

ELEVATE THE MOVEMENT

CREATING A BROAD BASED MOVEMENT
BEGINS WITH POWERFUL STORYTELLING

The success of the In Real Life movement relies heavily on mining interesting and relevant content, elevating inspirational stories, and highlighting the impact mentoring has on transforming our young people and our communities.

WE WANT TO HEAR FROM YOU!

MENTOR has created an *In Real Life* editorial calendar for 2017 to showcase the vast impact mentoring has on a variety of issues central to the promise of support and opportunity:

JANUARY National Mentoring Month	FEBRUARY Black History Month	MARCH Education & Reading Awareness	APRIL Child Abuse Prevention Month
MAY National Physical Fitness / Sports Month	JUNE Advocating for Underserved Populations	JULY College Access & Career Readiness	AUGUST Recreation & Enrichment Activities
SEPTEMBER Attendance Awareness Month	OCTOBER STEAM Mentoring Month	NOVEMBER Thank Your Mentor	DECEMBER Year in Review

DEADLINE: Submit all content or ideas in advance, by the 15th of the prior month

Each month, we'll feature content from:
PROGRAMS - CORPORATE PARTNERS
AFFILIATE MENTORING PARTNERSHIPS - REAL LIFE MENTORS AND MENTEES

Content will be promoted in different ways:
BLOG POSTS - PRESS RELEASES - VIDEO STORIES
ADVOCACY ALERTS - SOCIAL MEDIA - EMAIL

ADD YOUR VOICE

SHARE YOUR STORIES BY CONTRIBUTING OR
AMPLIFYING CONTENT THROUGHOUT THE YEAR

Below are just a few examples of how you can share your own stories with us and *In Real Life* via different content channels. We welcome your input and new ideas! Contact Heather Coyne at hcoyne@mentoring.org to discuss or submit your content.

IN REAL LIFE BLOG SERIES: MENTORING IN THE MIDDLE GRADES

Guest Author: Jason Cascarino, Chief Executive Officer, Spark
March 17th, 2016
Posted In: Education, In Real Life

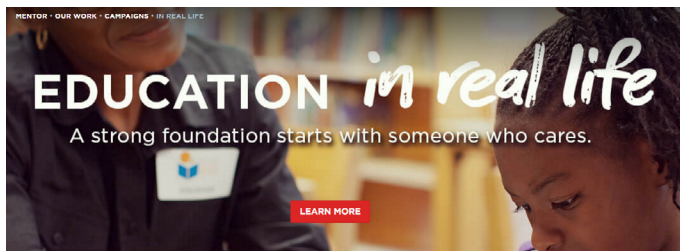
Throughout March, we are focusing on the role education plays in *In Real Life*. Visit MENTOR's blog to read weekly blog posts on the unique ways education intersects with mentoring, including program stories, real life mentoring features, and announcements on initiatives supporting our efforts to building a strong foundation for all young people to reach their potential.

Years ago, Andrew was an eighth grader in Los Angeles and admittedly felt unprepared to move on to high school. He didn't feel engaged or motivated in school, and he was falling behind. That year, he was paired with a mentor in the Spark program. Spark partners with schools in disadvantaged communities across the country to offer youth like Andrew a yearlong opportunity to work one-on-one with a professional in a workplace environment. Andrew was interested in drawing and his



BLOG: Share a mentoring story and we'll post it on our blog. Or, contact us to help you author or co-author a post!

Example: Program partner Spark guest authored a [blog post](#) about Middle Level Education Month to support our Education theme in March.



PHOTOS: Share a great mentoring photo to be featured on *In Real Life* materials. Contact us to discuss licensing requirements.

Example: Our Mentoring Partnerships provided us with real life photos of mentors and mentees to use throughout our website. This one from the Mentoring Partnership of Southwestern Pennsylvania was used in March to highlight the role mentors play in supporting mentees in school.

VIDEO: Repurpose a video you've shot by adding a slide at the end co-branded with *In Real Life*, or contact us to discuss creating a video!

*Example: Corporate partner AT&T shot a series of [videos](#) featuring their mentors to celebrate a their millionth hour milestone. We worked together to incorporate *In Real Life* messaging and featured this as a part of our Education theme in March.*



SOCIAL MEDIA: Create social messages featuring statistics or information about *In Real Life* themes that we can share with our partners, or cross promote our tweets, Facebook posts, Instagram photos or LinkedIn messages for maximum amplification. Use #MentorIRL throughout your posts!