

Social action elevator pitches

The mini match-up



The Big Plan

Pick a social action activity and plan it out. Circle your chosen activity.

**Big
Lunch**

**Sponsored
walk/run**

**Deliver an
assembly**

**Care package
collection**

Prompts	Your ideas
Who will be involved in completing the social action?	
What problem are you trying to solve? What action will you take?	
Why does this issue matter? Why will your action make a difference?	
What short, medium, and long term impact will your action have?	

Changemaker Challenge!

Here is a suggested template for you to use to write a letter asking for change. Why not send your letter? If this is something you'd really like to do, you could post or email it to the person you've written to.

1. Greeting

Start with a polite greeting.

Examples: Dear Headteacher, Dear Mrs/Mr _____, Dear Cllr _____.

2. Introduce the social issue

What is the issue? Why does it matter?

Where do we see it locally? How does it affect your community?

Example: Did you know that 1 in 4 young people experience mental health challenges? In our community...

3. Explain your idea

Who will it help? Who is involved? How can the person you're writing to help make a difference (E.g. What action should the school take?)?

Examples: My idea is... It will help... You could help by...

4. Reasons it matters

Why is this a good idea? What impact will it have?

Think about your short-, medium- and long-term impacts.

Examples: The impact of this would be... I came up with this idea because... This is important because...

5. Support needed

What resources are needed? What can students lead?

Examples: In order to achieve this, we will need...

Students will... We'll need you to...

6. Invite consideration

Example: Ask the headteacher politely to consider your idea.

7. Sign off

Examples: Thank you for your time, Yours sincerely.



We'd also love to see your letters!

If you'd like to, why not send them to us?

youthvoice@firstgive.co.uk