

Making the Most of National Mentoring Month: January 2011

Janet Forbush, Dennis Talbert and Jen Roberts

TCAM OJJDP Mentoring Grantees Webinar – 11-18-2010

- ❖ For new 2010 OJJDP grantees, welcome!
- ❖ January 2011 will be the tenth anniversary. For those new to our webinars, we'd like to have you get acquainted with ConnectPro. Jen Roberts give orientation.
- ❖ There are 44 new 2010 grantees.
- ❖ In the coming months, we'll be rolling out e-learning seminars.
- ❖ Janet is joined by Dennis Talbert, in Detroit, Michigan, and Jen Roberts, in Arlington, Virginia. Ivy Jones Turner will be silent partner today.
- ❖ Thank Your Mentor Day is on January 25, 2011.
- ❖ The key national partners include the Corporation for National and Community Service, with a web site where you can download the poster and a bookmark. The Harvard School of Public Health is in the process of developing a new resource, focused on childhood obesity, designed to include mentor/mentee activities. Cathy Jenkins is the contact at MENTOR/National Mentoring Partnership for resources available from their organization.
- ❖ Key interests of grantees participating in today's webinar include mentor recognition/match celebration, building partnerships, and use of social media. I urge you to visit websites of the Key National Partners listed on the PowerPoint slide. All slides identify support resources. We are here to help you to promote and feature your program, so as to take advantage of publicity avenues available next month.
- ❖ **Dennis Talbert:** As a mentoring agency, you want to ask yourself, *'How can I do everything for little to no money?'* Example: Print a church bulletin, including your agency information on the bottom. You are giving churches a bulletin cover they can use Immediately.
- ❖ Consider recruiting local politicians or sports figure to be spokespersons for your organization. Connect with a local DJ, asking him to be the key person, and maybe even a mentor. Even with the local politicians, if you give them the information they need, wherever they go, they can talk about National Mentoring Month.
- ❖ Host a mentor appreciation event. We believe in hosting these. Two concepts to consider: 1) hosting at a local level; 2) hosting at a larger level. You can also hold a dinner event at a mentor's home,

presenting him/her with a plaque. Maybe identify the largest radio advertiser in your area. Visit the local bank and ask *'How about giving us 10 seconds of your radio ad? Or (what's known as a donut) 10-20 seconds in the middle of your spot?'*

- ❖ These are inexpensive ideas for which you can get a lot of play. Another suggestion is to print 10,000 cards (@Vistaprint). Saturate your market with flyers.
- ❖ Recruit teachers and staff to be mentors – this is especially effective for school-based mentoring programs. You can do all this for under \$1,000 with little sweat equity.
- ❖ Janet Forbush introduces Perry Cooper, Vice President Federal Grants, Boys and Girls Clubs of America, who turns it over to Andrea Perez and Marie Gordon. Boys and Girls Clubs of America is an OJJDP National Mentoring Program grantee.
- ❖ Any audience of local Clubs is encouraged to become mentors.
- ❖ Mentor recognition program includes dinners, luncheons and other celebratory events. Kids can present thank you cards to their mentors which may include photos of youth with their mentors.
- ❖ For promoting National Mentoring Month, create email tag lines, posted on Boys and Girls Club Federal Grants home page. Several internal publications of BGCA including Boys and Girls Club in Indian Country feature resources and suggestions for National Mentoring Month activities.
- ❖ **Jen Roberts:** Many of you showed interest in learning more about the YouTube Nonprofit Program. There is a video that provides a nice tutorial. The benefits are that you get access to features that usually cost \$\$--video space and ad functionality. You get more outreach and fundraising opportunities. You can access volunteer videographers.
- ❖ For anybody who may be technologically-phobic, TCAM techs will support you. We'll have simplified instructions. We don't want anybody to be afraid. You want to keep it fresh.
 - Collaborate with other youth-serving organizations in your area to have a call-to-action for youth during January. Have organizations submit videos.
 - 2) For your organization alone, have a series of mentors and mentees describing their experiences. This is a powerful way of promoting your program.
- ❖ Ask the YouTube community for help. Delegate some of this work to interns. Partner with organizations in a similar fashion. Advocate for using clip video cameras. Do a little browsing in this section.
- ❖ If you already have a video, you can embed in your program website.
- ❖ Let us know if you want someone to follow-up with you.
- ❖ **Janet Forbush:** TCAM is your partner - an overall advocate and supporter for your activities.

- ❖ Many of you have asked for information about building partnerships. We really encourage you to look at the current partners you have, and identify a featured activity to plan for to pull off during National Mentoring Month. Remember to say “Thank You” to your volunteers and partners.
- ❖ For 2009 grantees, look back at your previous activities. Maybe you need new partners. In our resource materials, we will include several things you can do that can be spread out over National Mentoring Month.
- ❖ The Technical Assistance Specialists at TCAM can help you prepare for next month.
- ❖ Encourage your partners to do exactly what we learned from our Boys and Girls Clubs colleagues. Use tag lines. You can never recognize your partners and volunteers enough. The partnerships can be brought to life through community-asset mapping.
- ❖ Any questions or comments from participants?
- ❖ **Dennis Talbert.** We encourage you to be innovative. The more innovative you are, the higher your chances of increasing the number of mentors who will volunteer for your program.
- ❖ YouTube is an incredible new vehicle for engaging your participation in Mentoring Month. “Crush It” is an easy read, helps you to understand the new technology.

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Discussion/Q&A

SIMONE BESS: This is my organization’s sixth year of participating in National Mentoring Month. Cincinnati Youth Collaborative, is, in fact, one of the Local Partner contacts identified as a resource by the Harvard School of Public Health. Traditionally, we have always had an annual “Thank You Mentor Day” event, recognizing volunteers. (Cincinnati Youth Collaborative is funded through Strategic Enhancement to Mentoring Programs as well as Public/Private Ventures, a National Mentoring Program grantee.)

We also make use of materials from Mentor/National Mentoring Partnership. In addition, we visit schools to ask them to fill out the ‘Thank Your Mentor’ cards. We work with the Cincinnati mayor’s

office to secure a proclamation. And, as previously mentioned, we ask partnering organizations to get 10 signatures of community members to say that they do, in fact, support mentoring. We are looking to open this up to a statewide level in Ohio.

JANET FORBUSH: I'd like to address a question from Joelle regarding corporate agreements. I live in Maryland, where one of the nation's largest employers was asked by a local mentoring program for volunteer mentors. A division chairman was persuaded to secure release time for employees, who were then transported to an area middle school. Getting supervisors within large/medium firms to approve release time is a big help. This employer had an internal liaison, which was a contact for the school. If you get a senior person to sign off on that release time, this is a key authorization/contribution.

You can have a phone-a-thon, where a local TV station takes calls from viewers. Sherrie Vaughn, of Nazarene Compassionate Ministries, Inc., a national grantee, indicates that radio stations also do this. GodTube, a faith-based organization, is also recommended as a resource by Ms. Vaughn.

SARAH TYSON: We have partnered with our local college men's basketball team for the past 3 years, and invited all of our mentors, mentees and their families to come out to celebrate NMM at one of their January games. We feed everyone and have match recognition during halftime. (Sarah Tyson is the Mentoring Program Coordinator with FLOW, a school-based mentoring program in Leonardtown, MD funded through Strategic Enhancement to Mentoring Programs.)

JANET FORBUSH: We'll try to facilitate dialogue between you and partners. Our website is www.advancementoring.org. For 2010 grantees wondering 'Where In the World is Carmen San Diego,' TCAM technical assistance specialists (TASs) will be reaching out to you to soon to inform you of your assigned specialist.. Resources on PowerPoint slide.

We would love to hear from you about your ideas and what you're doing during National Mentoring Month and would also like to post what you have done to share with your fellow grantees. Whatever we can do to help facilitate this, and, in turn, learn from you all, we want to be able to do that.

DENNIS TALBERT: We look forward to serving you. Feel free to contact us. Our contact information is on the last slide of the PowerPoint presentation.