

Y2Y TOOLKIT TIPS



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The tips below can help you get the most out of the Y2Y toolkit.

GRAPHICS, POSTERS, AND MORE



- The Y2Y **Infographic** (8.5" x 11") includes key statistics on youth violence and suggests ways to make a change. Download and print this document to use as an anti-violence awareness poster or flier. Hang it around your Job Corps center and local community. You can also e-mail it to friends and family or post it online.



- The Y2Y **Pledge 4 Peace** card outlines three ways to oppose violence and shows others that you support Y2Y. Download and print the pledge card, and encourage others to sign it. Cut off and display the peace sign where others can see it.



- The Y2Y **Get Involved Flier Template** is a handout to use around your Job Corps center to encourage your fellow students to attend meetings and learn more about Y2Y. There are blanks in the document where you can write your name and contact information.



- The Y2Y **Optimized Images** are formatted for social media use. Use them on your Facebook, Instagram, and Twitter accounts to promote Y2Y among your friends and followers.



- The Y2Y **Posters** (11" x 17"), like the infographic, can be hung around your Job Corps center and in your community to raise awareness of youth violence and aggression. There is also space provided for you to write your name and contact information so other students can reach out to you as an on-center resource.

TIPS, RESOURCES, AND CHECKLISTS

- The **Students Getting Y2Y Started** guide is to help Job Corps students put Y2Y in motion on center. It provides ideas for activities, and a checklist to support your campaign efforts while achieving the main goals of the campaign.
- The Y2Y **Student Guide: Getting Started in the Community** is to help you think through some ideas about partnering with your community and spreading the Y2Y message. It includes a letter from the National Director, as well as tips and a checklist to help guide Y2Y efforts off-center. Examples of elected officials or community members to think about include your

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governor and other state officials, your mayor, city council, law enforcement, first responders, and local chamber of commerce. In addition, local affiliations of the YMCA, YWCA, or Big Brothers Big Sisters could be a good fit for partnership opportunities.

- The **Staff Getting Y2Y Started** guide offers tips for staff to support their Y2Y Student Ambassadors. It includes an introductory letter from the National Director, as well as tips to assist the Y2Y effort.
- The Y2Y **Anti-Violence Resource Links** document lists organizations that raise awareness of issues like sexual assault, cyberbullying, and physical abuse, and includes phone numbers for various help/emergency hotlines. Visit their websites for more information and resources and to see if they have a presence in your community.
- The **Digital Resources Cheat Sheet/Tips** document provides you with tips and things to keep in mind while posting about Y2Y to social media. It encourages you to change your profile pictures and cover photos on Facebook during Y2Y Week, includes important Y2Y websites to remember and link to, and gives tips for sharing personal stories.
- The **Sample Talking Points** provides you with information about Y2Y that you can use when speaking to anyone, whether it is on center or in the community. It includes reasons that the Y2Y campaign should matter to members of the community, important statistics about youth violence, information about what Y2Y is doing to help the problem, websites to know, and calls to action.
- The **Share Your Story Tips** help you navigate the “Share Your Story” tab in the top navigation panel on the website. You can use this form to share information about how violence has affected your life and about Y2Y events happening at your center. Information submitted from this section may be featured on the blog section of the JobCorpsY2Y.com site, as well as on Job Corps’ Facebook page and YouTube channel.
- The **Media Pitching Tips** document will help you reach out to reporters about Y2Y Week. The main objective is to catch their interest, resulting in a news story about your Y2Y campaign or events.

TEMPLATES

- The Y2Y **Letter Template** is to help you personalize a formal letter about Y2Y to leaders and members of the community. This document explains the message of Y2Y and asks the individual(s) to get involved.
- The Y2Y **Event Invitation Template** is a written request inviting others to participate in Y2Y happenings and meetings. This event invitation can be filled out according to your event’s details and placed around campus and in the community to share information about your Y2Y Week events.
- The **PowerPoint Template** is a presentation that serves to inform and educate others about the Y2Y campaign. This visual piece addresses the problem, explains how Y2Y seeks to help, and calls on others to take action.
- The **Press Release Template** is a way to inform reporters about a newsworthy Y2Y event. This document can be filled out according to the details of your event and then approved by staff before it is sent to the media.

