



I am greater Stakeholder Toolkit

Thank you for your support

The I am greater campaign, launched in May 2021, was developed with young people from across Greater Manchester and the Greater Manchester Violence Reduction Unit to encourage young people to take positive actions and promote wellbeing, all to reduce the likelihood of young people experiencing violence.

Phase 4 of the I am greater campaign is targeting 14-25 year-olds who are most at risk of being involved in violence across the 10 boroughs of Greater Manchester.

This campaign toolkit provides you with information about the campaign and downloadable resources - including social media content, imagery and example communications - that you can use on your channels to support and get involved in the campaign. Please use this toolkit and support helping us make this campaign a success.



About the campaign



I am greater

This campaign is Phase 4 of the I am greater campaign with the Greater Manchester Violence Reduction Unit. Our target audience is 14-25 years old across the 10 boroughs of Greater Manchester **who may be at risk of being involved in violence.**

This phase of the campaign **focuses on highlighting the opportunities in Greater Manchester that are available for young people to go to** such as youth hubs and sports or arts classes.

To do this, we are using the **Easter school holidays** to promote some of the **positive activities taking place across Greater Manchester that young people can get involved in** whilst out of school.

This is where you can get involved: use the I am greater campaign and our key messages to promote the activities, sessions and workshops in your areas that young people can join.

The physical installation



Additionally, there will be a temporary physical installation in Gorse Hill Studios to serve as a statement and engagement piece for the young people to interact with.

We will have an artist create an artistic mural of a map of Greater Manchester representing our diverse region and the positive organisations that support young people to be greater.

The focal part of the piece will be the **letters of the campaign name “I am greater”**.

These will be blank and serve as a canvas for the young people to share their voice, writing their thoughts, feelings and ambitions on - such as what they would like to see in their local community, their thoughts on how they can 'be greater than violence'.

How you can get involved

SUPPORTING

We have provided digital assets to post on your social media or print out to place in your organisations to show your support and raise awareness of the campaign.

We invite you to host and promote your session(s) at your organisation throughout the Easter school holidays.

Please use the hashtag: #IAmGreater

RESOURCES

POSTER

4X5



DOWNLOAD HERE

PRE-CAMPAIGN

[SUPPORTING]

1X1



4X5



9X16

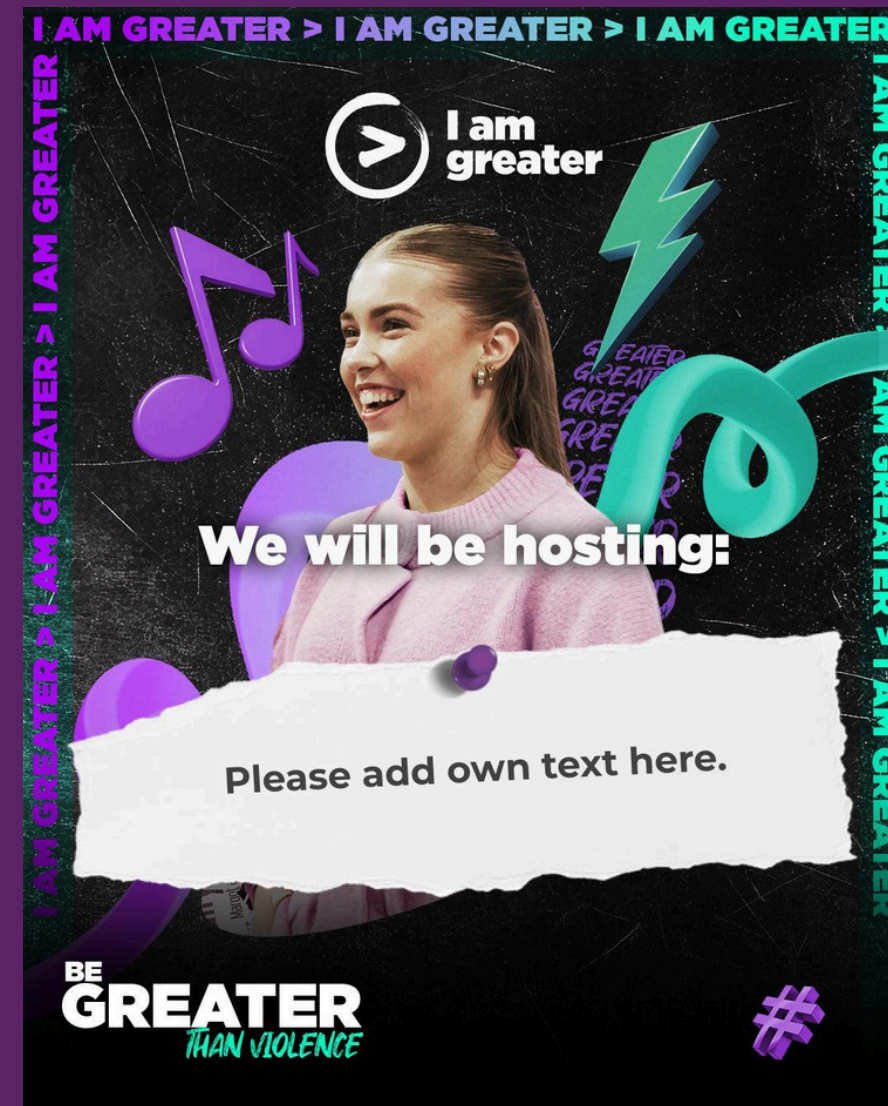

[DOWNLOAD HERE](#)

PRE-CAMPAIGN [TAKING PART]

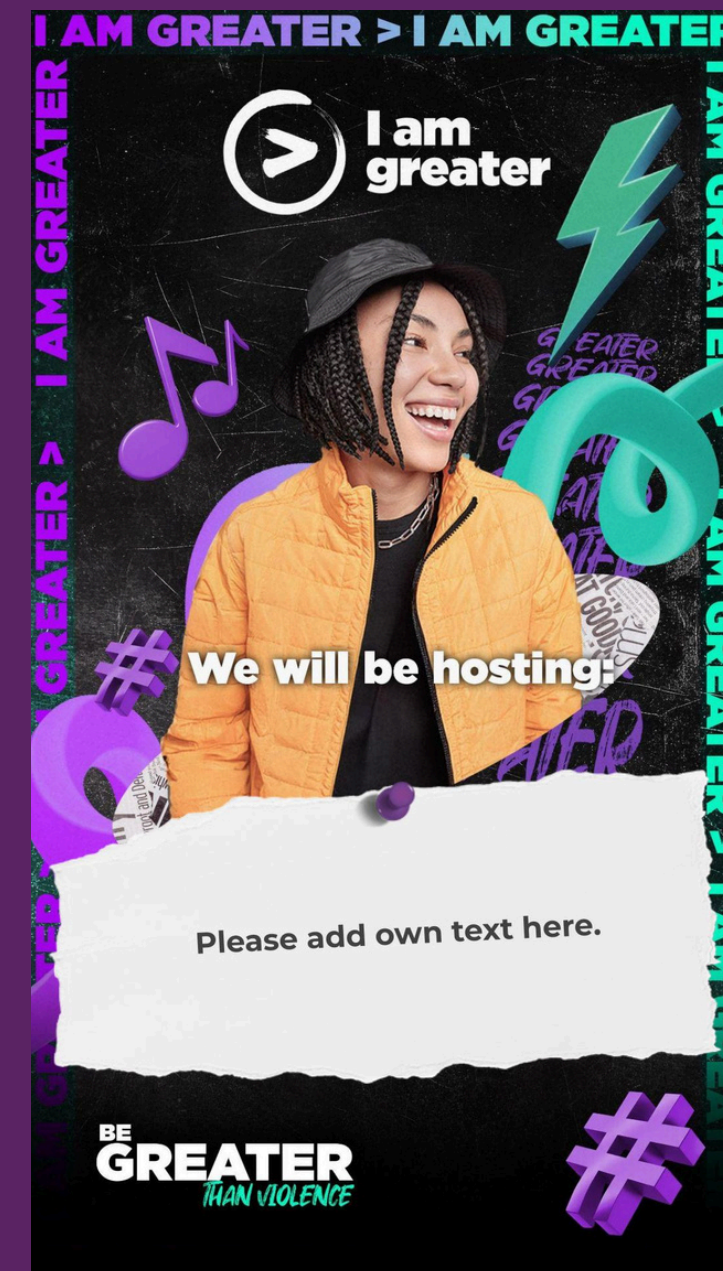
1X1



4X5



9X16


[DOWNLOAD HERE](#)

DURING CAMPAIGN

[SUPPORTING]

1X1



4X5



9X16


[DOWNLOAD HERE](#)

DURING CAMPAIGN [TAKING PART]

1X1



4X5



9X16


[DOWNLOAD HERE](#)

LOGOS

LOGOS



DOWNLOAD HERE

Example Social Media Copy

[SUPPORTING]

Are you greater than violence?

Find and get involved in an activity in your local area.

Be greater than violence.

Visit the I am greater website to see opportunities near you: www.iamgreater.co.uk

#IAmGreater

[TAKING PART]

We are hosting [INSERT SESSION HERE] at [LOCATION], [TIME].

Be greater than violence and get involved.

Visit the I am greater website to find more opportunities near you: www.iamgreater.co.uk

#IAmGreater

Messaging

The I am greater campaign is all about celebrating the opportunities available to young people across Greater Manchester.

From sports and creative activities to youth clubs and community projects, there are countless ways to get involved, discover new passions, and connect with like-minded people.

We're here to inspire young people to make positive choices, try something new, and take advantage of what's on offer in their local area. Whether it's through music, football, dance, art, or mentorship, there's a space for everyone to grow, learn, and thrive.

Celebrating those who make it happen

Thank you to the organisations, mentors, and community leaders who create safe spaces for young people. They work tirelessly to provide opportunities where young people can learn new skills, build friendships, and make a positive impact in their communities. Their dedication is what makes Greater Manchester a place where every young person has the chance to be greater.

Visit our website to see opportunities near you:
www.iamgreater.co.uk