



RESOURCE

Global-Youth-Mobilization Full-Campaign Toolkit

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Author(s)

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Description / Abstract

Sharing this document as inspiration for the development of our Campaign.

The purpose of the Global Youth Mobilization (GYM) Campaign Toolkit is to provide all campaign partners with the brand, messaging and media guidelines to ensure a consistent campaign approach across all our channels, networks and audiences.

This is a one-stop-shop for all the guidance needed to coordinate communications throughout the campaign. Guidance is written in English.

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