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YOUTHPOWER LEARNING:

YOUTHPOWER COMMUNICATIONS STRATEGY AND PLAN

IDIQ Contract No. AID-OAA-I-15-00034

Task Order No. AID-OAA-TO-15-00011

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USAID's YouthPower Learning generates and disseminates knowledge about the implementation and impact of positive youth development (PYD) and cross-sectoral approaches in international youth development. We are leading research, evaluations, and events designed to build the evidence base and inform the global community about how to successfully transition young people into productive, healthy adults.

Visit us at YouthPower.org to learn more and follow us on Facebook and Twitter for updates.



YouthPower.org



YouthPower Learning



@YPLearning

For public inquiries and additional information please email comms@youthpower.org or mail to Making Cents International, attn. YouthPower Learning, 1350 Connecticut Ave NW, Suite 410, Washington DC 20036.

YouthPower Learning:

YouthPower Communications Strategy and Plan

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Acronyms

BMP	Branding and Marking Plan
CoP	Community of Practice
COR	Contracting Officer Representative
DFID	Department for International Development (United Kingdom)
FY	Fiscal Year
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GUC	Grants under Contract
IDIQ	Indefinite Delivery/Indefinite Quantity
M&E	Monitoring and Evaluation
PYD	Positive Youth Development
RFTOP	Request for Task Order Proposal
SOW	Statement of Work
TO	Task Order
UN	United Nations
UNICEF	United Nations International Children's Emergency Fund
UNESCO	United Nations Educational, Scientific and Cultural Organization
USG	United States Government
USAID	United States Agency for International Development
YE	Youth Engagement
YP	YouthPower
YSO	Youth-Serving Organization

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1. Background

USAID YouthPower Learning is funded by the U.S. Agency for International Development (USAID) under a five-year cooperative agreement. The overall objective of YouthPower Learning is to generate and disseminate knowledge about the implementation and impact of positive youth development (PYD) and cross-sectoral approaches in international development through research, evaluations, and events designed to build the evidence base. Concurrently, YouthPower Learning employs expertise in learning and knowledge sharing to promote engagement and inform the global community about how to successfully help transition young people into productive, healthy adults. The project promotes a culture of learning by disseminating technical reports, tools, and products through www.youthpower.org and through support for thematic Communities of Practice (CoPs). The website serves as a hub for shared learning as well as an active site for use by CoPs, PYD practitioners, and more.

YouthPower Learning plays a unique role in the YouthPower family of activities. The project generates its own research, analysis and technical materials and is tasked with managing communications and knowledge sharing for all other YouthPower activities as well. To accommodate that extended role, the YouthPower Learning team has developed and supports the website for the entire set of activities, hosts the Communities of Practice for knowledge generation and sharing and has developed the templates for communications materials to support consistent, branded, high quality publications. YouthPower Learning also provides collaboration tools through Google Applications to support internal communications and manages the YouTube channel for YouthPower to share multimedia resources. To complement the platforms YouthPower Learning has put in place, this communications plan provides the processes needed to keep information flowing and help all YouthPower partners contribute to USAID's youth policy goal to improve the capacities and enable the aspirations of youth.

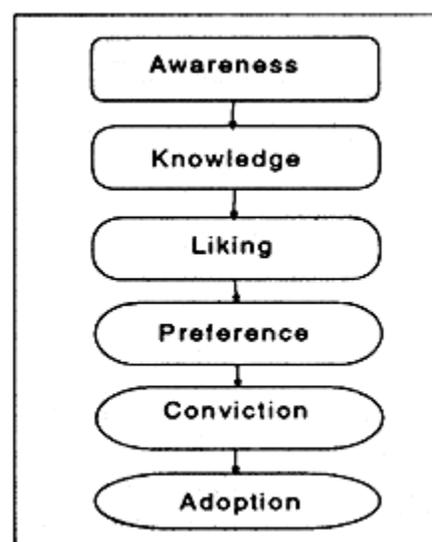
2. Statement of Purpose

YouthPower Learning's communication products, platforms and processes are intended to help achieve overall YouthPower program goals and have an impact on the three IRs:

- Increased use of services and opportunities by Youth (IR 1)
- Improved quality of services and opportunities for youth (IR 2)
- Strengthened engagement of youth in development activities and policy making processes (IR 3)

Achieving these goals requires typically an uptake of research findings combined with behavioral change. Lavidge and Steiner's¹ hierarchy of effects model describes communication as a process rather than a simple outcome. By following the hierarchy of effects model, it becomes obvious that behavioral change is not happening immediately nor from a single communication or channel, but builds up from a combination of activities.

Figure 1: Hierarchy of Effects



¹ Lavidge, R.J. and Steiner, G.A. (1961), "A Model For Predictive Measurements Of Advertising Effectiveness", *Journal of Marketing*, October 1961.

In order to create as much opportunity for adoption of new behaviors on the topic of PYD, the YouthPower Learning communications strategy will consist of a targeted, effort, leveraging several different communications channels to reach key audiences. In order to achieve the desired impact, a comprehensive set of integrated communications tools and messages will be used. In particular YP communications will aim to:

1. Communicate the value of YouthPower
 - a. Clearly convey the scope, purpose, and value of YouthPower as a whole and YouthPower Learning in particular.
2. Communicate the value of PYD
 - a. Expand awareness of what works in PYD and cross-sectoral youth development in low and middle income countries by providing access to the evidence base.
 - b. Provide youth-serving decision-makers with information to drive PYD-informed policy and improve practice.
3. Contribute to increased uptake of PYD components in youth programs
 - a. Provide access to evidence-driven technical guidance and tools to YouthPower implementation programming and other youth development practitioners.
 - b. Show how to measure PYD successfully
 - c. Show how to implement PYD successfully
4. Enable the creation of a sustainable PYD knowledge hub and Communities of Practice (CoP)
 - a. Foster development of the premier learning network, hub and Communities of Practice on PYD and cross-sectoral youth development programming in low and middle income countries through access to relevant information, e.g., events, resources (including evidence products) and news.
 - b. Enable different groups of stakeholders to share their relevant PYD events, resources and other information with the broader community of PYD implementers, researchers and USAID, including sharing experiences within communities of practice.

YouthPower messages will focus as much as possible on evidence-based best practices that positively impact on youth and increase meaningful youth engagement (YE) in programming and country development. We will include case studies and storytelling in the communications mix to increase uptake and understanding by touching the hearts and minds of the audience.

3. Target Audiences

In order to achieve overall YouthPower program objectives, YouthPower Learning needs to engage a broad range of youth development stakeholders including, but not limited to:

- Policy- and decision-makers for youth programs in developing countries.
- USAID missions
- USAID bureaus and other USAID Washington headquarters groups.
- Youth-led and youth-serving organizations and institutions, with a focus on international development.
- Other international (bilateral and multilateral) aid donors and foundations with a focus on youth development.
- YouthPower Evidence and Evaluation and YouthPower Implementation IDIQ holders.
- Youth and international development research organizations and individual researchers.
- Funders or implementers of international development programs that are not youth-focused but would benefit from integrating a youth component.

Each of these stakeholders has different objectives and interests. Our communications strategy will take this into account varying perspectives within the given budget and resources.

4. Communications Strategy

Our approach will focus on providing communications that reflect the different information needs and communications goals by target audience.

Table 1: Target Audiences and Key Channels

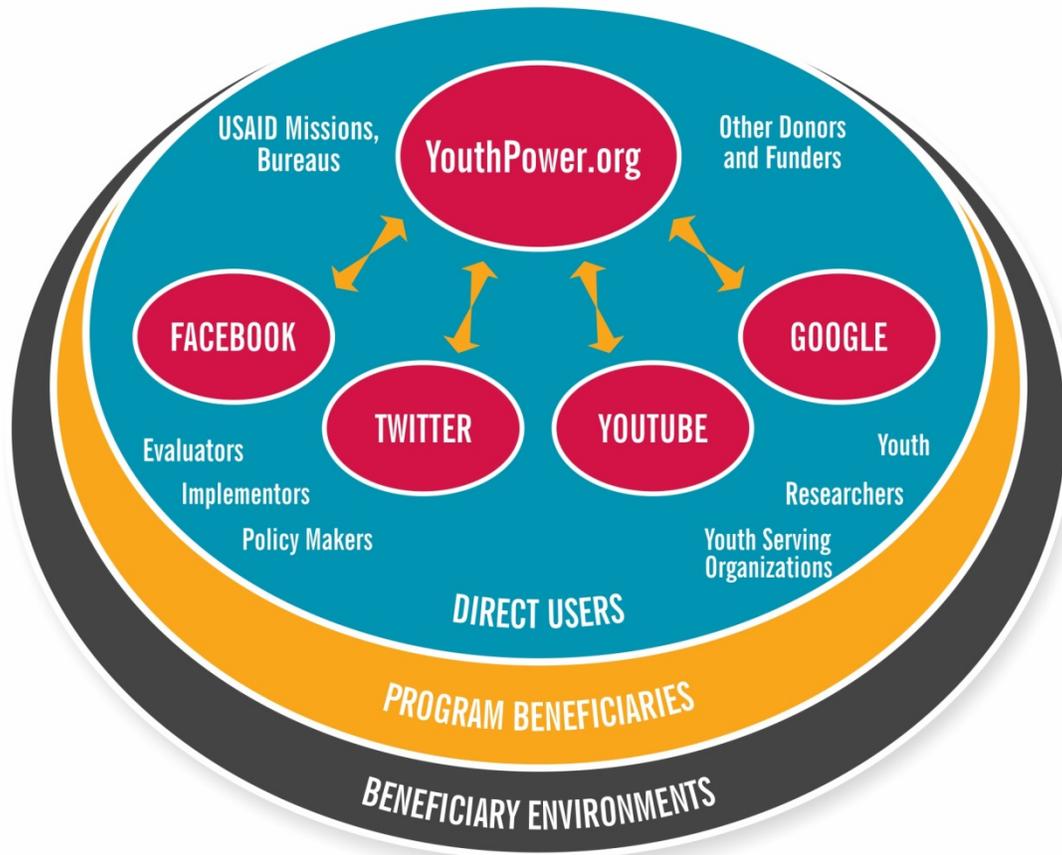


Table 2: Audience Focused Communications Strategy

Key Target Audiences	Key communications goals	Audience’s key interests and information needs	Most relevant communications platforms and channels
Policy- and decision-makers for youth programs in developing countries.	<ul style="list-style-type: none"> • Communicating the value of PYD • Communicating the value of YouthPower • Contributing to increased uptake of PYD components in youth programs 	<ul style="list-style-type: none"> • Understanding PYD • Evidence of “what works” in youth programming, in particular in PYD • Relevant case studies • Program descriptions for successful PYD programs • Tools for decision making 	<ul style="list-style-type: none"> • Website • Social Media • Relevant events • Country visits and presentations
USAID missions	<ul style="list-style-type: none"> • Communicating the value of PYD • Communicating the value of the YouthPower program • Contributing to increased uptake of PYD components in youth programs 	<ul style="list-style-type: none"> • Understanding the scope of the YouthPower mechanism • Understanding PYD • Evidence of “what works” in youth programming • Proof that funds are used efficiently • Case studies • Program descriptions for successful programs • Sample relevant SOWs 	<ul style="list-style-type: none"> • USAID training and other USAID events • Webinars • Newsletter • Country visits – presentations • Quarterly and annual reports
USAID bureaus and other USAID Washington headquarters groups.	<ul style="list-style-type: none"> • Communicating the value of PYD • Communicating the value of the YouthPower program • Contributing to increased uptake of PYD components in 	<ul style="list-style-type: none"> • Understanding the scope of the YouthPower mechanism • Understanding PYD • Evidence of “what works” in youth programming • Proof that funds are used efficiently • Case studies 	<ul style="list-style-type: none"> • USAID training and other USAID events • Relevant other events • Webinars • Newsletter • Quarterly and annual reports

Key Target Audiences	Key communications goals	Audience’s key interests and information needs	Most relevant communications platforms and channels
	youth programs	<ul style="list-style-type: none"> • Program descriptions for successful programs • Sample relevant SOWs 	
Youth-led and youth-serving organizations and institutions, with a focus on international development.	<ul style="list-style-type: none"> • Showing the value of PYD • Contributing to increased uptake of PYD components in youth programming • Showing how to measure PYD successfully • Enabling the creation of a sustainable PYD knowledge hub and Communities of Practice 	<ul style="list-style-type: none"> • Understanding PYD • Evidence of “what works” in youth programming • Upcoming (relevant) RFPs • Upcoming GUCs 	<ul style="list-style-type: none"> • Social Media • Engagement in CoPs • Relevant events • Newsletter • Website • Twitter chats • Relevant events
Other international (bilateral and multilateral) aid donors and foundations with a focus on youth development.	<ul style="list-style-type: none"> • Communicating the value of PYD • Contributing to increased uptake of PYD components in youth programs • Enabling the creation of a sustainable PYD knowledge hub and Communities of Practice 	<ul style="list-style-type: none"> • Understanding PYD • Evidence of “what works” in youth programming • Relevant case studies 	<ul style="list-style-type: none"> • Engagement in CoPs • Website • Social Media • Relevant events
YouthPower Evidence and Evaluation and YouthPower Implementation IDIQ holders.	<ul style="list-style-type: none"> • Communicating the value of PYD • Communicating the value of the 	<ul style="list-style-type: none"> • Evidence of “what works” in youth programming • Upcoming RFPs • Toolkits for implementation, 	<ul style="list-style-type: none"> • Engagement in CoPs • Newsletter • Website • Training

Key Target Audiences	Key communications goals	Audience’s key interests and information needs	Most relevant communications platforms and channels
	YouthPower program <ul style="list-style-type: none"> • Contributing to increased uptake of PYD components in youth programs • Enabling the creation of a sustainable PYD knowledge hub and Communities of Practice 	<ul style="list-style-type: none"> • monitoring and evaluation 	<ul style="list-style-type: none"> • Webinars
Youth and international development research organizations and individual researchers.	<ul style="list-style-type: none"> • Communicating the value of PYD • Communicating the value of the YouthPower program • Enabling the creation of a sustainable PYD knowledge hub and Communities of Practice 	<ul style="list-style-type: none"> • Evidence of “what works” in youth programming • Upcoming RFPs • Upcoming GUCs 	<ul style="list-style-type: none"> • Engagement in CoPs • Newsletter • Website • Relevant events
Funders or implementers of international development programs that are not youth-focused but would benefit from integrating a youth component.	<ul style="list-style-type: none"> • Communicating the value of PYD • Contributing to increased uptake of PYD components in youth programs 	<ul style="list-style-type: none"> • Understanding PYD • Evidence of “what works” in youth programming 	<ul style="list-style-type: none"> • Website • Social media (FB, Twitter, YouTube) • Relevant events

5. Branding and Marking

YouthPower Learning has a Branding and Marking Plan (BMP) approved by USAID that provides the broad context for developing materials and representing the project's affiliation with USAID. From the BMP:

The program is known as “YouthPower Learning” (abbreviated as “YP Learning”).

All documents and printed materials and any program-related communication materials intended for an external audience produced by the program will be marked with the full USAID Program brand in accordance with the USAID graphics standard. The text treatment in Annex VIII will be included.

The abbreviation “YP Learning” may be used only in internal communications with USAID audiences; for example, in work plans and reports for internal Agency distribution. The program name will not be abbreviated in external communications.

The basic YouthPower Learning text treatment is:



The text treatment has been included in both the hard copy templates for communications material and technical documentations to augment the standard USAID branding.

The youthpower.org web site is hosted on a shared platform and with agreement by USAID allows for greater latitude in brand management. This is an intentional effort by YouthPower Learning to support the long term sustainability of the brand² and in recognition of the global nature of participation to support the web site.

The general YouthPower Learning text treatment (minus “Learning” as in the above graphic) is intended to be used by all YouthPower task orders to help establish a cohesive brand for all YouthPower products.

The generic branding templates and this communications plan are being shared with each YouthPower task order as part of activity start-up. The complete YouthPower Learning BMP is available on request from Making Cents International via email request to youthpower@makingcents.com

6. Communications Platforms, Channels and Products Overview

This section describes in more detail the different platforms channels and products that are supporting the YouthPower program, and in particular enable and facilitate YouthPower Learning.

² A separate sustainability plan is being developed.

a) Online Communications Channels and Platforms

i. Youthpower.org

YouthPower has developed the youthpower.org web platform to serve as the main online hub of the project's Learning Network. The platform has been designed to accommodate all project-generated, publicly available material, as well as PYD-relevant information, and includes the option for content uploads by individual content creators.

YouthPower.org includes the following major content types:

- Web pages – primarily used to describe the YouthPower program, PYD approach, YouthPower projects and other PYD overview information.
- Resources – consisting of a wide range of content formats to capture both YouthPower and other PYD resources (- see <http://YouthPower.org/resources> for the complete list of existing resources, resource types and to submit resources):
 - Article
 - Blog Post
 - Book
 - Brief
 - Case Study
 - Essay
 - Evidence
 - Fact/Info Sheet
 - Manuals and Handbooks
 - Other
 - Policy Paper
 - Presentation
 - Toolkit
 - Video
 - Website
 - White Paper
- Events – to capture online and in-person events related to PYD both sponsored by YouthPower and external partners.
- Blogs – for more in-depth, long form written material and graphics written by YouthPower partners and guest bloggers to share advances in PYD.

Most of these types of materials also include the option to Follow, Share and Comment to help build community around specific concepts, move from “pushing” information to a bi-directional flow of communications, and help validate the fit of the information with the needs of the PYD community. This feature also can be used for online events to spur contributions to online dialogues around a particular piece of content on the site. The content types can be “tagged” with different meta-data to support easier browsing on the site and attribution for authors and organizations.

ii. YouTube

YouthPower Learning supports the YouthPower YouTube channel for cost-effective, accessible hosting of video and podcast content. YouTube content can be integrated on the website pages. As individual activities under YouthPower generate multimedia content, the YouTube Channel will serve as hosting platform and content archive to build that collection of content for the project.

iii. Facebook and Twitter

YouthPower has a Facebook (<https://www.facebook.com/YouthPowerLearning/>) and Twitter page and handle ([@yplearning](https://twitter.com/YPLearning)). YouthPower Learning actively maintains both channels of communication to share not only updates on project activities but also relevant PYD content from others to help build the YouthPower brand and drive readership to our own social media and web platforms.

Given the importance that Facebook plays as a communications channel in many developing countries, the YouthPower communications team will expand the Facebook presence in Year 2 and take into account the regional dimension of YouthPower programming.

To help catalyze interest around select project activities and products, YouthPower Learning develops specific social media toolkits to share with communications contacts to help build visibility across the social media spectrum. For an example of a social media toolkit including graphic element, Facebook posts and Twitter posts please see Annex IV.

iv. eNewsletter

YouthPower Learning's project eNewsletter is used to:

- share announcements from across YouthPower, including upcoming events, training, products, evidence;
- share highlights and updates of related YouthPower work with the global community of PYD practitioners;
- drive traffic to the YouthPower website.

The eNewsletter will include recent updates to the youthpower.org web platform as well as limited original content for a timely, fresh take on the latest and most salient information on PYD. An editorial calendar is being shared with communications professionals and interested parties across YouthPower, and will be updated regularly.

The eNewsletter will be distributed every other month, online only, using the Mail Chimp application (<http://mailchimp.com/>) to allow for easy tracking of reader participation and archiving for re-use. Mail Chimp will also be used for mass mailings to reach the self-identified stakeholders interested in YouthPower and PYD in general.

b) In Person and Synchronous Online Events

In person events are an important element for learning and communications that directly engages the PYD community. YouthPower Learning

- Plans and hosts events for Communities of Practice (CoPs);
- Organizes (online and face to face) training events (e.g., to explain PYD concept, train on indicators);
- Organizes the annual YouthPower Learning Network event to share results from across all YouthPower activities;
- While generally smaller in nature, individual presentations and briefings at events organized by other organizations also offer excellent opportunities to connect and engage around PYD issues.

To support more consistent presentations, YouthPower Learning provides guidance and has developed a PowerPoint template as well (available via email request from comms@youthpower.org).

For simultaneous interaction online, YouthPower Learning has the Adobe Connect platform (for more detailed information about Adobe Connect see Annex XII) available for webinars, e.g., Adobe Connect is used within the project for monthly partner’s meetings and has been successfully used externally for webinars. Recordings can also be made available on the website or as hyperlinks to members of CoPs and in the eNewsletter, e.g., a webinar on perspectives in PYD (as an example, visit <http://youthpower.org/resources/webinar-perspectives-positive-youth-development> to see a saved version). YouthPower Learning will use Adobe Connect for both, closed and open³ CoP events as well as online engagement for participants who cannot participate in person in select face to face meetings such as the annual Learning Network meeting. For details on how to use Adobe Connect in specific situations please contact info@youthpower.org.

³ “Closed” events refer to events where only CoP members are invited, whereas “open” events refers to those that are open to anyone interested.

7. Communications Plan

a) Communications Activities by Target Audience

The following table outlines key communications activities that are planned to reach specific key audiences. The table also lists illustrative content and information types that are relevant for the respective key target audiences.

Table 3: Communications Activities by Target Audience, Types of Information and Communications Platforms and Channels

Key Target Audiences	Key communications activities	Illustrative types of content/ information
Policy- and decision-makers for youth programs in developing countries.	<ul style="list-style-type: none"> • Contribute to/provide speakers to at least one relevant high-level, youth program related global event annually that is likely to attract policy- and decision-makers. • Develop (and update as needed) a standard PYD presentations for each of the key sectors that can be leveraged by program partners in their interactions with policy- and decision-makers. • Create a section on the website that focuses on the perspectives of policy- and decision-makers. • Use regular postings on social media (Facebook and Twitter) to disseminate information and create awareness in relevant countries • Create at least one section for key resources by topic Year 1, and cover all relevant key topics in year 2; then maintain and update the topics pages at least quarterly. 	<ul style="list-style-type: none"> • PYD definition • Evidence of “what works” in youth programming, in particular in PYD • Relevant case studies, program descriptions • Tools for decision making
USAID missions	<ul style="list-style-type: none"> • Contribute to/provide speakers to at least one USAID organized event annually. • Organize at least one webinar annually (possibly repeated at different times and with different emphasis on sectors) for USAID missions. Focus on mission-relevant information and tools. • Develop (and update as needed) a standard PYD presentation for each of the key sectors that can be leveraged by program partners in their interactions with USAID missions and at USAID organized events. 	<ul style="list-style-type: none"> • Scope of YouthPower mechanism • PYD definitions, examples • Evidence of “what works” in youth programming, e.g., through case studies, program descriptions for successful programs • Samples of relevant SOWs • Indicators and measurement

Key Target Audiences	Key communications activities	Illustrative types of content/ information
	<ul style="list-style-type: none"> • Develop (and update as needed) a standard YouthPower program presentation (several slides) that explain the program and how missions can benefit from and participate in YouthPower. • Develop post cards and one- to two-page briefs about YouthPower program that can be used by USAID stakeholders and program partners in discussions with missions. • Assist in customizing the presentation for specific countries jointly with partners as needed. • Take into account USAID mission needs when drafting the YouthPower newsletter, and ensure dissemination to USAID missions. • Support internal USAID communications needs (e.g., contributions to sector newsletters) on an as-needed basis. • Use regular postings on social media (Facebook and Twitter) to disseminate information and create awareness in relevant countries 	<p>tools</p> <ul style="list-style-type: none"> • GUC-generated videos and pictures
<p>USAID bureaus and other USAID Washington headquarters groups.</p>	<ul style="list-style-type: none"> • Contribute to/provide speakers to at least one USAID organized event annually. • Participate in relevant USAID sponsored events (e.g., workforce development; bureau-specific workshops and events). • Develop at least annual updates for bureaus with relevant PYD and YouthPower information. • Take into account USAID bureau needs when drafting the YouthPower newsletter, and ensure dissemination to key stakeholders inside USAID. • Support internal USAID bureau and other communications needs (e.g., contributions to sector newsletters) on an as-needed basis. • Create at least one section for key resources by topic Year 1, and cover all relevant key topics in year 2; then maintain and update the topics pages at least quarterly. 	<ul style="list-style-type: none"> • Scope of YouthPower mechanism • PYD definitions, examples • Evidence of “what works” in youth programming, e.g., through case studies, program descriptions for successful programs • Samples of relevant SOWs • Indicators and measurement tools • GUC-generated videos and pictures

Key Target Audiences	Key communications activities	Illustrative types of content/ information
<p>Youth-led and youth-serving organizations and institutions, with a focus on international development.</p>	<ul style="list-style-type: none"> • Contribute to/provide speakers to at least one relevant event annually that is likely to attract these audiences. • Develop (and update as needed) a standard YouthPower and PYD presentation that can be leveraged by program partners in their interactions with other similar groups that are not yet aware of YouthPower. • Leverage the CoP presence on the website and CoP activities to engage these organizations and institutions. • Encourage these organizations' participation in GUC applications and awards. • Take into account these groups' information needs when drafting the YouthPower newsletter, and ensure dissemination to relevant audiences. • Publish at least five blog postings annually (on average) from representatives of organizations/institutions in this category. • At least 10% of the website postings should reflect youth-engagement. • Use regular postings on social media (Facebook and Twitter) to disseminate information and create awareness in relevant countries 	<ul style="list-style-type: none"> • PYD definitions, examples • Evidence of “what works” in youth programming • Upcoming (relevant) RFPs • Upcoming GUCs • GUC-generated videos and pictures
<p>Other international (bilateral and multilateral) aid donors and foundations with a focus on youth development.</p>	<ul style="list-style-type: none"> • Attend (and if possible contribute to/provide speakers to) at least one relevant event annually that is likely to attract these audiences or is organized by these audiences (e.g., the World Bank Group, UNICEF, UNESCO, DFID, GIZ). • Develop (and update as needed) a standard YouthPower and PYD presentation that can be leveraged by program partners when presenting at these events. • Create a list of all key organizations and publish their relevant resources and events on the PYD website (and over time encourage that they publish them directly). • Encourage at least two bilateral and two multi-lateral organizations to engage in CoP activities. 	<ul style="list-style-type: none"> • PYD definitions, examples • Evidence of “what works” in youth programming, e.g., through case studies, program descriptions for successful programs • Samples of relevant SOWs • Toolkits for implementation • Indicators and measurement tools •

Key Target Audiences	Key communications activities	Illustrative types of content/ information
	<ul style="list-style-type: none"> • Invite relevant representatives to attend portions of the annual YouthPower meeting. • Use regular postings on social media (e. g., LinkedIn, Facebook and Twitter): retweet (or repost) their relevant information and encourage that they retweet our information by establishing connections with relevant communications people. 	
YouthPower Evidence and Evaluation and YouthPower Implementation IDIQ holders.	<ul style="list-style-type: none"> • Ensure relevant representation from these organizations (at least one per consortium) at the annual YouthPower meetings – encourage participation from country program CoPs. • Ensure all consortia are represented on (at least one) CoP and encourage their active participation. • Set a goal/encourage them to contribute at least 3-5 resources per year per consortium, and as many events , blog or news items as relevant. • Create a page on the website for each of the consortia to showcase their members and expertise. Allow them to maintain their respective page. • Take into account these groups’ information needs when drafting the YouthPower newsletter, encourage their content contributions (goal: at least one direct consortium article per newsletter edition) by giving appropriate attribution, and encourage that they disseminate the newsletter broadly to their networks. • Use regular postings on social media (e. g., LinkedIn, Facebook and Twitter): retweet (or repost) their relevant information and encourage that they retweet our information by establishing connections with relevant communications people. 	<ul style="list-style-type: none"> • Evidence of “what works” in youth programming, e.g., through case studies, program descriptions for successful programs • Upcoming RFPs • Toolkits for implementation • Indicators and measurement tools • Upcoming GUCs
Youth and international development research organizations and individual researchers.	<ul style="list-style-type: none"> • Develop a list of relevant research organizations (including research organizations in the South) and encourage their participation in YouthPower via articles in newsletter, postings of evidence products and other resources on the website, event announcements and other postings on the website. 	<ul style="list-style-type: none"> • Evidence of “what works” in youth programming, e.g., through case studies, program descriptions for successful programs

Key Target Audiences	Key communications activities	Illustrative types of content/ information
	<ul style="list-style-type: none"> • Set a goal/encourage them to contribute at least 3-5 resources per year per organization, one blog per year per organization, and as many events, or news items as relevant. • Leverage these groups' research for the YouthPower newsletter, encourage their content contributions 	<ul style="list-style-type: none"> • Upcoming RFPs • Upcoming GUCs • Toolkits for implementation • Indicators and measurement tools •
<p>Funders or implementers of international development programs that are <u>not</u> youth-focused but would benefit from integrating a youth component.</p>	<ul style="list-style-type: none"> • Include as many relevant organizations as possible in newsletter distribution. • Monitor website postings and analyze if certain organizations should be more actively included in YouthPower program participation. 	<ul style="list-style-type: none"> • Understanding PYD • Evidence of “what works” in youth programming, e.g., through case studies, program descriptions for successful programs • Indicators and measurement tools

b) Key Activities by Communications Channel

Table 4 outlines the key activities by communications channel, the frequency of activities, and how the outputs will be measured.

We will use the outcome harvesting approach and the Ripple Model⁴ to understand the reach and effectiveness of the website. The outcomes harvesting approach “collects evidence of what has been achieved, and works backward to determine whether and how the project or intervention contributed to the change”.⁵

Table 4: Detailed Activities and Measures by Communications Channel:

Communications Channel	Key Communications Purpose	Frequency	Comments
YouthPower.org website	Provide a hub for all PYD and YouthPower resources and information and its network. Invite postings by PYD network.	Postings by YouthPower Learning team at least twice a week. Frequent postings by the PYD network.	
YouTube	Provide hosting facility for PYD and YouthPower video and podcast content	Ad-hoc, as needed for posting recordings of events	
Webinars, Virtual Events	Provide training for key YouthPower stakeholders. Engage the PYD community around the globe.	Ad-hoc, as needed for trainings In line with CoP annual plans	Relevant recordings from webinars to be shared on YouTube.
In-person Events Organized by YouthPower Learning	Directly engage the YouthPower IDIQ community and CoP members. Create broad awareness for PYD at PYD-relevant events. Increase awareness of PYD evidence.	At least once a year for annual meeting Other, topic-driven events as needed – in line with annual plans	Create templates and sample presentations describing PYD and YouthPower that can be used by all speakers.
In-person Events Organized by Non-YouthPower organizations	Create broad awareness for PYD at PYD-relevant events. Increase awareness of PYD evidence.	Topic-driven events as opportunities arise.	Create templates and sample presentations describing PYD and YouthPower that can be used by all speakers.
eNewsletter and research	Increase awareness for PYD and	e-Newsletter approximately	

⁴ James, R. 2001. Practical Guidelines for the Monitoring and Evaluation of Capacity Building: Experiences from Africa, INTRAC, The International NGO Training and Research Centre, Occasional Paper Series Number 36.

⁵ Accessed at: <http://www.coprnm.eu/sites/default/files/Outome%20Harvesting%20Brief%20FINAL%202012-05-2-1.pdf>

Communications Channel	Key Communications Purpose	Frequency	Comments
updates	YouthPower resources and events. "Pull" users to the website.	every two months, starting in FY17. Research updates quarterly.	
Twitter	Create broad-based awareness for PYD resources, events and information. "Pull" users to the youthpower.org website.	At least one daily posting (on average; work days) During promoted events: multiple postings per major session	See detailed goals below
Facebook	Increase awareness for PYD and YouthPower, especially in low- and middle-income countries.	Updates by YouthPower Learning team at least twice a week on average.	See detailed goals below
Google Applications for CoPs	Provide easy interactive communications with and among CoP leaders and members	Frequent interactions and communications between members and CoP leaders (as needed).	

Output and Impact Measures:

Measuring impact in knowledge management is not easy if one wants to be comprehensive and determine causality. The Ripple Model is one way to approach this challenge. It looks at usage data and respondent opinion from surveys and interviews across the following four levels of indicators, and it accounts for the difficulty in KM evaluation of proving “attribution”:

- i. **Knowledge Exchange:** documents information about the site’s delivery and functionality (e.g., # of resources posted, # of learning events in events calendar). Many of the measures listed below fall into this category.
- ii. **Knowledge Capital:** records what was produced as a result of site use, including non-tangible assets such as knowledge gained or empowerment achieved (e.g., # of unique and return visitors, # of participants who noted a unique action they are taking based on information they accessed through the site);
- iii. **Changed Practices:** looks for changes in users’ skills and abilities acquired as a result of learning through engagement in the portal; and
- iv. **Performance Improvement:** refers to the results of those changes in practice. For the YouthPower website, this means an increase in the impact, scalability, or sustainability of users’ programs, policies, or partnerships.

The indicators ii – iv will primarily be covered in a survey in years 3 and 5.

Output Measures⁶:

(Note: The goals listed below will be tracked throughout the project. The goals for several of the measures will be determined in the annual plans since they will also depend on annual budgets).

- Events (goals will be determined in annual plans):
 - # of events with YP speaking engagements
 - # of events attended
- Marketing tools
 - Post card created and updated annually
 - Brief description of YP (1-2 pages) created and maintained and shared with all YP partners
 - Powerpoint slides created and updated at least annually and shared with YP partners.
- Virtual events supported by YP communications activities– will be mostly tied to CoP and other YouthPower Learning sub-tasks:
 - # of webinars for all audiences supported by YP communications (goal to be determined in annual plans)
 - # of webinars and other training events for USAID supported by YP communications (goal to be determined in annual plans)
- Website:
 - # of sub-topics sections built and maintained regularly on the website
 - Goal in FY16: 25
 - Goal in FY17 and following years: 35
 - # of resource and events postings on YouthPower website
 - Goal in FY16: 1000⁷
 - Goal in FY17: 1300
 - Goal in FY18: 1500

⁶ For website related measures, Google Analytics will be used.

⁷ In the first year, resources from the last 5-10 years will be evaluated for inclusion, curated and then posted on the Learning Hub. Thus, it is expected that there will be fewer new resources on an annual basis than those identified in the first year.

- Goal in FY19: 1600
 - # of blog postings on Learning Hub
 - Goal in FY16: 5
 - Goal in FY17: 15
 - Annual goal thereafter: 15
 - Consortium pages created and maintained on Learning Hub
 - Goal: 1 per consortium
 - Country/TO pages/sections created and maintained by project teams on Learning Hub
 - Goal: 1 per YP TO
- eNewsletter
 - eNewsletter created and distributed regularly (every 2 months, starting Sep. 2016)
 - research updates (for USAID and others) created and distributed regularly (every quarter, starting November 2016)
 - # of eNewsletter recipients/subscribers
 - Goal in FY17: 500
 - Goal in FY18 and thereafter: add 50/year
- CoPs
 - # of youth and youth-led and youth-serving organizations represented in CoPs (goal: at least 20 % of members by end of FY17; 30% in Year 5)
- Social media:
 - # of tweets:
 - Goal: 5-8 per week on average
 - # of Facebook postings:
 - Goal: 2 per week on average
 - # of retweets of YP postings
 - Goal: 40 per month on average
- GUCs supported by YP communications – (annual goals will be determined in annual plans – tied to CoP activities; total goal over 5 years: 15):
 - # of GUCs announced per year
 - # of youth-led and youth-serving organizations participating in/applying for GUCs (cumulative over 5 years).
- YP products supported by YP communications – (annual goals will be determined in annual plans)
 - # of YP products supported – goal: all YP products will be supported by YP communications during and after their launch.

Impact Measures:

In addition to the measures below, a few impact measures will be used to assess the impact of the Communications Strategy in years 3 (formative) and 5 (final) through a formal survey.

- Cumulative number of documents referring to PYD (or equivalent term) in USAID youth programming (based on documents on the DEC)
 - Goal in FY17: 15 documents on DEC
 - Goal in FY19: 50 documents on DEC
- Average annual cumulative # of “Resources” page views on Learning Hub (/resources and /resources/)
 - Goal in FY16: 6,000
 - Goal in FY17: 7,000
 - Goal in FY18: 7,500
 - Goal in FY19: 8,000
- Average annual cumulative # of “Events” page views on Learning Hub (/events and /events/)

- Goal in FY16: 3,000
- Goal inFY17: 3,500
- Goal inFY18: 3,700
- Goal inFY19: 4,000
- % of youth and youth-led and youth-serving organizations in CoPs: 30% in Year 5.
- Average # of conforming applications for each GUC: 5 on average per GUC

c) YouthPower Learning Products

One of the main objectives for the communications team is to make the information easily accessible to the relevant audiences. This will be achieved by using communications formats, message length and tone that are adapted to the communications means. This will also include the creation of infographics, summary presentations, briefs (e.g., evidence briefs), point papers, decision memoranda, background documents, white papers or process memos for the record.

YouthPower Learning has both internal project management and reporting products as well as external technical and communications products that team members are responsible for developing and delivering. YouthPower Learning regular communications products include activity fact sheets, social media updates, technical reports, management reporting and budget reporting. In all cases the basic exercise of working through a checklist (see Annex VII) can help streamline production and support quality products completed on schedule.

d) Campaigns

YouthPower Learning will organize communications campaigns around major events and the launch of major products to elevate reach and impact by leveraging all relevant communications channels and reinforces the messages. This may include:

- Announcing the event in the eNewsletter several weeks or months before the event (before registration) and again shortly before the event.
- Including information about the event in relevant CoP communications.
- Distributing communications toolkit to YouthPower program partners.
- Posting the event on Facebook and YouthPower.org.
- Tweeting regularly during major registration deadlines and during the week before the event.
- Posting the detailed agenda on YouthPower.org.
- Frequent tweets for the two days before the event and the morning of the event, as well as reposting on Facebook.
- Several tweets per major session during the event.
- Posting presentations and/or transcripts on YouthPower.org; if available, posting video-recordings from meetings on YouTube and YouthPower.org.
- Linking to postings from eNewsletter, Facebook and Twitter after the event.
- Using messages from the event for tweets and other social media postings for several weeks after the event linking back to the website.

8. Summary

YouthPower Learning will leverage all relevant channels throughout the duration of the contract. Communications take into account different audience needs and will be tailored to the different target audiences in terms of topics, channels, frequency, and communications styles.

By leveraging this communications plan, the goal is to make it easy for all relevant stakeholders to efficiently leverage the different communications channels to achieve the YouthPower Learning Communications goals, enable the processes needed to keep information flowing and help all YouthPower partners contribute to USAID's youth policy goal to improve the capacities and enable the aspirations of youth.

ANNEXES

Annex I: YouthPower.org

YouthPower's web platform is the hub of communications activity as well as the hub for the Learning Network. As a portal for knowledge sharing on PYD and cross-sector youth programs beyond the footprint of the pair of IDIQs themselves, the content on the site requires additional attention beyond periodic updates with project-related content. Early in design considerations for the platform the option to have material contributed directly by authors was part of the decision to work with USAID's Global Development Labs and their Innovations Exchange to host youthpower.org. Along with the flexibility on branding to support long term sustainability, the option to have partner organizations contribute directly is an intentional part of the strategy for long term success of the platform.

The initial phase of content development for youthpower.org involved online research and soliciting expert advice on core source material for online resources. The YouthPower Learning team has set up a Google Sheet to track information sources available to the team here: https://docs.google.com/spreadsheets/d/1VAXjhTccg7xsiDJSFq7I40V63NY7_5LyI9gp7kVHkel/edit?usp=sharing. As part of the ongoing support for partnership development, organizations listed on the resource sheet will be contacted to explore setting up formal relationships to share content. In the interim, these organizations are the first stop in periodic scans of the internet for new material to be included in the resource listings.

To integrate communications support across YouthPower into content management for youthpower.org, there will need to be regular check-ins with each Task Order (TO). Ideally, YouthPower Learning will advise each newly awarded TO at time of award how best to include support for project-level communications in their work plans. If that timing is not feasible, consultations should be in place as soon as practicable for YouthPower Learning to establish routine mechanisms for communications coordination. The full range of features on the site – including resource library, events, news, blogs, video, webinars and more are all intended for the active use by each TO. To help engagement in youthpower.org serve the needs of each TO, separate web pages will be created for each TO and each TO team has the option to establish an account on the site and manage their own content directly (after training). To create a world-class learning resource for the latest in PYD practice, communications must be integrated into each TO at this level to share knowledge between YouthPower partners as well as with the public as described in the YouthPower RFP. The following sections describe the process for maintaining specific sections of the youthpower.org platform.

Updating the YouthPower.org platform

YouthPower Learning is using a Content Management System built using the Drupal web application in partnership with USAID's Global Development Lab's Innovation Exchange. Individual project staff can be granted management-level access to update existing pages on the microsite and add new pages within the overall design and feature set available through YouthPower.org. The Communications and Media Specialist and Senior Knowledge Management Specialist for the YouthPower Learning team have primary responsibility for maintaining site content and functions with support from IT vendor Forum One. Additional content updates (e.g., adding resources, events) are possible by anyone with an account on YouthPower.org. Through consultations with all YouthPower TOs it is anticipated that additional content managers may be added as resources allow so that each can manage their own updates. For those TOs without resources to manage their own content on the site, the comms@youthpower.org email will be the primary account where YouthPower partners can send updates.

As new YouthPower TOs start up, each team will be briefed on requirements and options to contribute to the site and a schedule will be put in place for regular reminders on content updates. At a minimum, quarterly reminders for reporting, news, events and technical document updates should be anticipated by all YouthPower TOs. For internal reporting, YouthPower Learning has the option to use Google Drive to store material centrally if requested by USAID as part of the central system to capture project-wide reporting and results.

A very high level overall guide to updating the site has been developed by Forum One and with a brief training provided in June 2016. YouthPower Learning has developed a more detailed guide for content posting that will be provided to all IDIQ teams who want to maintain their content and have been trained. The more general instructions to contribute resources, news, events and blogs are included in the forms-based tools any member has access to. With this simple toolset available, it is anticipated that YouthPower.org can grow organically based on interests from the global youth development community and thereby grow into its role as a true portal for PYD content. Additional curation, design and structural updates to the site are performed by the YouthPower Learning team using the guide and with support from Forum One. As part of overall support – YouthPower Learning representatives receive regular notice of new content added to the site and can review for appropriateness. There are also systems in place across the platform to counter spam and other inappropriate uses of the site.

Along with the content management and design features of the site, Google Analytics is in place to capture reporting data on many metrics around use of youthpower.org. The access is controlled by specific management accounts on the Google Applications platform. Currently the site is running standard analytics and there are options to create custom reports as YouthPower's need for analysis matures. For reporting from Google Analytics please contact the team via the info@youthpower.org email address.

Activity-level Web Pages

Currently youthpower.org is structured to include individual landing pages for each TO and each CoP. The full set of features seen on the main platform can be included in specific pages to help organize and share outputs from each activity and help generate awareness and engagement. The first high-level pages have been put in place for YouthPower Learning and YouthPower Action as well as overviews for current CoPs with the expectation each existing and future TO can create a main landing page for their individual communications and knowledge sharing efforts. The YouthPower Learning team can help with initial design and populating the page. Each TO team can take on maintenance and content curation for ongoing support of their page(s).

Additional Features:

Resources

The Resource collection serves several purposes for YouthPower. For the project overall, this is the archive of project deliverables to ensure timely access to all publicly available material. Additionally, the Resource collection helps organize the growing base of materials relevant to the global PYD community – including both, materials YouthPower views as relevant and materials added directly by other PYD stakeholders. By allowing the larger global community to grow the resource base the project is well positioned to play its role as host to a world-class portal on PYD.

Events

YouthPower.org includes an event feature to capture and share events within the YouthPower partner

consortium as well as to help share events relevant for PYD practitioners. Anyone with an account on YouthPower.org may contribute events. The YouthPower Learning team manages an event calendar to help with regular updates to the web platform.

Consortium members have the option to add events directly or share event details with comms@youthpower.org so that the core team can update the site.

Face to face events and online webinars hosted by YouthPower offer a unique opportunity to convene stakeholders of various types concerned with PYD and cross-sector youth approaches. To help optimize events, Annex XI includes a high level check list to aid in planning, delivering and following up events. Please note the specific references to communications activities associated with live events to help promote, capture and share.

The link to add an event, once a profile has been created, is: <http://youthpower.org/events>

Blogs

Blogs on YouthPower.org present a unique opportunity to engage authors touching all aspects of youth programming – from YSO leaders and youth themselves to practitioners, policy makers and local officials. The format on the web site is simple and straightforward to allow for the easy capture of long form narrative on any relevant subject. For an example, please see: <http://youthpower.org/blogs/international-development-and-outcast-youth-majorities>.

The feature provides an opportunity to do online events to discuss a blog, engage non-traditional partners in directly contributing pieces to the site and is an ideal complement to social media campaigns to share experience and build readership. Blogs should be considered whenever developing a communications calendar either in headquarters offices or for country locations as well.

The link to add a blog, once a profile has been created, is: <http://youthpower.org/blogs>.

Annex II: YouTube

YouthPower Learning uses the Google Applications platform to support online collaboration and information sharing for the range of tasks not already included through YouthPower.org. YouTube is included as a standard feature of Google Applications and can support a range of rich media activities including posting the results of local video contests and audio material gathered as podcasts. The YouthPower Learning team will develop the initial set of YouthPower YouTube contributions as part of completing the work under the Youth Engagement CoP. YouTube also provides the option to subscribe to output from other channels. By using this feature YouthPower can syndicate content from other sources and – as with the resource collection of materials – build a collection of relevant multimedia content from around the world.

Annex III: YouthPower eNewsletter

The YouthPower eNewsletter provides a platform to collect the best material from YouthPower.org and elsewhere online and package it for easy access via email readers and mobile devices. The content will be culled from YouthPower.org, brief descriptions will be used within the newsletter and links to the full version of content on the web site will help build readership on YouthPower.org. In this fashion YouthPower Learning can reach people where they often live – in email and on their mobile devices – while exposing them to the larger universe of content on the site overall.

Mail Chimp is used to manage the mail list and formatting the newsletter. Apart from ease of use to compile the newsletter, Mail Chimp also supports active management of the email list so that what content matters to which reader can be tracked. As with Google Analytics, this level of analysis will help YouthPower Learning understand what topics and concepts are of interest and will become a component of the monthly metrics.

Developing an editorial calendar, including major events and special interest days as reminders to curate specific content, will make the eNewsletter and web content development easier to manage.

Annex IV: Social Media - Facebook and Twitter

Facebook and Twitter allow the creation of share-able campaigns and events. This enables the messages to become amplified.

Some tips for successful business engagement on Facebook:

- Set up a brand-representative profile picture. This is the first step to give Facebook users the first impression about what YouthPower is.
- Add YouthPower.org website link
- Be creative and innovative in presenting the messages
- Regularly upload photos and something relevant to YouthPower and PYD; leverage face-to-face events to take and upload relevant photos
- Update the statuses frequently; be active and interactive with updating status and stay involved in discussions
- Build links with other relevant organizations

Twitter has become an important communications tool for businesses to:

- **Strengthen Branding and Increase Visibility**
By using a Twitter account in a way that is engaging, interesting, and that fits with the image YouthPower wants to create for the YouthPower program and PYD the YouthPower brand can be strengthened and the visibility for its messages and products can be increased. A Twitter account must have a consistent message and brand in order for its visibility to be beneficial.
- **Enhance Networking**
Twitter can be used to network with other organizations and individuals interested in YouthPower and in the PYD space. Because of its nature and penetration with younger users, it is a very useful tool to reach youth. YouthPower can use hashtags to promote events and key messages to a broader circle of potential users. Twitter chats or hashtag chats may be used to engage in an exchange of information and get feedback on specific ideas.
- **Support Other Online YouthPower Presences**
Twitter can be a great complimentary channel of communication and can be used in conjunction with Facebook, LinkedIn and YouTube, for instance, to amplify the messages and develop comprehensive communications campaigns.

See Annex VIII for a Social Media Toolkit, as well as Annex IX for a sample Facebook post. See <http://www.socialmediatoday.com/> and similar sites for more ideas on using social media

Annex V: YouthPower Annual Meeting

The key goals of the annual meeting are to:

- Solidify the PYD and YouthPower network and provide an opportunity for network members to get to know other members and strengthen the trust in the network.

- Convey key concepts and provide brief training, e.g., PYD.
- Engage the network and get feedback on key issues and action items for the following year
- Energize the CoPs
- Share and demonstrate innovations from YouthPower and other youth programs that can be applied across youth programs.
- Learn from experiences of YouthPower implementers and lessons for future application
- Build momentum for CoPs and a plan for action
- Provide opportunity for exchange between USAID and YouthPower consortia

The format will include plenary sessions, small break-out sessions and allow virtual access for certain parts of the meeting.

Sample meeting schedule from YP Learning Network Launch event, December 2015:

Timing	Topics
8:30 a.m. - 9:00 a.m.	Registration and Light Breakfast
9:00 am – 9:10am	Introductions
9:10 a.m. - 9:30 a.m.	Overviews
9:30 a.m. - 10:45 a.m.	Panel: Applying PYD Approaches
10:45: a.m. - 11:00 a.m.	Break
11:00 a.m. – 11:15 a.m.	What is a Community of Practice (CoP)?
11:15 a.m. – 12:00 p.m.	Creative Destruction: Clearing the air to begin building communities http://www.liberatingstructures.com/6-making-space-with-triz/
12:00 p.m. - 1:00 p.m.	Lunch and Networking
1:00 p.m. to 1:15 p.m.	TED Talk - Youth Engagement
1:15 p.m. - 2:45 p.m.	Overview of YouthPower CoPs - Are we asking the right questions? <ul style="list-style-type: none"> • Activity - self-sort by CoP, discuss sub-topics relevant to CoP, and agree on a subset of topics for each CoP to focus
2:45 p.m. -3:00 p.m.	TED Talk - Youth, violence and marginalized groups
3:00 p.m. - 3:15 p.m.	Break
3:15 p.m.-4:00 p.m.	YouthPower knowledge sharing

Timing	Topics
	<ul style="list-style-type: none"> • Learning Hub Demonstration • Expectations for knowledge sharing • Update on meta-review • PYD Assessment Activity
4:00 p.m. - 5:00 p.m.	Building out CoP assets - what do we know, what do we need? <ul style="list-style-type: none"> • Activity: By CoP, define assets to address subtopics - people, documents, organizations, tools/methods and gaps in what we know
5:00 p.m. - 5:15 p.m.	Recap the day
8:30 a.m. - 9:00 a.m.	Light Breakfast and Networking
9:00 a.m. - 9:15 a.m.	Welcome to Day 2
9:15 a.m.- 10:30 a.m.	PYD Indicators
10:30 a.m. - 10:45 a.m.	Break
10:45 a.m. - 11:45 a.m.	IDIQ Management Q&A
11:45 a.m. -12:00 p.m.	TED Talk - Gender, youth and PYD
12:00 p.m.-1:00 p.m.	Lunch and Networking
1:00 p.m.-2:30 p.m.	Building the CoP Roadmap - moving from ideas to action
2:30 p.m.-3:00 p.m.	Marketing your CoP– preparing your elevator pitch
3:00 p.m. – 3:30 p.m.	Break
3:30 p.m. - 4:15 p.m.	Public Report Out <ul style="list-style-type: none"> • Introduction to YouthPower • CoP Marketplace • Call for Resources
4:15 p.m. - 4:30 p.m.	USAID and Youth: A vision for the future
4:30 p.m. – 4:45 p.m.	Closing Remarks
4:45 p.m. - 7:00	Reception

Annex VI: Webinars

Webinars have become a very important way to connect with program participants and engage larger target audiences in a cost-effective way. Some benefits that webinars offer include:

1. Webinars are convenient and can reach audiences around the globe. They also give easy access for remote speakers to reach large numbers of audiences.
2. Webinars have found a powerful application in training. Webinar live streams and webcasts can include how-to videos that showcase training in various fields of study and concepts. By recording webinars, they have a lasting impact and can be posted on YouTube and included in the YouthPower.org website.
3. Webinars help building a larger network and contact list. Just like with having a YouTube channel, every webinar can forge new contacts. Webinars can be used for snowballing contacts since the guests on the webinar have their own followers.
4. Webinars are cost-effective. While they are not free, they don't require participants or speakers to travel, nor do they require renting of meeting space or other costs related to face-to-face meetings.

However, webinars also have downsides:

1. There are no visual clues and no ability to read body language.
2. Users and speakers need to have a strong and reliable Internet connection, a service provider, and a computer. In many low- and middle-income countries these cannot be assumed as a given.
3. Users need to understand how to access and use the software that is being used for the webinar. Sometimes, this requires downloading software and not all users are able to do that. Sending out tips before every webinar is a good practice.

The YouthPower Learning team has developed tips for Adobe, the software being used for YouthPower Learning webinars.

Read more at <http://www.business2community.com/digital-marketing/8-reasons-webinar-great-marketing-tool-01042162#FDbvLhlwWSQPhVWt.99>

Annex VII: YouthPower Learning Products Checklist

YouthPower Learning has both internal project management and reporting products as well as external technical and communications products that team members are responsible for developing and delivering. YouthPower Learning regular communications products include activity fact sheets, social media updates, technical reports, management reporting and budget reporting. In all cases the basic exercise of working through the checklist below can help streamline production and support quality products completed on schedule.

Communications checklist:

- Define Purpose
 - Education/awareness raising
 - Management reporting
 - Technical product creation and dissemination
 - Engagement
 - Other
- Define Audience
 - Youth-led and youth-serving organizations and institutions.

- Policy- and decision-makers.
- USAID missions and other international aid donors.
- YouthPower Evidence and Evaluation and YouthPower Implementation IDIQ partners.
- Youth and international development researchers.
- USAID Washington headquarters.
- International development programs that are not youth-focused but would benefit from integrating a youth component.
- Other – explain difference from others above.
- Develop core message(s)
- Define anticipated follow-up (as needed)
- Establish team member roles and responsibilities
 - Owner/manager – process oversight and coordination
 - Clearances – individuals responsible for technical, strategic and copy edit reviews
 - Planning
 - Research
 - Writing
 - Graphics
 - Formatting/layout
 - Content review
 - Graphics review
 - Final production, posting and storage
 - Dissemination/distribution
- Develop timeline
 - Final due date, work remaining timing back from this date
 - Major milestones, include staff/resource availability where appropriate
 - Planning – content, process and budget (in the case where additional resources may be needed)
 - Research and analysis
 - Design
 - Content creation
 - Layout and graphics
 - Review
 - Clearances
 - Final production, dissemination and storage
- Plan for follow-up and assessment (as needed)

Annex VIII: Sample Social Media Toolkit

YouthPower.org Launch:



USAID
FROM THE AMERICAN PEOPLE



PEPFAR
U.S. President's Emergency Plan for AIDS Relief

YOUTHPOWER
LEARNING

USAID's YouthPower project announces the launch of YouthPower.org – a premiere resource on positive youth development and cross-sectoral approaches in international development.

YouthPower.org is a learning hub aiming to advance solutions to improve young lives. Driven by the needs of youth-led and youth-serving institutions, YouthPower.org brings together people and the latest news, events, and technical materials to help build the knowledge base of what works in positive youth development and cross-sectoral approaches. Youthpower.org is also the official USAID YouthPower program website to share updates on the global initiative striving to advance the way we help young people reach their full potential.

Visit YouthPower.org today and join us in building the platform dedicated to improving opportunities for today's youth.

Join the Conversation

Twitter: @yplearning

Facebook: [YouthPower Learning](#)

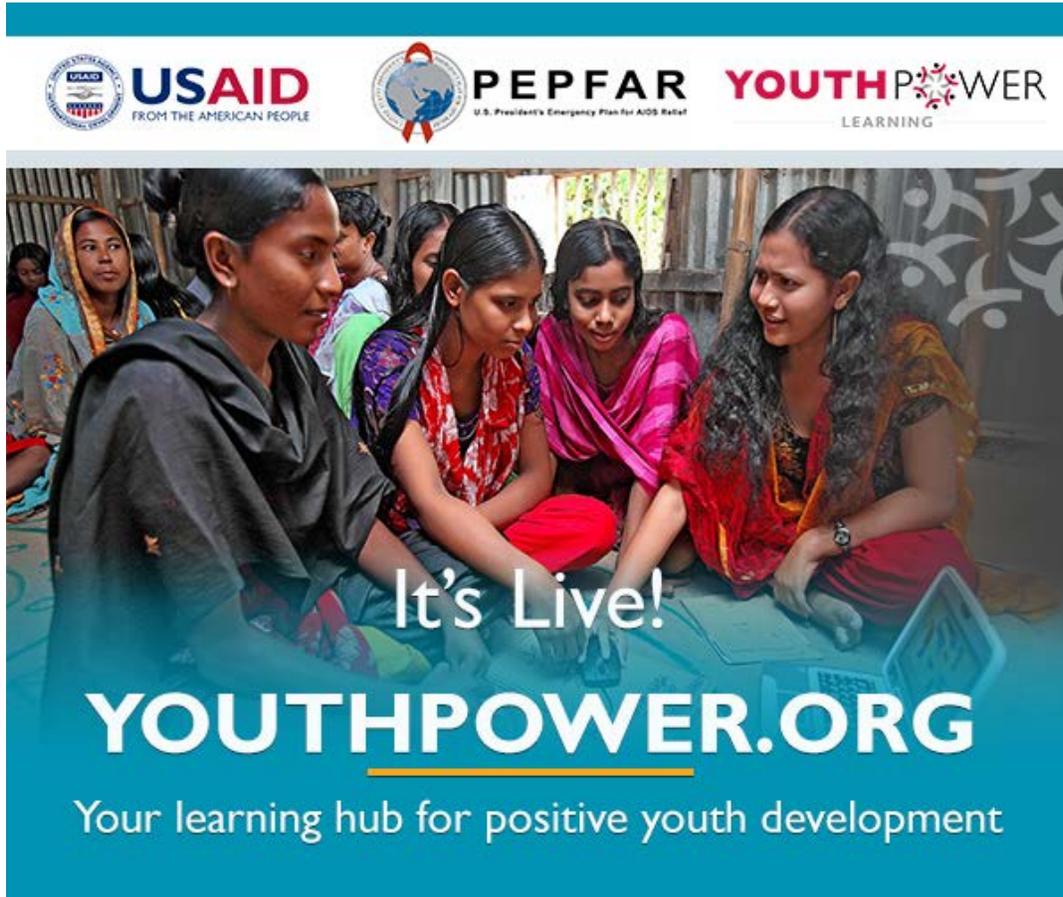
Sample tweets

- [@YPLearning](#) launches YouthPower.org, leading resource on int'l positive youth development
- [@YPLearning](#) launches youthpower.org - learning hub for int'l youth programs
- YouthPower.org now live, unique platform for int'l youth development stakeholders
- YouthPower.org now online – visit, learn and contribute to solutions

Annex IX: Sample Facebook Posts

- YOUTHPower.ORG GOES LIVE
YouthPower.org, the premier learning hub for positive and cross-sectoral youth development, is now live. Visit, learn, and contribute to the solutions that are transforming the lives of young people.
- YOUTHPower.ORG NOW LIVE ONLINE
Over half of the global population is under the age of 30. Responding to the needs and aspirations of youth is essential to tackling the world's greatest challenges. Learn how YouthPower is improving approaches to youth development and engagement to create a better world for all. Visit YouthPower.org – live online now.

Promotional Image



Sample Footer: This social media kit is made possible by the generous support of the American People through the United States Agency for International Development (USAID), under the terms of YouthPower Learning, Contract No. AID-OAA-I-15-00034/AID-OAA-TO-000011. The contents of this social media kit are the sole responsibility of Making Cents International and do not necessarily reflect the views of USAID or the United States Government.

Annex X: PowerPoint and Presentation Guidance

Required

Please use PowerPoint template provided to you by comms@youthpower.org

The USAID, PEPFAR and YouthPower Learning logos are required on every title and breaker slide (provided in the template). The body slides do not require logos

Typography: Use Gil Sans MT, align text left

Please refrain from changing color scheme. The colors are already provided for you in the template, but here are RGB codes for the color palette, if needed:



R:0 G:147 B:178



R:0 G:0 B:0



R:250 G:166 B:26



R:216 G:226 B:231

Tips to Avoid “Death by PowerPoint”

Draft your talk. Create an organized draft. You’ll use it as basis for your PowerPoint presentation.

Create simple slides. Use simple, clear slides in your presentation to highlight and emphasize key points. Your PowerPoint presentation is a tool to help you get your message across. It should not upstage the star of your show – i.e. your message.

Reveal one bullet at a time. Try to plan your presentation so just one new point is displayed at any given moment. Audiences tend to read the entire slide as soon as it’s displayed; if you have the next four points you plan to make displayed, the audience will read ahead then wait for you to catch up, rather than stay engaged in the point you’re making. As presenter, be conscious of controlling the flow of information so that you and your audience stay in sync. (See: [How to Animate One Bullet at a Time](#) for instructions.)

Avoid paragraphs of text. Consider your slides illustrations for your presentation, not the presentation itself. They should underline and reinforce what you’re saying as you give your presentation. The extra details belong in your personal speaking notes.

Have a hook. Shake your audience early and then reel them in. Open with something surprising or intriguing, something that will get your audience to sit up and take notice. The most powerful hooks are often those that appeal directly to your audience’s emotions. Offer them something thought-provoking or awe-inspiring – the rest of your presentation, then, will be effectively your promise to stimulate their minds or teach them something fascinating.

Go directly to the point. Follow this guide: Don’t over introduce your presentation, have an intro that is short, yet thorough, and after the intro, go straight to your main topic. Your presentation should not veer away from the core of your topic. One of the most common mistakes of PowerPoint presentations is that they branch out to other topics that are not at all connected to the main focus of the presentation.

Ask questions. Questions arouse interest, pique curiosity, and engage audiences. Build tension by posing a question and letting your audience stew a moment before moving to the next slide with the answer. Quiz their knowledge and then show them how little they know. If appropriate, engage in a little question-and-answer with your audience, with *you* asking the questions.

Avoid standing with your back to your audience and reading from the screen.

Time your presentation for about 1 minute per slide

Focus on simple design basics: Avoid the temptation to dress up your pages with superfluous effects which distract from the main point.

Avoid clutter. A headline, a few bullet points, maybe an image – anything more than that and you risk losing your audience as they sort it all out. Use images only when they add important information or make an abstract point more concrete. Use PowerPoint clip art judiciously.

Think outside the screen. Remember that *you* are the focus when you're presenting; the slides on the screen are only *part* of the presentation. Therefore, give some thought to your own presentation manner –how you hold yourself, what you wear, how you move around the room.

Modulate. Always speak as if you were speaking to a friend, not as if you are reading off of index cards (even if you are). It's easy to fall into a drone, with only minimal changes to your inflection, especially if it's a presentation you've given before.

Annex XI: Event Planning

Event Planning Checklist [Draft – for review and revision by the YouthPower Learning team]

High Level Planning: 4-6 Months Ahead of Event *

- Establish event goals and objectives
- Select date
- Identify venue and negotiate details
- Develop Event Master Plan
- Get cost estimates (e.g., room rental, food & beverages, equipment, speaker fees, travel, etc.) and create a budget
- Recruit event committee, event manager or chair and establish sub-committee chairs
- Create and launch publicity plan & brand your event (ensure staff and/or volunteers are identified to manage specific tasks – e.g., media relations, VIP coordination, printed material design & printing coordination, signage, online /social media, etc.)
- Identify and confirm speakers/presenters/entertainers
- Identify and contact sponsors/partners

*start your planning as early as possible.

3-4 Months Ahead of Event

- Speaker/presenter/entertainer liaison: e.g.:
 - finalize presentation/speech topics
 - get bio information, photo
 - travel & accommodation arrangements
 - have contracts signed if appropriate, etc.
- Financial/Administration: for example, determine:
 - Registration fees
 - Set up/enable online registration
 - Sponsor levels/amounts
 - Identify items to be underwritten and accounting tracking details
- Venue/logistics planning, e.g.:
 - Investigate need for any special permits, licenses, insurance, etc.
 - Determine and arrange all details re menu, A/V equipment, registration set-up, parking, signage, etc.
 - Review security needs/plan for the event with venue manager
- Publicity: Follow publicity plan, e.g.,
 - Develop draft program
 - Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)
 - Develop publicity pieces -- e.g., newsletter articles and/or ads, radio spots, print blog posts articles for submission to other publications and/or ads, etc.
 - Request logos from corporate sponsors for online and printed materials
 - Develop and produce invitations, programs, posters, tickets, etc.
 - Develop media list & prepare News Release, Media Advisory,
 - Backgrounder and all media kit materials (e.g., speaker info, photos, etc.)
 - Create event page on your website

- Enable/create email event notifications
- Create a Facebook event page
- Develop a promo video and post on YouTube and your Facebook page
- Register your event on a variety of online event calendars
- Create some buzz on your blog or member forums
- Determine VIPs and create invitation & tracking document (e.g., spreadsheet)

2 months prior to event

- Send reminders to contact list re registration/participation
- Presenters/Speakers: e.g.:
 - Confirm travel/accommodation details
 - Request copy of speeches and/or presentations
- Sponsorship: Follow up to confirm sponsorships and underwriting
- Publicity:
 - Release press announcements about keynote speakers, celebrities, VIPs attending, honorees, etc.
 - Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.

1 week ahead

- Have all committee chairs meet and confirm all details against Master Plan – and ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set-up, etc.)
- Finalize event script
- Brief any/all hosts, greeters, volunteers about their event duties and timelines
- Final seating plan, place cards, etc.
- Provide final registration numbers to caterer
- Make print and online copies of any speeches, videos, presentations, etc.
- Final registration check, name badges & registration list
- Determine photo op and interview opportunities with any presenters, VIPs etc. and confirm details with interviewee and media

1 day ahead

- Confirm media attending
- Ensure all signage is in place
- Ensure registration and media tables are prepared and stocked with necessary items (e.g., blank name badges, paper, pens, tape, stapler, etc.)
- Ensure all promo items, gifts, plaques, trophies, etc. are on-site

Event day

- Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking permits for VIP guests, seating charts and guest lists with you
- Check-in with each Committee Chair to ensure their team is on track

Immediately following event

While you need to conduct a thorough evaluation and update your budget, there are post-event publicity, fundraising and member development opportunities that you can take advantage of with just a little pre-event planning. Here are some of the activities you might consider once the event is over:

- Financial status: gather all receipts, documentation, final registration data, etc. and update budget
- Send thank-you's and acknowledgement letters to:
 - Sponsors
 - Volunteers
 - Speakers/presenters
 - Donors
 - the Media

In your thank-you notes, be sure to remind the recipients of the event's success – and how they contributed (e.g., dollars raised, awareness - number of participants, etc.)

- Post-event publicity – see publicity section that follows
- Conduct a Post-Event Survey – to learn what people enjoyed about your event, and where you have room to improve.
- Follow-up Communication with Event Participants
- Reach out to event participants – thank them for participating and promote your ongoing programs and how they can support you throughout the year by joining, volunteering or making a sustaining donation.
- Conduct a thorough evaluation

Annex XII: Adobe Connect Suite

Adobe Connect offers a full suite of online collaboration and webinar features including:

- Deliver immersive experiences
 - Dynamic multimedia and video conferencing
 - Multiple interactivity options
 - Mobile audiences enjoy the same rich experience
- Easily manage registration
 - Templates and content for reuse
 - Customizable registration form
 - Reminder, confirmation, trigger and ad-hoc emails
- Fully customize events
 - Customizable and persistent live environment design
 - Brand-able account and webinar room URLs
 - Landing page and email design control
- Optimize events to increase ROI
 - Built-in, easy-to-use analytics

Webinar engagement monitoring tools

- Rich visual interpretations of data