

SHIFT Master

A two-year accreditation and support program to embed SHIFT expertise and empower local partners with the tools and methods they need to support youth sustainably and independently.

About

SHIFT Master builds a highly skilled workforce to back young changemakers at scale. Whether you're a program lead, campaigner, or youth advisor, this journey equips you with the tools, confidence, and certification to become a true Fun Adult. It runs alongside SHIFT implementation, enabling you to coach teams, grow SHIFT nationally, and support local changemakers to lead.

Goal

When adults and youth work hand-in-hand, we can unlock powerful change. By training more Fun Adults, we will fuel more local movements for a stronger, fairer world.

Who It's For

Adults supporting youth-led groups through SHIFT, including:

- Program and campaign staff
- Youth engagement leads and advisors
- Creative and communications teams
- Local partners working with young changemakers

Ideal number of participants: 10 people

Learning Outcomes

By the end of two years, accredited Fun Adults can:

- **Train** project teams and local partners to independently use the SHIFT model.
- **Lead** SHIFT in strategy, unlocking sustainable funding and local ownership.
- **Engage** in global peer learning to refine strategies and actions.
- **Integrate** local expertise on campaigns, advocacy, and thematic areas into SHIFT implementation.
- **Localize** SHIFT by aligning it with national priorities and operational realities.

- **Partner** with changemaker groups to maximise youth leadership, impact, and visibility.

Impact

Short-term

- Fun Adults gain confidence and capability to support child and youth-led groups.
- Youth campaigners benefit from stronger guidance, structure, and support.
- SHIFT activities are delivered with higher quality and consistency.

Long-Term

- Countries can independently scale and sustain SHIFT without ongoing external support.
- Accredited leaders foster national networks of youth changemakers.
- Youth-led movements become embedded within national systems and strategies.
- Countries may drive additional revenue through delivery of external trainings and winning new grants

Benefits

For Youth

- **Supportive mentorship:** Increased access to trained, collaborative adults who work alongside young people who they can fully trust to amplify their leadership and ideas.
- **Campaign effectiveness:** More impactful campaigns through strong mentorship and facilitation.
- **Local relevance:** Localised approaches that reflect their realities, needs, and goals.

For Participants

Year 1 – Build the Foundations of SHIFT

- **Real experience:** Hands-on co-facilitation of SHIFT alongside expert support.
- **Youth confidence:** Learn how to engage, empower, and build trust with youth-led groups.
- **Progress tracking:** Earn badges to recognise your growth on master topics and build toward full accreditation.

Year 2 – Becoming a SHIFT Master

- **Independent delivery:** Lead SHIFT across multiple youth groups with confidence.
- **Strategic leadership:** Shape country-level strategy and funding pathways.
- **Global connection:** Join a global network of accredited SHIFT Masters.
- **Formal recognition:** Gain national accreditation as a certified SHIFT Master.
- **Skills expansion:** Strengthen facilitation, creative, and leadership skills.
- **Peer learning:** Access a global network for continuous support and inspiration.

For the Organisations

- **Internal capacity:** Build in-house expertise to deliver SHIFT independently.
- **Stronger funding bids:** Enhance proposals with credible child and youth participation.
- **Scalable model:** Implement a sustainable, locally owned approach to youth-led change.

For the Community

- **Locally driven change:** SHIFT Masters support youth to lead solutions that are rooted in real community needs and priorities.
- **Increased civic participation:** Young people are more engaged in public life, influencing local decisions and inspiring others to get involved.
- **Stronger networks of trust:** SHIFT builds bridges between generations — encouraging collaboration between young people, adults, and local institutions.
- **Creative problem-solving:** Campaigns bring fresh, culturally relevant approaches to complex social and environmental issues.
- **Visible impact:** Communities see tangible improvements driven by youth — from reduced early marriage to increased environmental awareness.

Team

Throughout your two-year SHIFT Master journey, you'll be supported by a passionate, diverse, experienced team who are with you every step of the way — from co-facilitation to full independence.

- **Andy Nilsen** dreams big and builds boldly. As SHIFT's founder and strategy lead, he helps connect your local work to the global movement. He's constantly innovating new ways to fund youth-led action and will support you to build sustainable SHIFT strategies in your country.
- **Karen Vinalay** keeps things creative. She's your go-to for campaign design, storytelling, and creative direction. Karen works closely with Creative Buddies, helps you think outside the box, and ensures your campaigns are bold, original, and rooted in youth voice.
- **Rigsar Wangchuk** captures how power shifts. He leads SHIFT's work on research, learning, and documentation. Rigsar supports you to reflect on progress, properly document your journey, and use the Evolution Tracker to measure change with and for young people.
- **Chrispine Botha** (Africa), **Gabby Cadampog** (Asia), and **Brenda Monaca** (Latin America) make sure SHIFT works on the ground. They're your regional anchors — offering day-to-day coaching, troubleshooting, and deep knowledge of what it takes to make youth-led change happen in real-world settings. From your first PLAN workshop to your final accreditation visit, they're with you the whole way.

Together, this team ensures that SHIFT Master is not just a training — it's a full journey of learning, mentorship, growing, and leading youth-powered change.



Curriculum








Year 1 - Hands-On Learning & Co-facilitation

Runs alongside SHIFT Now implementation

#	Module	Topics	Type	Duration	Badge
1	1 Fun Adult Workshop	Fun Adult Workshop	Face-to-face workshop	2.5 days	The Spark
2	2 PREPARE	<ul style="list-style-type: none"> Budgeting, Timelines, Roles, and Risk Creative Skills Scan Creative Buddies Selection 	Online Activity Online Activity Online Activity	1 hour 30 minutes 30 minutes	The Organiser
3	3 CONNECT	<ul style="list-style-type: none"> Scoping, Selecting groups, and Communications Evolution Tracker 	Online Activity Online Activity	1 hour	The Connector
4	4 PLAN	<ul style="list-style-type: none"> Agenda, Venue, Participants, and Printing Guide Delivering a PLAN Workshop Reflect and Finalise 	Online Activity Online Activity Online Activity	1.5 hour 1 hour 3 hours	The Facilitator
5	5 CREATE	<ul style="list-style-type: none"> Introduction to Creative Campaigns Best Practices Ways of Working Budget Maximization Analysis of Creative Needs Creative exploration with internal creative capacity and/or agency Relationship management among SHIFTErs, Fun Adults, and Creative Buddies Finalising campaign plan and assets 	Online coaching Online workshop Online lecture Online meeting	1 hour 1.5 hours 30 minutes 45 minutes	The Creator
6	6 ACTIVATE	Documenting campaign implementation and human impact stories	Online workshop	1.5 hours	The Activator

Year 2 - Independent Facilitation (Option 1)

 For teams who are **ACCELERATING** new groups for Year 2

#	Module	Topics	Type	Duration	Badge
7	7 Kick-off	<ul style="list-style-type: none"> Reflection session about the Year 1 and SHIFTERS' transition to SHIFT next Assessment of Learning Needs for Year 2 	 Face to face workshop	3 days	The Organiser Max
8	8 Storytelling	<ul style="list-style-type: none"> Storytelling 101 Ideation 101 Scriptwriting Breaking down impact films Storytelling in social media 	 Online Workshop	2 hours	The Storyteller
9	9 Network of Shifters and Fun Adults	Meet fellow fun adults and SHIFTERS	 Online Activity	1 hour every quarter	The Networker
10	10 Scaling up SHIFT	How to take SHIFT to the next level	 Online Workshop	1.5 hours	The Visionary
11	11 Business Strategy for Sustainable Funding	<ul style="list-style-type: none"> Writing concept notes for their SHIFT dream Member audit for funding opportunity 	 Online Workshop	1 hour	The Entrepreneur
12	12 PLAN	<ul style="list-style-type: none"> Independent facilitation of PLAN Workshop Quality Check about facilitation 	 Online coaching	1 hour	The Facilitator Max
	Monitoring Visit	Fun Adult Accreditation	 Face-to-face	2 days	

YEAR 2: Independent Facilitation + CONSOLIDATE Year (Option 2)

👤 For teams who are **CONSOLIDATING** last year's SHIFTERS; **may or may not be ACCELERATING** new ones

#	Module	Topics	Type	Duration	Badge
7	Kick-off	<ul style="list-style-type: none"> Reflection session from Year 1, transition of Year 1 groups to next phase assessment of learning needs for Year 2 	👥 Face to face workshop	3 days	The Organiser Max
8	Storytelling	<ul style="list-style-type: none"> Storytelling 101 Ideation 101 Scriptwriting Breaking down impact films Storytelling in social media 	💻 Online Workshop	2 hours	The Storyteller
9	Network of Shifters and Fun Adults	Meet fellow fun adults and SHIFTERS	💻 Online Activity	1 hour every quarter	The Networker
10	Scaling up SHIFT	How to take SHIFT to the next level	💻 Online Workshop	1.5 hours	The Visionary
11	Business Strategy for Sustainable Funding	<ul style="list-style-type: none"> Writing concept notes for their SHIFT dream Member audit for funding opportunity 	💻 Online Workshop	1 hour	The Entrepreneur
12	PLAN	<ul style="list-style-type: none"> Independent facilitation of PLAN Workshop Quality Check about facilitation 	💻 Online coaching	1 hour	The Facilitator Max
	Monitoring Visit	Fun Adult Accreditation	👥 Face-to-face	2 days	

Curriculum Explained

Module 1: Fun Adult Workshop

A 2-day, in-person session where participants explore the SHIFT Journey from Prepare to Activate, experience in real life how to PLAN with youth groups and learn the basics of campaigning and safeguarding.

Module 2: PREPARE

Lay the foundation for a successful Shift. You'll build a clear timeline for implementation, define roles and responsibilities, learn about risk assessment, and map your internal creative capacity. You'll also select Creative Buddies to support and inspire your journey ahead.

Module 3: CONNECT

Learn how to scope and select youth groups, set up effective communication channels, and explore seed funding options for Shifters. You'll also dive into key concepts in Shifting Power and get hands-on training with the Evolution Tracker to support growth and impact.

Module 4: PLAN

Guide the full planning cycle of a PLAN Workshop—from setting the agenda, choosing a venue, and identifying participants to sharing the Printing Guide. You'll co-facilitate the workshop, reflect on the experience, help finalize youth group pitch decks, and provide technical support in collaboration with the SHIFT global team.

Module 5: CREATE

Dive into the world of creative campaigning—from foundational concepts to final assets. You'll learn best practices, explore effective ways of working, and discover how to maximize budgets. You'll analyze creative needs, explore ideas using internal talent or agency support, and strengthen collaboration among SHIFTERS, Fun Adults, and Creative Buddies. Finally, you'll wrap up by finalizing your campaign plan and assets.

Module 6: ACTIVATE

Learn how to effectively document campaign implementation and capture powerful human impact stories that showcase the real-world effects of your Shift campaign.

Module 7: Kick Off

Begin Year 2 with a reflection session on your Year 1 journey and support SHIFTERS as they transition into the next phase. You'll identify priorities through an Assessment of Learning Needs to shape a stronger, more focused Year 2.

Module 8: Storytelling

Build your narrative skills through Storytelling 101, Ideation, and Scriptwriting. You'll learn to analyze impact films and craft engaging content for social media—turning real experiences into stories that move people and spark change.

Module 9: Network of Shifters and Fun Adults

Connect with fellow Fun Adults and SHIFTERS to exchange ideas, share experiences, and build a supportive community that strengthens your Shift journey.

Module 10: Scaling up SHIFT

Explore how you can scale SHIFT within your context—from expanding into new projects and partnering with the government, to collaborating across your organization. You'll learn how to build national coalitions of Shifter groups and engage with active youth movements to strengthen the collective impact of SHIFT nationwide.

Module 11: Business Strategy for Sustainable Funding

Shape and share your SHIFT dream, then co-write a concept note to help fund the next campaign of Shifter graduates. You'll explore funding opportunities by doing a member strengths and connections mapping, and use AI tools to turn great ideas into fundable plans.

Module 12: PLAN

Independently facilitate a full PLAN Workshop, putting your learning into practice. You'll also complete a quality check on your facilitation to ensure effectiveness, inclusivity, and alignment with SHIFT standards.

Badges

SHIFT Master uses a badge system to recognise your progress and achievements throughout the two-year journey. Each time you complete a key module, you'll earn a badge that marks your growth, skills, and experience.

You must collect all core badges across Year 1 and Year 2 to be eligible for accreditation as a certified SHIFT Master.

Badges aren't just symbols — they represent real-world experience, practical skills, and your commitment to powering youth-led change.

Badges to Collect

The Spark – You ignite the Shift journey with energy and inspiration.

The Organiser – You lay the groundwork and keep everything on track.

The Connector – You bring people together and open new doors.

The Facilitator – You guide the process and help ideas take shape.

The Creator – You turn bold ideas into powerful campaigns.

The Activator – You make change happen in the real world.

The Organiser Max – You level up your skills to plan with even more impact.

The Storyteller – You craft narratives that move people to action.

The Networker – You grow communities and strengthen collective power.

The Visionary – You see the bigger picture and inspire others to dream big.

The Entrepreneur – You unlock resources and build sustainability for change.

The Facilitator Max – You master facilitation to lead with confidence and inclusivity.

Cost (yearly)

Item	Cost (USD)	Description
SHIFT Master Programme	\$5,000	Covers staff costs of SHIFT Master Trainers to deliver curriculum online and in person, according to curriculum
Travel	\$3,000	At least 1 x face-to-face visit for 1 week by SHIFT Master trainer to deliver intensive components of SHIFT Master curriculum.
SHIFT Features	\$4,500	<ul style="list-style-type: none"> ✓ Access to SHIFT Shack resource hub ✓ Contribution to new and updated resources ✓ Quarterly Fun Adult Network Events ✓ Quarterly Shifter Networking Events ✓ Evolution Tracker support ✓ Visibility & Reporting Support ✓ Youth hosting on <i>SHIFT</i> Next ✓ NBD & Project Design support
Total	\$12,500 USD	

Take the first step today!

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