



## THE YOUNG AMBASSADORS INTERNATIONAL PROGRAM

### SOCIAL MEDIA TOOLKIT

#YourPassion1st

Dear YP1 family, we are super excited for the 2nd year of YourPassion1st and The Young Ambassadors program. Below, you will find information that we encourage you to share with your communities!

#### Sample Email

Subject: The Young Ambassadors International Program - April 2021

Dear Friend,

I'm excited to be a part of [YourPassion1st \(YP1\)](#) & The Young Ambassadors International Program in 2021. Starting April 25th, passionate mentors, along with skills masters and mental health professionals will take 50 international young adults through a 7 month series of collaborative workshops and project-based learning exercises. In addition to learning the necessary skills to earn money in the area of their passion, young adults from the USA, Brazil and South Africa will both pitch an individual passion project and present an industry based team project during the 7day/24hr International MCH Virtual Weekend and Workforce Readiness Music Festival November 10-17, 2021. This will be an amazing opportunity because in order to achieve your dreams, you have to follow #YourPassion1st! Get involved at 📍 <https://www.flowcode.com/page/yourpassion1st>

#### Website

[www.yourpassion1st.com](http://www.yourpassion1st.com)

#### Videos & Graphics

<https://drive.google.com/drive/folders/1Q59dPF3SDJIOyRrz1QhxHTFtsDPXeDsx?usp=sharing>

***Below you will find: HASHTAGS and SUGGESTED POSTS***

#### Hashtags

#YourPassion1st  
#FollowYourPassion  
#DreamBig

#WorkforceReadiness  
#SonheGrande

## Suggested Facebook, Tweets, and Instagram Posts

- Help inspire under-resourced young adults overcome adversity and become the future innovators of the world. Please support [YourPassion1st](#) and [The Young Ambassadors International program](#) by making a [donation](#). Your funds support the construction of innovative training, confidence building mentorships, and transformational experiences that will change mindsets and destroy stereotypes. #YourPassion1st
- Join me and help under-resourced young adults overcome adversity and become future innovators. In order to achieve your dreams, you have to follow #YourPassion1st. Please [donate](#) and support [The Young Ambassadors International program](#). #YourPassion1st
- Help support [The Young Ambassadors International program](#) as under-resourced young adults overcome adversity and become future innovators. In order to achieve your dreams, you have to follow #YourPassion1st. Please [donate!](#) #YourPassion1st
- Are you interested in helping overlooked young adults to find, define and follow their passion into the workforce? Please support [YourPassion1st](#) and [The Young Ambassadors International program](#) by making a [donation](#). Your funds support the construction of innovative training, confidence building mentorships, and transformational experiences that will change mindsets and destroy stereotypes. #YourPassion1st
- Help inspire young adults to find, define and follow their passion into the workforce. Please support [YourPassion1st](#) and [The Young Ambassadors International program](#) by making a [donation](#). Your funds support the construction of innovative training, confidence building mentorships, and transformational experiences that will change mindsets and rid stereotypes. #YourPassion1st

## More about YourPassion1st

**Vision:** Empower young adults to follow their passion into the workforce or entrepreneurship, while influencing adults, validating the dreams of the next generation, and transforming communities and families from around the world.

**Mission:** To transform communities by inspiring young adults to leverage their passion through mentorships, collaborative events, and innovative workshops.

## Purpose/Need:

Robert Putnam, the leading scholar of social capital, persuasively argues that the increased depression, suicide, and violence noted in more recent generations of youth compared to previous generations in the twentieth century are strongly related to decreasing levels of social connectedness between community members and civic institutions. Unfortunately, there is also evidence that significant numbers of young people do not feel meaningfully connected to their schools and communities as they begin to negotiate more direct relationships with the social spaces outside their homes and families.

Through our Regenerative Growth Community Development efforts, we look to focus on building capacity as a way of realizing our dreams, rather than solving problems as a way of avoiding our nightmares. Creating an ideal future is a powerful tool for integrating multiple stakeholders into a cooperative team working together on making real what they want. Regenerative development uses an ideal vision of the future to organize the resources needed to achieve it. Driven by the vision of the ideal, rather than reacting to what is thought possible given current limitations. Regenerative development is in tune with what the world wants, and with the resources and technology that can take us there.

## Project Description:

This is YourPassion1st's second inaugural year, and we've had an amazing opportunity to build off of our 1st year's momentum. This year's goal of 30 young adults (15-24) in Chicago, up to 10 English speaking young adults in Brazil and 10

in South Africa, has been met and exceeded with a total of 35 Young Ambassadors in our program. On day one of the program, we started the passport process to get the idea of travel planted into the young adults' heads. As you can imagine, in some cases, getting out of the neighborhood can be a stretch. This opportunity, coupled with the chance to experience one's native country of origin along with other young adults sharing similar passions, will allow the young adults to gain more confidence, while enhancing the lens through which they view the world in a more holistic fashion. For the young adults who complete the program, we also intend to set up one or multiple destinations for them to visit in 2022. We are in the fundraising stage for that effort.

Immediately, we are focusing on young adults in under-resourced communities. The Young Ambassadors International program has been fun, challenging, and innovative. Both skills masters as well as esteemed mental health professionals have been the backbone support of the program. As for mental health, it is essential that young adults have an outlet and the tools to address trauma during and after the program. As for entering the workforce, our approach has been to meet young adults where their passions lie, as opposed to force feeding careers like many parents innocently, and sometimes not so innocently do. We believe that in order to achieve your dreams, you have to follow #YourPassion1st!