



nickelodeon™

**WORLD CHILDREN'S DAY  
KIDS' TAKEOVER**

**BUSINESS AND  
ORGANIZATION  
TOOLKIT**



Since 2017, World Children's Day has been UNICEF's Global Day of Action for children, by children to promote the importance of children's rights. This is because November 20 marks the anniversary of the adoption of the [Convention on the Rights of the Child](#), which is an important agreement by countries who have promised to protect children's rights. You can learn more about the Convention [here](#).

This year, Nickelodeon and UNICEF USA are partnering to empower kids to take the lead and speak up about the things that they care about. We're calling it Kids' Takeover!

Invite a kid to take the lead at your business or organization and ask them to share their thoughts and ideas. This is their chance to get involved in the things they think are important and share their own ways of problem solving. Remember, every kid has the right to be seen, heard, and respected! Their unique perspectives could even grow your thinking!

Every organization or business is different so every Kids' Takeover day is different! Think about your needs and your Kid Partners' needs to ensure a meaningful and fulfilling experience for you both! This toolkit has steps and ideas for how you can propose a Kids' Takeover at your business or organization! See the Kid Toolkit for more inspiration or to share it with a kid in your life!

**Step 1**

Read our policies on [child safeguarding](#) to best protect your Kid Partner. Be sure to complete any steps or paperwork needed for involving kids in your work.

**Step 2**

Identify a kid to take the lead in your business or organization! Obtain consent from the child's guardians.

**Step 3**

YAY, they said "YES"! Send the kid the [Kid Toolkit](#). This will help get them thinking!



#### Step 4

Review your Kid Partner's concept note and coordinate with your team members to plan for the Kids' Takeover day event. This should include establishing a date and time for the take over and meetings with colleagues to keep them in the loop.

#### Step 5

Create a day of event schedule. Think about what unique opportunities you can expose your Kid Partner to while they're there. This may include:

- Giving them a tour of the offices, building, or facilities.
- Building in time for them to talk with other staff, leaders, or employees.
- Providing them with an office where they can collaborate with you, a corner one is even better.
- Any virtual meetings or events that are part of your daily routine — just make sure you're on camera and engaged.

Remember, it is okay (even great!) if your Kid Partner sees you brainstorming, problem-solving, and overcoming obstacles. Modeling how you persist through struggles is important. They'll learn from you!

#### Step 6

**YOU AND YOUR KID PARTNER DID IT! Congratulations!** Be sure to thank your Kid Partner for taking the lead and sharing their thoughts, concerns, and solutions. After the presentation, have a discussion with the kid and their grownup about what comes next. How will you continue to support them in sharing their ideas?

#### Step 7

Let kids take over more often! Invite your Kid Partner back again or find and include other Kid Partners in your work.

Share your organization's Kids' Takeover experience on social media with photos, videos, or written reflections using the hashtag #WorldChildrensDay and tag @UNICEFUSA

By participating in UNICEF's World Children's Day, you are committing to UNICEF USA's [Child Safeguarding and Participation Policy](#), [Diversity, Racial Equity & Belonging Commitment](#) and [Photo Release Policy](#).

\*If you need language on 13+ youth, you can pull from the safeguarding docs.