

NURTURING YOUTH AMBASSADORS

YouthBuild USA National Mentoring Alliance

Mentoring Coordinator Training 2012

Dr. Susan G. Weinberger, President

Mentor Consulting Group

DrMentor@aol.com

www.mentorconsultinggroup.com

SESSION GOALS

- **Examine no-cost and low cost ways to market the program and gain more mentors**
- **Gain understanding of the importance of youth in the YouthBuild USA family as key to marketing the program, funding and engaging partners**

WHY PROMOTE YOUR PROGRAM?

- **Successful recruitment of mentors**
- **Raise the level of awareness about the need for mentoring in the community**
- **Funding for program sustainability**

DEFINITION OF MARKETING

- *Process or technique of promoting, selling, and distributing a product or service.*

Source: Merriam-Webster's Collegiate Dictionary

- *A deliberate, planned opportunity to promote your mentoring program!*

MARKETING

- **Dynamic, business process, a total, integrated consumer-oriented system. Find out what the consumer wants, plan and develop a product or service to satisfy those needs and determine the best way to price, promote and distribute the product.**

PETER DRUCKER

MARKETING IS:

- **...”A distinguishing and unique feature of business. Business is set apart from all other human organizations by the fact that it markets a product or a service. Neither church nor army nor schools nor the state does that.”**

PHILIP KOTLER AND SIDNEY LEVY

- **“Choice facing those who manage non-business organizations is not whether to market or not to market – no organization can avoid marketing. The choice is whether to do it well or poorly.”**

MARKETING YOUR PROGRAM

- **Promoting your program will help with strategic planning, implementation, and recruitment of more mentors.**

MARKETING QUIZ

Number down from 1-10

Across the top of the page, write the words:

YES

NO

I DON'T KNOW

1. Does the average citizen in your community know about your YB mentoring program and its goals?
2. Does your program regularly provide a comprehensive and informative newsletter to all citizens in the community as well as to staff, mentors and mentees?

QUIZ continued

3. Do or would local businesses in your community support your YB program with mentors and/or financial donations?
4. Are Letters to the Editor written often about your YB program?
5. Are the schools in your community familiar with the new mentoring program, even though it is not a school-based initiative?

QUIZ continued

6. Do the local news media routinely provide time and space for news about YB and mentoring?
7. Are members of the media invited to become mentors in your program?
8. Does your YB program appear regularly on the local cable access television station?

QUIZ continued

9. Do you use radio and Public Service Announcements (PSAs) regularly to advertise your YB program?

10. Do you use the students in your program as best public relations marketing experts?

Wait for directions to score!

BEST TIME TO BEGIN MARKETING YOUR PROGRAM

- Not as a solution to a crisis.
- When funding is drying up, grant is in its final year or additional mentors cannot be found, this is not the time to plan a major promotion of your program.
- Long-term effort, designed to send a message about the need and importance of mentoring **365** days each year!

MARKETING PLAN

- **STEP I:**
 - **Identify all the internal “publics” that your mentoring program must view as regular customers.**
-

- **STEP 2**
 - **Identify all of the external “publics” that your mentoring program views as customers.**
-

IF YOU ALREADY HAVE A MENTORING PROGRAM

- **SHARE ONE IDEA THAT YOU
HAVE IMPLEMENTED FOR YOUR
PROGRAM THAT HAS BEEN A
VERY SUCCESSFUL MARKETING
TOOL.**
-
-

MARKETING STRATEGIES

- What are creative recruitment/marketing strategies that you would like to create to get the message out in your community about the need for mentors?
- Who will you target and what will the core messages be?
 - *COP: Marketing Strategies*

MARKETING LEADS TO RECRUITMENT

- **Corporate/ Chamber newsletters**
- **Agency newsletters, brochures and bulletins**
- **Libraries**
- **National Mentoring Month**
- **Hallmark Cards**
- **Testimonies – Benefits to Mentors**
- **Public recognition events**
- **Scholarship offerings**
- **Table Tents**
- **Tents in restaurants**

MARKETING IDEAS

- **Billboards/Bus Shelters, Back of buses**
- **Ads in Movie theaters**
- **Internet banners**
- **Flyers in super market bags at check out**
- **Sleeves on cups of coffee with message**
- **Slogans “30 mentors in 30 days”**
- **Val Packs**

MARKETING IDEAS

- **E-mails to staff/mentors/sponsors – message on bottom about program**
- **Utility bills**
- **Cable TV Station**
- **Pizza Hut/Arby's trays**
- **SUNDAY SERMONS!!!!**
- **Father's Day “Common sermon” among churches to recruit men**
- **Kiosks in malls**

MARKETING IDEA

- **Parking spot for Mentor of the Month in front of**
- **1. Your local schools**
- **2. Partners from corporations**
- **3. Building Sites *****

BEST WAY TO MARKET THE PROGRAM

- **Want to recruit more mentors?**
- **Want to engage more partners?**
- **Want to receive on-going funding?**
- **YOUR YOUTH and YB ALUMNI ARE THE VERY BEST AMBASSADORS AND ADVOCATES YOU HAVE!!!!**

NURTURING YOUTH AMBASSADORS

James Mackey

AmeriCorps*VISTA

National Mentoring Alliance, YouthBuild USA

(617) 704-0718

jmackey2@youthbuild.org

CONTACT MCG

MENTOR CONSULTING GROUP

Dr. Susan G. Weinberger, President

3 Inwood Road

Norwalk, CT USA 06850-1017

Office: (203) 846-9608

DrMentor@aol.com

www.MentorConsultingGroup.com

Dr. Susan G. Weinberger

MENTOR
CONSULTING GROUP