



Coaches’ Mentoring Challenge 2016 Partner Toolkit

**Campaign Dates: August 1-November 30, 2016**

**Campaign Overview**

MENTOR: The National Mentoring Partnership’s (MENTOR) report, [The Mentoring Effect](http://www.mentoring.org/program-resources/mentor-resources-and-publications/the-mentoring-effect/), found through the first-ever nationally representative survey of young people that one in three will grow up without connecting with a mentor. **This means 9 million kids are growing up without a mentor to offer real life guidance**. The survey also found a powerful mentoring effect demonstrated by the experiences of young people who participated in the survey. It is linked to improved academic, social and economic prospects, and strengthens our communities and our nation. As just one example of the report findings, at-risk young adults who had a mentor are 55 percent more likely to be enrolled in college than those who did not have a mentor.

For the past eight years, coaches across the nation, who know first-hand the impact of this powerful asset, have demonstrated their commitment to closing the mentoring gap by participating in the [Coaches](http://www.coachesmentoringchallenge.org)*[’](http://www.coachesmentoringchallenge.org)* [Mentoring Challenge](http://www.coachesmentoringchallenge.org). This campaign began as a friendly competition between Coach Tom Osborne at the University of Nebraska and Coach Bill Snyder at Kansas State in 2008 with the goal of rallying new volunteers for mentoring programs in their communities and states.

The campaign success is due in part to the collaborative partnerships formed between MENTOR’s affiliate *Mentoring Partnerships* in their area, and other nonprofit partners serving young people. Since its kickoff, teams in seven states have participated and during the 2015 *Coaches’ Mentoring Challenge*, nearly 10,000 fans stepped up.

MENTOR provides a national platform for raising awareness. The 2016 *Coaches’ Mentoring Challenge* kicks off on August 1 and runs through November 30, with final results released during the first week in December. Through this effort, participating coaches and mentoring programs are making meaningful contributions to the communities they call home. The *Challenge* is part of MENTOR: The National Mentoring Partnership’s [In Real Life](http://www.mentoring.org/irl) public awareness campaign, with the overall goal being closing the mentoring gap for the 9 million young people who could greatly benefit from having a mentor to guide them.

**Talking Points**

* The *Coaches’ Mentoring Challenge* is a collective effort to connect more caring adults and young people through quality mentoring relationships.
* Right now, 9 million young people are growing up without the support of a mentor. We’re calling on fans to join the team and be a mentor in real life.
* The *Challenge* is part of MENTOR: The National Mentoring Partnership’s [In Real Life](http://www.mentoring.org/irl) public awareness campaign, with the overall goal being closing the mentoring gap for the 9 million young people who could greatly benefit from having a mentor to guide them.
* Mentoring can improve academic, social and economic prospects for our young people. That in turn strengthens our team, our campus, our communities and our country.
* Young people who had a mentor are 55 percent more likely to be enrolled in college than those who did not have a mentor.
* They are also 81 percent more likely to participate in sports or other after school activities and more than twice as likely hold a leadership position in a club or team.
* Both on and off the field, real life role models are making a tremendous difference in the lives of our young people.
* Mentors are part of a network of support that a young person can consistently turn to for the kind of big and small life lessons that you don’t learn in a classroom.

**Partner Role & Responsibilities**

The *Coaches’ Mentoring Challenge* is led by a group of ambassadors within MENTOR’s affiliate *Mentoring Partnerships* or another designated nonprofit agencies. All partners who are working with coaches in their local community as part of the *Challenge* agree to the following responsibilities, which include:

***Coaches’ Mentoring Challenge* mentoring program partners agree to**:

* Serve as point of contact for coaches within community/state.
* If applicable, coordinate with university’s/school’s athletic department to maximize the coach’s participation. Potential collaborations include but are not limited to (*please refer to* [complete list](http://www.mentoring.org/new-site/wp-content/uploads/2016/07/FINAL-2016-Coaches-Challenge-Engagement-Ideas.docx) *of potential partner activities*):
* Make announcements during games
* Use their social media presence to amplify the campaign
* Provide coaches with talking points and other messaging materials as needed (*MENTOR and the original partners can provide samples and templates).*
* Maintain a list of programs/partners within community; share campaign information and distribute the playbook and other tools, as needed.
* Collect updated numbers of new mentors from your/affiliate mentoring program(s). Submit totals to MENTOR during the challenge.(*New mentors are any individual who has signed up as a new mentor with the local lead partner or one of their participating programs and has expressed a sincere and long-term commitment. Because it can take a few weeks for a new mentor application to be processed, individuals do not necessarily need to be matched during the reporting period they are counted within*.)
* Promote the campaign and participation on social media/web and within internal network.

**Coach Responsibilities**

All partner coaches within the Coaches’ Mentoring Challenge must be nominated via a nonprofit mentoring partner through completion of [this nomination form](http://www.mentoring.org/new-site/wp-content/uploads/2016/07/FINAL-Coaches-Mentoring-Challenge-Nomination-Form.docx).

***Coaches’ Mentoring Challenge* partner coaches agree to**:

* Lend their name/image to be used in campaign materials (print/online).
* Complete one or more of the [approved sample activities](http://www.mentoring.org/new-site/wp-content/uploads/2016/07/FINAL-2016-Coaches-Challenge-Engagement-Ideas.docx) within their local community with nonprofit partner between August 1 – November 30.
* Must demonstrate positive reputation within community. (***Retired coaches are eligible for consideration***).

**Key Campaign Dates**

The following campaign dates outline when new mentors are totaled each quarter, along with important social media dates. Quarterly totals will be shared internally within the group, with the overall recruitment number publicly announced after November 30.

**AUGUST 1 CAMPAIGN BEGINS**

September 4 Reflects new mentors who signed up between August 1 – August 31

October 5 Reflects new mentors who signed up between September 1 – September 30  
November 4 Reflects new mentors who signed up between October 1 – October 31

December 4 Reflects new mentors who signed up between November 1 – November 30

October 26 Coaches’ Mentoring Challenge Team Day – On this day, all campaign partners, including coaches, are asked to use **#CoachesMentoringChallenge and/or #MentorIRL** on social media to promote mentoring recruitment and the campaign. (*Sample social media below*).

**NOVEMBER 30 CAMPAIGN ENDS**

**Messaging & Materials**

While each existing partner has worked with their state’s teams to create a campaign brand, MENTOR provides an umbrella campaign logo that existing partners incorporate into their materials and new partners can use as their campaign brand.  
  
We have created some campaign memes and draft social media messaging for campaign partners to use. You can [download all campaign visual assets](https://public.3.basecamp.com/p/b6hh9mD8Sm4NtKWue4ahHhTc) online. Remember to use **#CoachesMentoringChallenge and/or #MentorIRL** in every post, so that we can share your messages!

**Sample Social Media Messaging**

Sample Tweets

Join the team! Be a #mentor in the #CoachesMentoringChallenge and make a real life impact in [STATE/CITY]. <http://bit.ly/1uU4I2T> #MentorIRL

#Mentoring in real life strengthens our team, our campus and our communities. <http://bit.ly/1uU4I2T> #MentorIRL

Caring adults make a real life difference for young people on and off the [FIELD/COURT/ICE]. #MentorIRL #CoachesMentoringChallenge! <http://bit.ly/1uU4I2T> #MentorIRL

We want you on our team! Join the #CoachesMentoringChallenge to support young people in [STATE/CITY]. <http://bit.ly/1uU4I2T> #MentorIRL

Mentored youth are 81% more likely to join in activities. <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge #MentorIRL

Mentored youth are 55% more likely to be college enrolled <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge #MentorIRL

Mentored youth are 78% more likely to volunteer regularly. <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge #MentorIRL

9 million kids are growing up without a #mentor. You can change that. Be a #MentorIRL! <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge

Sample Facebook/LinkedIn Posts

Have you joined “Team Mentoring”? 9 million kids are growing up without a mentor. You can make a difference in our community! Be a part of the Coaches’ Mentoring Challenge and support young people in [STATE/CITY]. <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge

Coaches across the nation are participating in the Coaches’ Mentoring Challenge in support of young people in their local communities. Want to make an impact? Join the [STATE/CITY] team! <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge

Sample Instagram Post

Have you joined “Team Mentoring”? 9 million kids are growing up without a #mentor. You can make a difference in our community! Be a part of the #CoachesMentoringChallenge and support young people in [STATE/CITY]. [www.mentoring.org](http://www.mentoring.org) #MentorIRL

**October 27 “Team Day” Activation**

On Tuesday, October 27, MENTOR and all campaign partners will work to amplify the reach of this campaign. These activations are **optional**, you can choose to do any number of them, however, our collective voice will only be amplified as we have increased participation.

Remember to use the official hashtag, **#CoachesMentoringChallenge** in every post, so that we can share all messages!

1. Change your social media profile picture and/or timeline image for the day to the Coaches’ Mentoring Challenge logo.
   1. *Consider changing your social media profile images to bring attention to the campaign along with other partners.*
2. Share social media messages below promoting the Coaches’ Mentoring Challenge campaign.
   1. *Several messages have been prepared for each activation. You can easily copy and paste or edit this for your own use.*

General Sample Tweets

Today is #CoachesMentoringChallenge Team Day! Be a #MentorIRL and make an impact. <http://bit.ly/1uU4I2T>

We want you on the team! Join the #CoachesMentoringChallenge to support young people across the nation. <http://bit.ly/1uU4I2T> #MentorIRL

Sample Facebook/LinkedIn Posts

Today is #CoachesMentoringChallenge Team Day! 9 million kids are growing up without a mentor, and you can make a real life difference in our community. Join us in supporting young people across the nation. <http://bit.ly/1uU4I2T> #MentorIRL   
  
Sample Instagram Post

Today is #CoachesMentoringChallenge Team Day! 9 million kids are growing up without a #mentor, and you can make a real life difference in our community. Join us in supporting young people across the nation. <http://bit.ly/1uU4I2T> #MentorIRL