



NATIONAL MENTORING MONTH

2019 TOOLKIT

Be there.

TEAMMATES
MENTORING

Introduction

National Mentoring Month (NMM) is the largest-scale mentoring campaign nationwide. The campaign was launched four years ago at the Harvard T.H. Chan School of Public Health and MENTOR: The National Mentoring Partnership. MENTOR's official National Mentoring Month toolkit is located in the TeamMates Dropbox folder: "National Mentoring Month 2019".



This year, TeamMates will reflect on the incredibly growth of mentoring and continue to encourage others to join the movement. We will recognize the amazing relationships that form and thrive each day, and offer opportunities to thank the mentors who inspire youth to reach their full potential.

TEAMMATESSM
MENTORING

Be there.

Be there for a kid like me.

TeamMates' "Be There." movement focuses on what it truly means to be a mentor—to simply be there. When talking to mentees and former mentees on what they've appreciated most from their mentors, many of them expressed how thankful they are that a safe, caring adult was there for them.



Join the movement.

To be there for another person involves taking action—that's why we're calling our "Be There." campaign a movement. Inside the National Mentoring Month 2019 toolkit on Dropbox, you will find several pieces to help share the "Be There." movement.



Important Dates



There are important dates to mark during National Mentoring Month that provide built-in hooks for recruitment, community engagement and awareness.

January 1, 2019 - National Mentoring Month Begins

January is not only the start to the new year, but a month to recognize the mentors who are making an impact. Thank them during the next 31 days!

January 4, 2019 - I Am a Mentor Day

A day for TeamMates mentors to celebrate their role and reflect on the ways mentees have enhanced their world.

January 31, 2019- Thank Your Mentor Day

This day wraps up our National Mentoring Month campaign! Make sure to thank your mentors through a thoughtful note or gift.



Follow us on Facebook and Twitter!

[https://www.facebook.com/TeamMatesMentoring/
@MentorTeamMates](https://www.facebook.com/TeamMatesMentoring/@MentorTeamMates)

Key Messaging

Mentoring is a critical component in young people's lives. You can help expand the Be There Movement by sharing the key speaking points with potential mentors, friends, donors, and the public in January and beyond.

- Our mission is to impact the world by inspiring youth to reach their full potential through mentoring.
- 1 in 3 young people are growing up without a mentor outside their family.
- TeamMates is a school-based program— meaning matches meet in school during the school hours, and during the school year.
- Mentors need to simply be there for their mentees. Matches play board games, shoot hoops, work on a craft, or just talk.
- TeamMates has tons of resources for mentors to feel successful throughout their mentoring journey.
- During the 2017-2018 school year, TeamMates served more than 9,400 youth across 160 communities in Nebraska, Iowa, Kansas and Wyoming.
- 98% of TeamMates mentees say they trust their mentors.
- Any child can benefit from a mentor. Mentees must share a desire to work with a safe, caring adult.
- There is a positive correlation between a student looking forward to seeing their mentor and overall levels of hope, engagement and well-being.

Sound bites

If you have :10 Seconds:

The TeamMates Mentoring Program makes it possible for you to be successful in mentoring a young person, thus, creating a positive impact in the community.

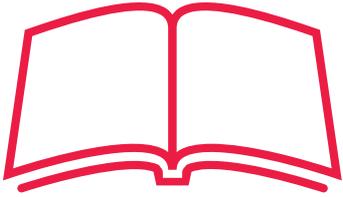
If you have :20 Seconds:

The TeamMates Mentoring Program makes it possible for you to be successful in mentoring a young person, thus, creating a positive impact in the community. When you mentor with us, you join a team of experts who support you through training, feedback and advice when you need it.

If you have :30 Seconds:

The TeamMates Mentoring Program makes it possible for you to be successful in mentoring a young person, thus, creating a positive impact in the community. When you mentor with us, you join a team of experts who support you through training, feedback and advice when you need it. And our approach of working through schools allows you to be effective devoting as little as one hour each week.

Mentor of the Month



Stories have power. One of the greatest fears from potential new mentors is “What if I fail”. We’d like to show the public that TeamMates will support you and it is possible to make an impact just by simply being there. In an effort to share that message, we’d like to hear your mentoring stories by recognizing a mentor of the month.

Who is someone in your chapter that has gone above and beyond the call of duty? Who is someone that comes to mind when you think “TeamMates Mentor” or “Be There”. Mentors are our best recruiters, and their stories can inspire others to “Be there” for a kid in your community.

Nominate your Mentor of the Month:

1. Email Hannah at hannah@teammates.org
2. Send the name of your “Mentor of the Month” and a paragraph on why you think they deserve this prestigious title.

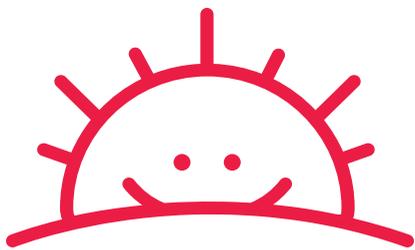


The winner will receive some TeamMates Swag and will be featured on TeamMates social media on teammates.org.



Say

thanks for being there.



National Mentoring Month is a great time to thank our mentors for giving their time to be there for the students in your community. It's also a great time to thank your building coordinators, board members and community partners for the hard work and funds they put forth. Here are some real-life examples of how you can show your gratitude.

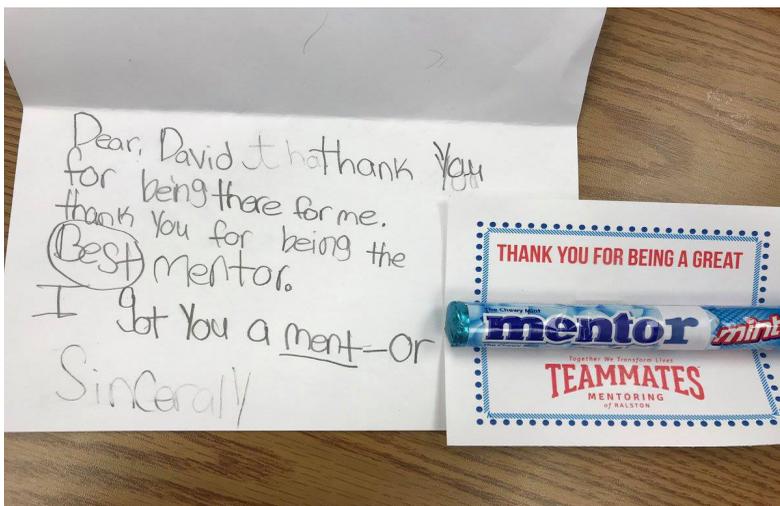


Honor your mentors at a basketball game

Some chapters even try to team up with an opposing school's TeamMates chapter. At these basketball games, you can invite your mentors to be recognized on the court. Some chapters also sell popcorn, hot cocoa, or other treats and put the TeamMates logo on the bags, cups or stickers.

Partner with a local business

Work with your board and donors in lining up a special incentive at a local business. Pick a fun hot spot like a coffee shop, restaurant, pizza joint, etc. and offer a TeamMates night! All mentors could get a free cup of coffee, dessert, or \$10 off with a special coupon or card. It's a great way to say thanks and honor your community.



Punny notes

Who doesn't love a good pun and a note from your mentee? Create your own or use our note card template to have your mentees write thank you notes to your mentors. Add a little extra something special by attaching a clever pun with a candy bar, mints, cocoa, candy, etc.

Here are some extra ideas to get you started:

Fortune Cookie-a wrapped fortune cookie stapled to a note that says, "We are fortunate to have you on our TEAM!"

Capture the Moment-a photo of the mentor and mentee pair in an inexpensive acrylic frame or simply surrounded by a construction paper frame.

Sweet Treat-use a candy cane attached to a note that says, "It was sweet of you to volunteer your time to mentor" or a similar phrase. Any candy will do.

Write Stuff-use a pencil or pen (with or without the TeamMates logo) and a note that says, "You've got all the 'write' stuff to be a great mentor".

Ticket to Success-using the phrase "Mentoring is the ticket to success!" give mentors tickets for local sporting events, an ice cream cone, movie rental or any number of things.

Phone Call-A phone call from a dignitary such as the mayor or superintendent thanking the mentor for their contribution to making your community a better place to live.

Grand Idea-use a 100 Grand candy bar and a note that says "You are worth a Grand to your mentee or this program".

Measure Up-Give each mentor a Ruler or Measuring Tape with the note that says "Thanks-What you give is IMMEASURABLE" or "Thanks for helping us Grow from Good to Great".

Highlight the Moment-put a highlighter with a note that says, "You Highlight your mentees day!" (Check school supply sales for multi-packs of highlighters.)

Light the Way-use a small birthday candle on a note that says "Mentors Light the Way!"

Volunteer Spotlight-use local newsletter to recognize mentors or mentoring matches. It can be used to introduce new mentors or highlight mentors with a number of years of service. Pay particular attention to being accurate as to the number of months or years served.

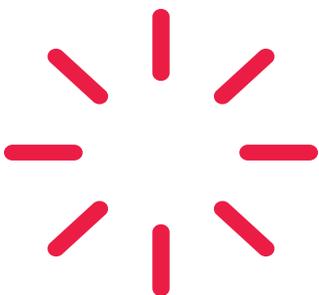
Stick with Us-Give a small packet of sticky notes with the saying "Thanks for Sticking with Us" written on the top sheet.

TeamMates Swag- Visit the TeamMates store on teammates.org or work with local partners to make t-shirts, hats, bags, or other cool swag items with the TeamMates logo. Email Hannah for logos.

Have a creative idea?

We love sharing the cool ways your chapter is honoring mentors. Send us your pictures and news articles highlighting your great work.

Email Hannah at hannah@teammates.org or tag us on Facebook and Twitter!



Media



These tips will help you engage with local and regional media outlets to cover mentoring and report on your chapter. A customizable press release is in the Dropbox toolkit.

- Track media outlets that have covered your chapter events in the past or other National Mentoring Month stories. To do this, Google search “mentoring” + (outlet name) or “TeamMates” + (outlet name)
- Write an op-ed/press release on mentoring and how TeamMates has made an impact on the youth and mentors in your community. Also include how many students are currently waiting for a mentor. Not a writer? Not a problem. Talk to a mentor or someone on your board who could write a compelling story.
- Ask your local/regional outlet for donated airtime or print-ad space for use during National Mentoring Month. Come up with a creative topic or story to highlight an event you can promote or generally discuss why mentors benefit the community.
- Invite media contacts to any special events you are doing in the community. Try to have a high school to college-aged match available to be interviewed.

REMINDER: Please adhere to the TeamMates media guidelines provided in your program management manual, Playbook, and the NMM Toolkit Dropbox.

Thank YOU!

TeamMates wouldn't be anywhere near possible without the support and hardwork of our caring program coordinators. The TeamMates Central Office truly appreciates all of the strides you make in creating a positive environment for our mentors and mentees in the schools. We are so thankful for your time.

Please contact Hannah Miller at hannah@teammates.org with any questions.

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