

# Top tips for charities

YPI can help your charity accomplish its objectives. Think about what your goals are and how YPI students can contribute to helping you achieve them.

- Does the social issue you address need more community awareness?
- Does your organisation need a higher profile?
- Could you use more volunteers?
- All of the above?

Be sure to communicate what you need – and why – and it will come through in your students' final presentations.

YPI is designed to help your charity, not get in your way. Have students work with your schedule; ask teams to visit at a time that works best for you and your charity. Students know to respect how busy charities are, and they are not supposed to get in touch at the last minute. Don't feel badly about turning down last minute requests: this is a real-life experience, and your real-life boundaries will aid their learning process.

More tips on making the most of YPI:

- Be realistic about the issues facing your charity and its clients. It's important that YPI students understand the challenges faced by others in their community and how your services help those in need.
- Share as much information as you can but don't be afraid to redirect student efforts when appropriate – students' presentations must always be the result of their own work.
- Ask students questions you may have about their projects so that you also have a full understanding of YPI and its purpose. The interaction between charities and students is a two-way discussion.
- Many students and charities maintain relationships after the process has concluded. Let students know how they can stay connected to your charity through volunteering or local initiatives that could benefit from their participation and commitment.
- Let students know of any communication or research boundaries that may exist with your organisation. If you need them to maintain confidentiality by avoiding video or audio recordings, you can inform them before their visit.

*95% of the charities we surveyed tell us that YPI helps them engage younger generations.*

## After YPI

- Volunteers are an essential resource for many charities. In many cases, students continue to volunteer with their chosen charities after YPI. Ask your group if they'd be interested!

- Encourage students to continue to raise awareness about your charity even after completing YPI – you never know who they might reach. For example, a charity recently shared with us a case in which a young person in need contacted their organisation for help after hearing YPI students talk about the services they provide.
- If appropriate, ask students if they can help build your charity's online presence, such as a Facebook or Twitter profile. Young people often have a lot of social media experience; they may have creative ideas on how you can use social media to engage your audience more effectively.
- Many students and charities maintain relationships after the process has concluded. Let students know how they can stay connected to your charity through volunteerism or local initiatives that could benefit from their participation and commitment.
- We've seen lots of great videos produced by YPI students that do an excellent job of showcasing what their chosen charities do. See if your student group would be willing to create a video for your charity.

*These are just a few examples – getting to know your YPI students will give you a better idea of their skills and aspirations. Work with them to see how they can contribute to your organisation!*