Moderator & Panelists

- C.T. Ransdell
  Mass Mentoring Partnership

- Amber Roos
  Altria

- Jess Anna Glover
  MENTOR Minnesota

- Rebecca Crossley
  ALKU

- Elizabeth Bass
  VA Mentoring Partnership

- Catharine Shay
  3M
MENTOR Overview – www.mentoring.org

MENTOR’s Mission is to fuel the quality and quantity of mentoring relationships for America’s young people and to close the mentoring gap for the one in three young people growing up without this critical support.

- Nationally recognized field leader with more than 25 years of experience
- Demonstrated results and impact grounded in a community responsive approach
- Proven ability to help unlock new public and private dollars and engagement in mentoring
- Successful cross-sector and collective impact convener
- Member of the Social Impact 100, America’s 100 top-performing nonprofit organizations
MENTOR’s National Program Network
MENTOR’s National Footprint

26 affiliates serve as catalysts of the state/local mentoring movement
MENTOR’s Public/Private Partnerships
The Need for Mentoring

One in three young people are growing up without a mentor.

This is the mentoring gap in America.

46 Million
All young people ages 8-18

22 Million
Young people with no risk factors

- 15 Million
  Had a mentor
  2.4M structured
  12.6M informal

- 7 Million
  Never had a mentor

24 Million
Young people facing risk factors

- 15 Million
  Had a mentor
  4.5M structured
  10.5M informal

- 9 Million
  Never had a mentor
The Mentoring Effect

WITH A MENTOR, AT-RISK YOUTH ARE:

55% more likely to be enrolled in college

78% more likely to volunteer regularly in their communities

130% more than twice as likely to say that they held a leadership position in a club or sports team

90% Respondents who had a mentor said they are now interested in becoming mentors

Research has consistently shown that mentoring has a positive effect in improving outcomes for young people with mentors versus those that do not.
Spotlight on
Mass Mentoring Partnership & ALKU
Successful Business + Mentoring Engagement

October 30, 2018
C.T. Ransdell  
Director of Development  
Mass Mentoring Partnership

Rebecca Crossley  
Brand Marketing Manager  
ALKU

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www.massmentors.org  
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ALKU

Highly specialized consulting services firm nationwide
HISTORY

➤ ALKU & MMP establish relationship off shared interest in mentoring (2012)
➤ ALKU participates in Rodman Ride for Kids to support MMP (2012)
➤ ALKU inducted in Corporate Mentoring Honor Roll (2013-2014)
➤ Mark Eldridge, Founder and CEO of ALKU, joins MMP’s Board of Directors (2014)
➤ ALKU Scholarship created (2015)
➤ ALKU selected as one of 25 Mentors of MMP throughout organization’s 25 year history (2017)
➤ MMP and ALKU representatives present on partnership at National Mentoring Summit (2018)

Our HISTORY
There is a shared belief and connection in the work being done.
- Employees at ALKU are consistently educated on the mentoring cause and its identified programs
- Some employees serve as mentors in a participating partner mentoring program
- ALKU executives frequently attend, support, and in some cases sponsor mentoring events hosted by MMP, Big Brothers Big Sisters, Family Services of Merrimack Valley, Best Kids Inc., and more

There are multiple champions of mentoring and MMP at ALKU
## Ways We Work Together

<table>
<thead>
<tr>
<th>Employee Engagement</th>
<th>Financial Support</th>
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<tbody>
<tr>
<td>Volunteerism, making information accessible, getting to know employees, encouraging content</td>
<td>Event sponsorship, P2P fundraising, individual contributions</td>
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<tr>
<th>Board Engagement</th>
<th>Marketing/Brand Alignment and Public Awareness</th>
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<tr>
<td>Contribute to governance of MMP including policies, practices, programs &amp; processes that support our mission-driven work</td>
<td>Strategic partnership focused on the greater good</td>
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Employee Engagement
ALKU Scholarship

- Created in 2015, the ALKU Scholarship is a $20,000 college scholarship for rising high school seniors who are in a mentoring relationship.

Employee Engagement

ALKU Scholarship

- How does MMP harness this engagement opportunity?

- How does ALKU maximize this opportunity for employee engagement?
Employee Engagement

Rodman Ride for Kids

➤ Rodman Ride for Kids
   – Since 2012, ALKU and MMP have participated in the Rodman Ride for Kids, the largest single day athletic fundraiser supporting at-risk youth.

➤ How does MMP harness this engagement opportunity?

➤ How does ALKU maximize this opportunity for employee engagement?
Events & P2P

➤ Events
  – Cheers to Mentoring
    • Committee, Attendance, Presentation of ALKU Scholarship
  – Champions of Mentoring
    • Committee and Attendance

➤ How does MMP harness this engagement opportunity?

➤ How does ALKU maximize this opportunity for employee engagement?
Financial Support
Financial Support

- **Sponsorship**
  - Champions of Mentoring
  - Cheers to Mentoring

- **Individual Giving**
  - Executive and employee giving to appeals, mission ask at events, P2P campaigns

- **P2P Fundraising**
  - Employees volunteering to raise funds from their network

- **ALKU “Calling Hour”**

- **ALKU Gives Back**
  - ALKU program to encourage rounded up deduction from clients
Board Engagement
Mark Eldridge joined MMP’s Board in 2014.

- Mark is an active champion of MMP’s work, leading by example through participating in the Rodman Ride for Kids, encouraging employee participation in ALKU’s partnership with MMP
  - Leads by example
  - Executive insight and governance support to MMP
  - ALKU actively participates in multiple events and P2P fundraising opportunities
  - ALKU supports the greater field of mentoring
Marketing/Branding Alignment and Public Awareness
Marketing, Branding, and Public Awareness

➤ Marketing/Awareness

- Corporate Mentoring Honor Roll
  - Over 35 companies in Massachusetts recognized in media and at the Corporate Mentoring Summit

- Mentoring Night at Fenway Park
  - Recognized on the boards, centerfield, and 1,000+ shirts worn by matches

- Articles/placements in local media
  - Recognizing scholars and ALKU’s support for mentoring
The Importance of Stewardship

01 Operational Management
Sound fundraising, mission clarity, donor appreciation, multiple giving opportunities

02 Integration
Integrate stewardship, volunteerism, and events

03 Create a Culture of Generosity
Stewardship in employee volunteerism creates a culture of gratitude and generosity

04 Champions Lead the Way
Stewardship leadership by champions within companies through involvement in wider organizational roles has a significant impact on organizational goals

05 Welcome Champions to Organizational Activities
Opportunities for nurture through welcoming champions and supporters to organizational culture-building events, encouraging a shift of self-image from donor to stewarding a trusted partner

06 Engagement in Your Mission
Engagement in your mission reveals a clear organizational DNA and mission as the basis for an effective partnership
➤ Develop a stewardship section on your website
➤ Host an appreciation event for employees/champions of businesses
➤ Profile champions and supporters in your communications and share with the company’s marketing team
➤ Create a stewardship report template you can use for different corporate supporters.
➤ Ask accountants/financial managers to help you tell a story with your budget.
➤ Have existing program-based committees? Invite supporters to participate in review committees, data analysis, mobilizing for policy advocacy, etc.

To Take Back to the Office
Stewardship Activities
➤ Be thoughtful – make notes of personal details you hear in conversation with supporters. People will always appreciate the fact that they were heard.

➤ Genuinely make an effort to get to know your supporters. Pick up the phone or meet them in-person. Is their team meeting for a weekly lunch? Do they do a group bike ride? Ask if you can join just to get to know them.

➤ Always write acknowledgments to not only the decision-maker at a corporation, but to your contact(s) at the company as it will go a long way as well. It’s a relationship, just like any other, that needs to be nurtured.

➤ Share breaking news with them before the general public
Company = Group of People
Spotlight on VA Mentoring Partnership & Altria
Success360°

- Leading organizations
- Long history of partnering with Altria
- Proven-effective programs
Through our partnership, VMP has benefited from:

- Board service and leadership
- Financial investment in program services and event sponsorship
- Skills-based volunteering from employees
- Access to special workshops and trainings

Through our partnership, Altria has benefited from:

- Local relationship with Affiliate of a national organization, in their headquarters’ hometown
- Alignment with positive youth development organizations
- Model and thought partner for engaging youth organizations around best practices
Spotlight on
MENTOR Minnesota & 3M
STEM MENTORING

Supplement to the
Elements of Effective Practice for Mentoring

RESEARCH-INFORMED RECOMMENDATIONS FOR
YOUTH MENTORING PROGRAMS WITH A SCIENCE,
TECHNOLOGY, ENGINEERING, OR MATHEMATICS FOCUS

2018

STEM Supplement to the
Elements of Effective Practice for Mentoring™
Checklist

This supplement is intended to provide additional research-informed recommendations for youth mentoring programs with a science, technology, engineering, or mathematics focus. These programs often have different approaches and outcomes than traditional mentoring programs, and this guide is intended to provide additional guidance. Please note that STEM mentoring programs should still strive to adhere to all of the practices recommended in the full Elements, with special consideration for the recommendations noted here. To access the full STEM Supplement on MENTOR’s website, click here.

1. RECRUITMENT

Mentor Recruitment
Program recruits mentors whose skills, motivations, and backgrounds best match the goals and structure of the program. (E.3.1)

STEM Recommendation: Recruit individuals with demonstrated skills in the STEM field to serve as mentors, particularly if mentors will be teaching STEM content, leading studies in STEM activities, or serving as role models to members who are members of a group (e.g., African Americans, women) that is underrepresented among students majoring in a STEM field or among employers in a STEM field.

STEM Recommendation: Recruit mentors who are interested in developing a supportive, caring relationship and mentorship with their mentees. (E.3.1)

Mentee and Parent or Guardian Recruitment
Program recruits mentors whose needs best match the services offered by the program. (E.1.7)

STEM Recommendation: Program engages in recruitment strategies showing people working in STEM who are concerned with helping students or applying their work to improving the world.

2. SCREENING

Mentor Screening
Program needs criteria for accepting mentors into the program as well as criteria for disqualifying mentor applicants. (E.3.1)

STEM Recommendation: Emphasize screening for mentors who:
- Exhibit strong social skills (in addition to strong subject matter expertise).
- Are willing to talk about their personal experiences in the STEM field, especially in programs designed to help youth overcome systemic or personal challenges to a STEM education or career.

https://www.mentoring.org/stem-supplement-to-the-elements-of-effective-practice-for-mentoring/
Additional Resources from MENTOR

- **Mentoring Connector**
  - National database of mentoring opportunities

- **National Mentoring Resource Center**
  - National clearinghouse of tools, resources and practices

- **Collaborative Mentoring Webinar Series + IMPACT Webinar Series**
  - Free webinars by practitioners for practitioners
  - November 28 @ 2pm ET – Masculinity Guide

- **Elements of Effective Practice for Mentoring (including supplemental guides)**

- **National Mentoring Summit**
  - Washington DC from January 30 – February 1, 2019