



Amplification Toolkit for Youth Track

This toolkit provides messaging and suggested content for partner organizations to help amplify the American Conversation Project (ACP) Youth Track and encourage young people (ages 13–25) to become conversation hosts. Though we want to retain an aligned, consistent tone – nonpartisan, inclusive, hopeful, and open-minded – of course feel free to edit copy to your organization's voice.

1. Key Messages

- **The opportunity:** Catalyzed by the 250th anniversary of the United States, the [American Conversation Project](#) (ACP) is training young people across the country to host conversations that bring generations together — to share stories, listen deeply, and strengthen the bonds that hold us together.
- **The solution:** ACP's Youth Track trains young people (ages 13–25) to lead small-group, cross-generational conversations in their own communities. It's a chance to build real facilitation skills, connect with people outside their usual circles, and help rebuild a civic muscle we've let atrophy – one conversation at a time. ACP is a nonpartisan national civic listening initiative led by the National Conference on Citizenship, in partnership with Cortico and a growing coalition of civic, cultural, education, faith, and media organizations.
- **How it works:** Young people apply to become ACP hosts, complete a short training on facilitation and consent, and then lead small conversations with people of different generations and backgrounds – surfacing what their communities really think and feel.
- **The ultimate vision:** Through local depth and national coordination, ACP will surface insights from communities across the country and share them back – so people can hear not just what their neighbors are saying, but what Americans everywhere, across generations, are thinking and feeling.

2. Calls to Action (CTAs)

- **Know a young person who'd make a great host?** → Send them to americanconversations.org/youth
- **Want to help spread the word about the Youth Track?** → Share the link above with your network, or fill out [\[this form\]](#) to become an ACP partner organization
- **Interested in becoming an ACP conversation host partner?** → Fill out this form <https://amcon.pro/youth>



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3. Simple Ways to Share

Below are sample share options that you are welcome to edit to your voice. Please tag ACP (@theamericanconversationproject on [Instagram](#), [Facebook](#), and [LinkedIn](#)) in your posts so we can elevate!

5-15 second option: simple engagement

Like, comment, or reshare an ACP Youth Track post (just as a single action) or add a line of commentary with the reshare.

5-minute option: original social post

Sample copy ideas (depending on CTA):

CTA	Sample Copy
Recruit directly TO young hosts	Want to shape the future of your community? The American Conversation Project is looking for young people (ages 13-25) to become youth conversation hosts. After a quick training, you'll lead three recorded conversations with different generations about pride, frustration, and future wishes for your community. It's a great way to spark meaningful change. Plus, hosts in Knight Foundation cities can receive a \$300 stipend after completing their conversations! Learn more and apply here: americanconversations.org/youth
Recruit a young host to broader organizational audience who serves or promotes to young people	Know a young person who wants their voice to matter? @theamericanconversationproject is training young people (ages 13-25) to host conversations that bring generations together. No experience needed. Start deepening your connection to your community today. Learn more → americanconversations.org/youth
Become a partner	We're proud to help spread the word about @theamericanconversationproject's Youth Track – training the next generation of civic leaders and listeners. If your



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CTA

Sample Copy

organization wants to help amplify this work, reach out to learn more. <https://www.americanconversations.org/youth>

20-30 minute option: email announcement

Subject: Help Us Find the Next Generation of Civic Listeners

We believe young people have something essential to offer their communities: the ability to listen, ask good questions, and hold space for honest conversation. That's why we're excited to help spread the word about the [American Conversation Project](https://www.americanconversations.org/youth)'s **Youth Track**.

ACP is a nonpartisan national civic listening initiative led by the National Conference on Citizenship, in partnership with Cortico and a growing coalition of civic, cultural, education, faith, and media organizations. Through the Youth Track, young people ages 13-25 are trained to lead small-group, cross-generational conversations reflecting on their community and its future. For hosts based in [Knight Cities](https://www.americanconversations.org/youth), you are eligible for a \$300 stipend upon completion of 3 hosted conversations.

If you know a young person who's curious, community-minded, or just wants to try something new, this is a great fit. Hosting is flexible, the training is short (takes less than an hour and is from a mobile device), and every conversation adds to a growing national picture of what Americans are thinking and feeling.

Learn more and apply: [americanconversations.org/youth](https://www.americanconversations.org/youth)

And if your organization wants to help us reach more young people, reach out – we'd love to have you as a partner.

4. Assets and Graphics

 ACP Partner Communications Assets



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