



*in real life*

**CAMPAIGN  
LAUNCH  
TOOLKIT**

# IN REAL LIFE CAMPAIGN LAUNCH TOOLKIT

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## CAMPAIGN OVERVIEW

In January, as a part of National Mentoring Month, MENTOR: The National Mentoring Partnership will launch *In Real Life*. *In Real Life* is a campaign designed to make an impact on the lives of 9 million kids in the United States who don't have a mentor or trusted adult in their lives who they believe they can turn to for advice and guidance. *In Real Life* is about ensuring that every young person who needs a mentor has a mentor. By educating audiences about the urgent need to close our country's mentoring gap, recruiting more adults to become mentors, and driving increased resources to mentoring organizations, we can scale the mentoring movement and dramatically alter the lives of millions of young people.

This toolkit is designed to help you share the *In Real Life* campaign with your audiences, and help us to reach even more people by offering resources, a calendar, and sample messages and materials. If you have any questions about the campaign materials, or want to talk about other ways that you can get involved, please contact [Liz Hardy](#) | 617.303.4617.

### OUR FOCUS:

Our goal is to build a grassroots movement of natural mentors like teachers, coaches, and family friends, formal mentors who work with a mentoring program, public and private sector supporters, donors, and advocates who believe that an asset so critical - mentoring - cannot be left to chance. We're building a movement to connect every young person to the kind of meaningful relationships that provide us all with networks of support and opportunity.

# CAMPAIGN OVERVIEW

## TIMING:

*In Real Life* will launch during National Mentoring Month to leverage the national focus on mentoring. To spark engagement around the initial launch, we will share a rich variety of content throughout the month. This will culminate at the National Mentoring Summit in Washington, DC, from January 27-29, when approximately 1,000 mentoring program professionals, corporate and philanthropic partners, and advocates will gather.

Videos and still photos that tell the story of high profile mentors and mentees will be used throughout January to spark a discussion around the urgent mentoring crisis and encourage people to join the campaign. The timeline below sets out when key campaign assets will be published on MENTOR's Instagram, Twitter and Facebook pages. If you are able to engage in sharing content on your own social channels, it will amplify our efforts and enable us to reach a bigger audience:

## KEY DATES FOR NEW CONTENT:

- **Marcus Smart:** Boston Celtics
  - January 5 - Teaser Video
  - January 6 - Full Video
- **Karl-Anthony Towns:** Minnesota Timberwolves
  - January 8 - Teaser Video
  - January 11 - Full Video
- **Carmelo Anthony:** New York Knicks
  - January 12 -Teaser Video
  - January 13 - Full Video

## ADDITIONAL CAMPAIGN DATES:

- January 14, 2016: "I Am a Mentor Day"
- January 17, 2016: International Mentoring Day
- January 18, 2016: Martin Luther King Jr. Day of Service
- January 21, 2016: "Thank Your Mentor Day"

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## CAMPAIGN BACKGROUND:

- MENTOR: The National Mentoring Partnership is a nonprofit dedicated to expanding quality youth mentoring relationships for kids in the United States. It seeks to close the mentoring gap through advocacy and by working with partners in private, public and nonprofit sectors. It recently celebrated its 25th anniversary and has been running a number of programs including the Corporate Mentoring Challenge with First Lady Michelle Obama.
- MENTOR is launching *In Real Life* to elevate the movement to connect young people in America to the kind of meaningful relationships that provide the networks of support and opportunity that most of us relied on. The *In Real Life* campaign is a response to President Obama's My Brother's Keeper initiative and the call-to-action to deliver on the promise of opportunity for all of our young people. Mentoring is a centerpiece of the initiative because of the proven impact on positive outcomes. Wanting to make an impact on the lives of boys and young men in communities of the highest need, the NBA joined MENTOR to develop *In Real Life*.
- The *In Real Life* campaign launches in January 2016 during National Mentoring Month to leverage the national focus on mentoring that is driven annually by presidential, congressional, and gubernatorial support, and national and local grassroots and outreach. In partnership with the NBA, the campaign will spotlight four basketball players who will share their experiences as a mentor/mentee in short videos supporting the campaign.
  - Marcus Smart - Boston Celtics
  - Karl-Anthony Towns - Minnesota Timberwolves
  - Carmelo Anthony - New York Knicks
  - Al Holford - Atlanta Hawks
- The *In Real Life* campaign will:
  - Drive awareness, particularly among millennials, of the urgent need to close the mentoring gap.
  - Spark a conversation with compelling stories about high profile mentors and every day mentors, and how mentoring impacted their life.
  - Encourage others to share a story about a mentor in their life on social channels, using #MentorIRL.
  - Help people to learn more about mentoring opportunities in their area.
  - Help fund organizations that provide mentoring.
  - Call for public policy that supports mentoring.
- We've already made great progress but with your support we can do even more to raise awareness of the urgent need for mentors across the country.

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## CAMPAIGN MESSAGING

Please find below the key messages that support the discussion that mentoring is critical.

**POSITIONING MESSAGE:** *In Real Life*, who do you turn to?

**9 million kids** in America are growing up without an answer to this question. They make everyday choices that lead up to life's big decisions without enough guidance and support - the kind most of us count on. Every kid should have someone to turn to. Join the movement, Mentor *IN REAL LIFE*.

**Condensed positioning message: 9 million kids in America need more guidance in moments big and small. Mentor *IN REAL LIFE*.**

**9 million** kids in America grow up without a mentor to offer real life guidance.

This means **1 in 3 young people** feel isolated from meaningful connections with adults outside their homes.

### **MENTORING HAS AN IMPACT IN REAL LIFE.**

- Mentoring is linked to improved academic, social and economic prospects.
- Mentoring provides meaningful connections that impact the people involved - and influences the outcomes at home, at work and in their communities.

### **HAVING A MENTOR EMPOWERS YOUNG PEOPLE TO MAKE SMART CHOICES THAT PUT THEM ON A PATH TO MAKING BETTER LIFE DECISIONS.**

- A mentor who encourages smart daily behaviors—finishing homework, having healthy social interactions, saying no when it counts—has a noticeable influence on a young person's growth and success.
- 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.

### **STUDENTS WHO HAVE MENTORS ARE MORE LIKELY TO STAY IN SCHOOL.**

- Students with mentors have better school attendance—because they learn the importance of showing up *In Real Life*.
- By sharing their own life experiences, mentors provide students with a clear vision of what their future could look like. The impact is that, statistically, students with mentors are more likely to continue school through higher education.
- Students with a mentor have the tools to avoid real life pitfalls like skipping school, drinking and illegal drugs.

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**MENTORING BUILDS RELATIONSHIPS THAT ARE AS MEANINGFUL FOR THE MENTOR AS THEY ARE FOR THE YOUNG PERSON.**

**Hashtag activism can raise awareness for important issues, but mentoring delivers real-life impact:**

Young adults who had mentors as kids are **55% more likely** to be enrolled in college—and more than twice as likely to say they held a leadership position in a club or sports team.

Young adults who had mentors as kids are paying it forward—they are **78% more likely** to volunteer regularly in their communities.

- Mentors make an indelible impression on their mentees: in a survey of young people who had mentors, 90% said they are now interested in becoming mentors themselves.
- For the mentors, the relationship can build leadership and management skills, expand a mentor's professional network, and provide an empowering opportunity to give back to the community.

**9 MILLION KIDS NEED A TRUSTED MENTOR TO TURN TO.  
YOU CAN HELP CLOSE THE MENTORING GAP—HERE'S HOW.**

- Mentoring makes an impact on your community. Learn about opportunities in your area at [Mentoring.org](https://www.mentoring.org).
- Share your own story about a mentor in your life on your social channels, using #MentorIRL.
- Real solutions need real resources. Make a donation to an organization supporting mentoring and help connect more kids to mentors *In Real Life*.
- Spread the word about the mentoring crisis and invite friends to be part of the solution with you.
- *In Real Life*, major change needs the support of powerful people. Vote for candidates who care about mentoring, and support public policies that advance the cause.
- Join our movement to provide every kid with a mentor. Become a mentor *In Real Life*.

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## CAMPAIGN MATERIALS

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**CAMPAIGN LOGO:** If you would like to use the *In Real Life* campaign logo on your website, or as part of your wider communication efforts, please be sure to adhere to the logo guidelines.

The logo is a hand-written, bold typographic treatment to bring the human element to light within the initiative. The logo can be used in black, grey or knocked out to white depending on application.

The logo should interact with subjects of photo and complement their activity, but not overpower. You may download National Mentoring Month creative assets, and *In Real Life* campaign logos, creative and social media assets [here](#).

### **SOCIAL AND DIGITAL MEDIA TOOLS:**

Partners can help support the *In Real Life* campaign by sharing messages and encouraging people to engage with the campaign on social media. Please see the following tools for online engagement.

If you are posting about the *In Real Life* campaign, please use the hashtag #MentorIRL

### **SUGGESTED POSTS AND LANGUAGE:**

#### **Sample Facebook posts**

Mentoring is a shared opportunity for learning and growth. In fact, many mentors say that they are surprised and grateful for the chance to mentor because the experience is more rewarding than they imagined. Are you a mentor? Tell us why you decided to volunteer *in real life!*

Mentoring relationships serve as critical links in the chain of outcomes for our nation's youth that ultimately produces more active citizens and stronger leaders, better schools and healthier communities. Become a mentor and realize the impact you can have *in real life*.

#### **Sample Tweets**

It's National Mentoring Month. Will you make a difference by becoming a mentor and building a relationship *in real life*? #MentorIRL

I'm a mentor, making a difference in my community by showing up for a young person *in real life*. Join me - become a mentor today! #MentorIRL

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**YOU CAN ALSO FOLLOW/SHARE MESSAGES, INCLUDING VIDEOS AND VISUAL CONTENT, FROM THE FOLLOWING HANDLES:**



MENTOR	<a href="#">MENTOR Facebook</a>	<a href="#">@MENTORnational</a>	<a href="#">@MENTORnmp</a>
NBA	<a href="#">NBA Facebook</a>	<a href="#">@NBA</a>	<a href="#">@NBA</a>
NBA Cares	<a href="#">NBA Cares Facebook</a>	<a href="#">@NBACares</a>	<a href="#">@NBACares</a>

**LANGUAGE FOR WEBSITE:**

Below is language you may wish to post on your website to highlight your support of the campaign:

9 million kids in America are growing up without a mentor. This means one out of every three young people make everyday choices that lead up to life’s big decisions without the support system necessary for them to thrive. This is our country’s mentoring gap.

As part of National Mentoring Month we are supporting MENTOR: The National Mentoring Partnership, to launch *In Real Life*. *In Real Life* is a campaign designed to make an impact on the lives of 9 million kids in the United States who don’t have a mentor or trusted adult in their lives who they believe they can turn to for advice and guidance. *In Real Life* is about ensuring that every young person who needs a mentor has a mentor.

We are partnering with MENTOR to help foster a conversation about the urgent need to close our country’s mentoring gap, and help recruit more adults to become mentors, and drive increased resources to mentoring organizations.

The *In Real Life* campaign spotlights four professional basketball players who have had life-changing experiences with mentoring through short videos.

We believe that mentoring can dramatically alter the lives of millions of young people in our country. If you’d like to learn more about the impact of mentoring and how you can get involved in the campaign, please visit: [www.mentoring.org/irl](http://www.mentoring.org/irl)

With your support, we can make an even bigger difference.



## EMAIL COPY FOR EMPLOYEES

Partners can support the *In Real Life* campaign through employee engagement. Below we have provided resources including an email template and talking points to help drive conversation around mentoring *In Real Life*.

Email Template:

Hello XX,

As part of National Mentoring Month we are supporting MENTOR: The National Mentoring Partnership, to launch *In Real Life*. *In Real Life* is a campaign designed to make an impact on the lives of 9 million kids in the United States who don't have a mentor or trusted adult in their lives who they believe they can turn to for advice and guidance. *In Real Life* is about ensuring that every young person who needs a mentor has a mentor.

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We believe that mentoring can dramatically alter the lives of millions of young people in our country. If you'd like to learn more about the impact of mentoring and how you can get involved in the campaign, please visit: <http://www.mentoring.org/irl>

Thank you again for your continued support in helping us to raise awareness of mentoring *In Real Life*. With your support, we can make a difference to communities across the country.

Best,

XX

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## WHY MENTORING IS CRITICAL

- 16 million of our country's 46 million young people between ages 8-18 don't have a trusted adult in their lives who they believe they can turn to for advice and guidance outside of their family or home. That means one out of **every** three young people is growing up without a mentor. These young people make everyday choices that lead up to life's big decisions without the support system necessary for them to thrive. This is our country's mentoring gap.
- Of those 16 million young people going at it alone, **9 million** of them are at significant risk of falling off track.

### ***In Real Life, youth who have the opportunity to meet regularly with mentors are:***

- 46% less likely than their peers to start using illegal drugs.
- 27% less likely to start drinking.
- 52% less likely than their peers to skip a day of school.
- 37% less likely to skip a class.

### ***In Real Life, young adults who were mentored as kids are:***

- 55% more likely to be enrolled in college.
- 78% more likely to volunteer regularly in their communities.
- 2Xs as likely to say they held a leadership position in a club or sports team.
- 90% of young people who had a mentor are interested in becoming mentors themselves.

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## 2016 LOOK AHEAD

We're grateful for your support to help launch *In Real Life*-January is just the beginning and we hope you'll continue to play a part in the campaign. Some key content and campaign moments for the rest of 2016 will include:

- **Mother's Day**
- **Father's Day**
- **Summer Break**
- **Back To School**
- **Attendance Awareness Month (September)**
- **Coaches Mentoring Challenge (August-November)**

This is only the beginning and without your generous support, this campaign would not be possible. We look forward to partnering in the weeks, months and years ahead to ensure that we reach young people in need and raise awareness of the urgent need for mentors across the country.

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<sup>1</sup>Students who meet regularly with their mentors are 52% less likely than their peers to skip a day of school and 37% less likely to skip a class

<sup>2</sup>At-risk young adults who had a mentor are 55% more likely to be enrolled in college than those who did not have a mentor.

<sup>3</sup>Youth who meet regularly with their mentors are 46% less likely than their peers to start using illegal drugs and 27% less likely to start drinking

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