



Strategies for Engaging Youth

R - Recognition

A – Authenticity

L – Language

L – Linkages

Y- Youth Voice

Recognition

- Recognize the assets that youth bring and capitalize on them
- Recognize and address the barriers
- Consider unconscious bias
- Recognize that it takes time to build trust

Authenticity

- Provide volunteer opportunities that resonate
- Perform a community needs assessment
- Look for ways to sustain volunteer efforts with local community members

Language

- Use descriptive language to frame the volunteer activity
- Communicate personal and professional benefits of volunteering
- Use empowering and culturally sensitive language
- Use bi-lingual outreach
- Use people-to-people communication rather than passive media



Linkages

- Connect to network of community leaders
- Link to proven programs for engaging underserved groups
- Pool resources to support existing efforts

Youth Voice

- Leverage the energy, commitment and leadership of youth volunteers to engage other youth.

Youth volunteers can:

- Serve as a mentor to other youth
- Give an insider perspective about youth service
- Communicate honestly to other youth about pros and cons of participating in service
- Make service “cool” to other young people
- Spread the word using technology and social networking tools

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