



for every child

# RESPECTED PILLAR ADVOCACY ACTIVITY GUIDE

THEME  
RESPECTED

SUBTHEME  
YOUTH ACTION

## DELIVERING YOUR ADVOCACY PITCH

Build awareness about youth participation in politics and engage a local leader on the importance of listening to young people.

### MATERIALS NEEDED

- Slides for the [Youth Engagement Poll](#)
- [Template for Letter Writing](#)

### OVERVIEW

Club members will briefly reflect on the results of UNICEF USA's youth engagement poll, and discuss how it resonated with them. Then, participants will think about strategies to continue to foster authentic youth engagement among adults and put these skills to work by crafting a letter to a decision maker in small groups.



### OPENING ACTIVITY

**Check-In Generator: 5 mins**

All participants can sit in a large circle or be grouped into pairs. Club leaders can use the [Check-In Generator](#) to ask the group warm up questions. Find your favorite questions in advance or use the generator to pop up questions that groups answer at random.

### PARTICIPATORY ACTIVITY

**40 mins**

#### Part 1 - Discussion of the UNICEF USA Youth Poll

The Youth Poll provides recent data on youth engagement and how people aged 14-22 feel about being heard within the political process.

Review the compelling statistics in the slides as a group. Here are some questions to guide conversation:

- Are any of these findings surprising to you?
- Do you agree/disagree with any of the statements and opinions expressed above? Does anything resonate with you?
- Do the results of these questions impact the way you think about advocacy and engagement?

## Part 2: Writing a Letter to your Representative

Contacting local leaders is a great way to voice your opinions and concerns. The second half of this section will give space to your club members to write their own letter or work in small groups to collaborate on writing a letter expressing the need for youth issues to be on the agenda.

UNICEF USA has provided a template for a letter that can be sent to your representative. Please follow the directions and personalize it by filling in the information that belongs in the brackets. A few things to keep in mind:

- Each person/group should decide which decision maker they would like to send their letter to.
- Think critically about the concerns you have for the future. Consider picking two or three issues you are most concerned about and provide a clear explanation for why.
- Make your goals feasible. Ensure the changes you would like your representatives to undertake are within their power to enact. It is okay to make big asks, but your representative may be more responsive to actionable requests.

At the end of the allotted time, all letters can be collected by club leadership. Club leaders can send each groups' letter to the specified decision maker. Locate your representatives at all levels of government and their contact information through this [online tool](#). If there are general questions and/or people want feedback, use this time to do so.

## DEBRIEF

### 10 mins

Close with a discussion about the importance of engaging across generations.

- How can we create a space where all voices—regardless of age or background—feel valued and heard?
- What communication barriers have you experienced or observed between generations, and what strategies might help bridge these gaps?
- In what ways can diverse generational perspectives contribute to innovative solutions for complex issues?
- How can we build sustainable collaborations that go beyond short-term projects and foster long-lasting, cross-generational relationships?

Effective engagement requires a coalition of a diverse group of people. Working to communicate beyond barriers of understanding is a fantastic strategy for creating the changes you want to see!

