

What do you think is the best way to reach those youth?

What are the benefits to youth of participation? Why should they want to participate? If this list is lacking, this is a sign that you should revisit the “Why Youth?” portion of the toolkit and consider how you can make your organisation more appealing and relevant to young people.

What is your 30 second pitch to participate?

How can you share this pitch with others and begin using it to reach and invite youth?

How do the answers to these questions contribute and add to the development of your overall youth strategy?

Based on your responses to these questions add to the action plan portion of the strategy template