Mayors for Mentoring

# What is Mayors for Mentoring?

In 2012, MENTOR established the M4M campaign as a means of spotlighting mayors across the country who leverage mentoring as a tool to strengthen their communities. These mayors use their leadership role to implement a variety of initiatives to expand quality mentoring opportunities for youth.

Mayors are on the frontlines of addressing many of our nation’s most pressing challenges, from poverty and hunger, to high school graduation rates and job growth. Their innovative policies often flow up to influence state and national efforts. By elevating their individual efforts through one campaign, we can demonstrate to other key stakeholders and the public that there is broad mayoral support for expanding mentoring as a critical part of solutions to address a variety of issues.

M4M will be an ongoing [web campaign](http://www.mentoring.org/get_involved/campaigns_events/americas_mayors_use_mentoring_to_address_critical_issues/) to provide national visibility to mayors in recognition to their commitments to mentoring through promotion on MENTOR’s website, in social media and through the MENTOR Minute. *TeamMates Mentoring Program* is one of MENTOR’s direct links to the great work happening on the ground. If your mayor is a champion for mentoring, please forward a brief description of the Mayor and his/her efforts to support expanded access to quality youth mentoring to [Brandon Leppke](mailto:bleppke@teammates.org?subject=Mayors%20for%20Mentoring%20Campaign). Resources for engaging and recognizing your mayor can be found on TeamMates [Mayors for Mentoring page](http://teammates.org/mayors-for-mentoring/) and you can use #Mayors4Mentoring on social media. This campaign includes a “Legacy Initiative” section to highlight work done by mayors who are no longer in office.

# The Role of Mayors in Mentoring

While mayors across the country have varying levels of authority, autonomy and oversight afforded them, they are universally seen as the ceremonial leaders of their communities. Mayors can capture public attention for issues of importance to them; they oversee council meetings; some mayors are CEOs of local public school districts; and, many have significant influence over public budgets and priorities. They are natural allies in expanding awareness of and access to quality youth mentoring opportunities in their jurisdictions.

*“The City of Tulsa is focused on everyone being involved in mentoring -- it's important to Tulsa's future. Mentoring helps prepare a child for life. It builds character and boosts confidence. In spite of the proven benefits, there are thousands of young people who need positive role models. Mentoring is a long-term commitment and if embraced, Tulsans will hit a homerun every time."   
– Tulsa, Oklahoma Mayor Dewey Bartlett.*

# Examples of Activities Mayors can do to Qualify to be a M4M

* Providing city employees paid time off for volunteering as mentors
* Recognizing National Mentoring Month (proclamations, social media engagement, etc.)
* Chairing and/or hosting a community mentoring council
* Attending and/or promoting events hosted by TeamMates Mentoring Program or TeamMates chapters in the community (fundraisers, family day events, community fairs, conferences, etc.)
* Including youth mentoring efforts in the city’s budget and/or advocating mentoring as part of positive community and school interventions (via state of the community address, letter to governor, letters to local school superintendents, etc.)
* Highlighting work of mentoring organizations in the community (press statements, op-eds, community speeches, etc.)
* Inviting TeamMates representatives to meetings and events hosted by the mayor’s office

# Ideas for Engaging Mayors in Your Communities

* Invite the mayor to events hosted by TeamMates in your local community
  + Ask the mayor to offer greetings at events or trainings
  + Invite the mayor to learn more about the role of TeamMates
  + Invite the mayor to hand out awards or serve as master of ceremonies at TeamMates-hosted celebrations
* Include mayors in advocacy efforts organized by TeamMates
* Coordinate a site visit for the mayor
* Follow mayors (and key city council members) on social media