

4. To be designated as the LLNP, you must meet the following eligibility criteria:

- Commit to increasing the quality and quantity of mentoring in the community, and to serving as a role model, advocate, and disseminator of national mentoring guidelines (*Elements of Effective Practice*).
- Maintain productive working relationships with all organizations in your community that endorse mentoring as a priority and/or that provide quality mentoring services.
- Convene, support, and collaborate with a wide range of mentoring programs.
- Develop an action plan to achieve the goals of NMM 2009.
- Provide evaluation/tracking data at the end of NMM.
- Obtain a commitment from local media (e.g., TV, radio, print) to devote airtime/print space to promote NMM.
- Maintain and operate a telephone and/or online response system for the public.
- Maintain an up-to-date community-wide database of local mentoring opportunities available to the public and have a mechanism for referring volunteers to these programs.
- Conduct outreach to influential leaders in the community reflecting elected officials, local media, the business community and other mentoring organizations.

Briefly discuss (no more than 2 single-spaced pages) your organization's plans to meet the eligibility criteria outlined above. Please address each criterion. If you do not currently perform one or more of the activities listed above, please indicate how you would intend to add that activity to your current services. If your organization has served previously as a LLNP, please feel free to include information on your activities that indicate how you have met any or all of the eligibility criteria.

Applications may be submitted via email, mail, or fax to:

Libra Johnson
Director, Mentoring Partnerships and State Affairs
MENTOR
1600 Duke Street, Suite 300
Alexandria, VA 22314
ljohnson@mentoring.org
FAX: 703-226-2581

Deadline for receipt of application: NO LATER THAN FRIDAY, JUNE 6, 2008.

National Mentoring Month Criteria for Selecting Local Lead Nonprofit Partners

National Mentoring Month – an annual, concentrated burst of national and local media activity combined with White House and Congressional involvement and extensive community outreach – serves as a vehicle for institutionalizing our nation's commitment to long-term mentoring. The goals of National Mentoring Month are to: 1) raise awareness of mentoring; 2) promote the rapid growth of work-site, school-based, and faith-based mentoring programs; 3) advocate for federal and state mentoring support; and 4) recruit individuals to serve as mentors.

The successful implementation of National Mentoring Month in individual media markets depends on the support and participation of local media outlets, businesses, faith-based institutions, membership organizations, schools, and nonprofits in the mentoring field. In each media market, a local lead nonprofit partner is responsible for coordinating a community's activities to ensure that the community takes maximum advantage of National Mentoring Month. Preference will be given to existing *Mentoring Partnerships* in these areas. Should a *Mentoring Partnership* decline or not satisfy the selection criteria, or should a *Mentoring Partnership* not exist in a given media market, consideration will then be given to other interested organizations.

The Local Lead Nonprofit Partner for National Mentoring Month is responsible for the following:

- Development and implementation of an action plan to achieve the goals of National Mentoring Month. The plan should include an outreach committee comprised of influential leaders representing local media, business community, and mentoring organizations.
- Obtaining commitments from local media (e.g., TV, radio, print) to devote airtime/print space to promote National Mentoring Month.
- Collection of tracking data and completion of the National Mentoring Month Evaluation by its due date.

To become a designated Local Lead Nonprofit Partner for National Mentoring Month, organizations must complete an application indicating that they meet the following criteria.

CRITERIA

Each lead partner must demonstrate its commitment to support National Mentoring Month by:

1. Increasing the quality and quantity of mentoring in the community, and to serving as a role model, advocate, and disseminator of national mentoring guidelines (*Elements of Effective Practice*).
2. Maintaining productive working relationships with all organizations in a community that endorse mentoring as a priority and/or that provide quality mentoring services.
3. Convening, supporting, and collaborating with a wide range of mentoring programs during National Mentoring Month on:
 - **Mentor recruitment and referral.** The lead organization should provide a mechanism for referring volunteers to a wide range of mentoring programs in the community. It should have a telephone and/or online response system that ensures the public is responded to quickly, easily, and productively. It should have experience recruiting and referring volunteers from diverse sectors of its community. It should have a process for helping prospective mentors assess and access a range of opportunities that meet their qualifications, interests, and availability.
 - **Public awareness building.** The lead organization should have experience promoting mentoring or volunteerism in its communities (e.g., through media campaigns and special events, speaking engagements and marketing materials, and recognition activities). The organization should have productive working relationships with its local media.
 - **Data collection and tracking.** The lead organization should provide mechanisms for gathering, tracking, and disseminating anecdotal, programmatic, and statistical information about the effectiveness of National Mentoring Month.