

Mass Mentoring Partnership

2011 Red Sox Mentoring Challenge Information Webinar



Agenda

- Goal of the Campaign
- Timeline
- Resources for Program Partners
- Requirements of Program Partners
- Questions and Answers

Goal of the Campaign

- All mentor recruitment campaigns at MMP seek to recruit more volunteer mentors for our programs to access; the RSMC has two specific goals to help achieve this overall mission:
 - **Build Awareness** - through a partnership between the Boston Red Sox and Mass Mentoring, the campaign seeks to build awareness for the need for more mentors through the use of media, PSA's, social media and other high profile venues.
 - **Build Program Capacity** – the campaign seeks to create resources and opportunities for programs to leverage in the context of their own mentor recruitment goals and needs

Timeline

- The 2011 RSMC kicks off May 17, 2011 with Mentoring Night at Fenway Park
- Program Partners must submit their program contract no later than May 20, 2011
- Campaign runs from mid-May through mid-September
- Requests for giveaways or seed money due no later than August 15, 2011
- Final Partner conference call will be in late September

Resources for Program Partners

- RSMC will launch high profile PSA with Red Sox Manager Terry Francona on NESN and potentially other avenues (including program websites)
- RSMC will also have print PSAs in the Boston Herald
- Giveaways and incentives for events or mentors such as Red Sox tickets, RSMC T-Shirts, stress balls, bookmarks, gift cards etc.
- Seed money for innovative and creative projects, events, media usage and/or other strategies to leverage the campaign for mentor recruitment efforts

Resources for Program Partners

- Free technical assistance and coaching from MMP program staff on marketing, social media and specific recruitment strategies including access to recruitment material that can be adapted for each program
- Media outreach support and assistance with local and ethnic press
- Marketing and public awareness services including access to RSMC Facebook page and other media opportunities
- Overall strategic assistance with developing ways to leverage the campaign and its' resources

Requirements for Program Partners

- Complete and submit a RSMC Program Partner Contract by May 20, 2010
- Member of MMP's Quality-based Membership
- Post RSMC logo on organizational website and any relevant material related to the campaign
- Conduct outreach or agree to allow MMP to conduct outreach to the press in your local community regarding your participation in the campaign
- Track and report back to MMP on all referrals received through MMP referral process *and* those collected through your own leveraging of the campaign
- Participate in two conference calls throughout the campaign to gain additional information and resources and offer feedback on campaign efforts

Questions and Answers

For more information, please contact Marty Martinez,
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