

MentorKids USA

Final Presentation
December 10, 2010



Cindy and Kimmie celebrating 5 years

MentorKids Moment





PROJECT IDENTIFICATION



MKUSA MARCH 2010

- New Executive Director
- Extreme financial challenges
- Board of Directors in decline
- Change in business paradigm
- Joined AZ LeaderForce



August Retreat

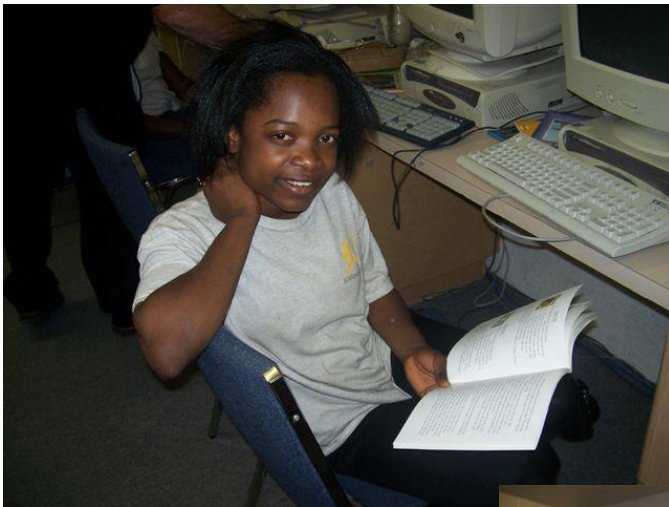
- New Vision
- New Mission Statement
- Core Values
- Provided clarity for LeaderForce deliverables



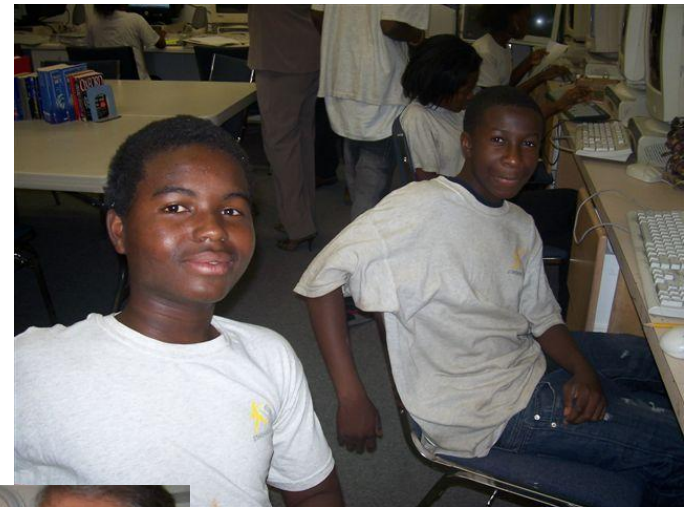
Project Identification

- Sustainability
 - Board Development
 - Data Management
 - Marketing

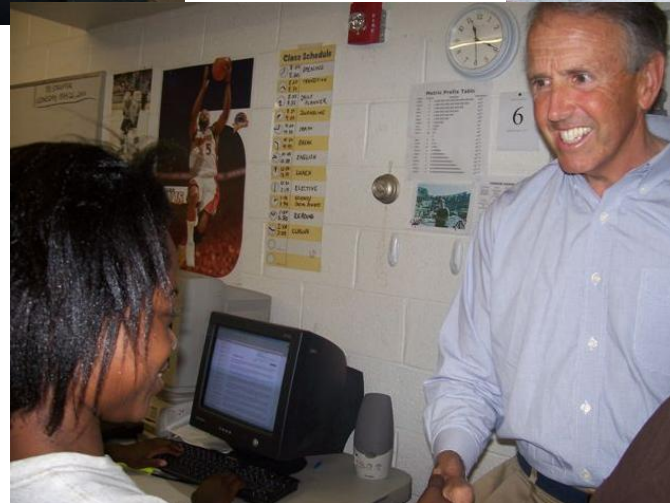
Plans fail for lack of counsel, but with many advisors they succeed. Proverbs 15:22



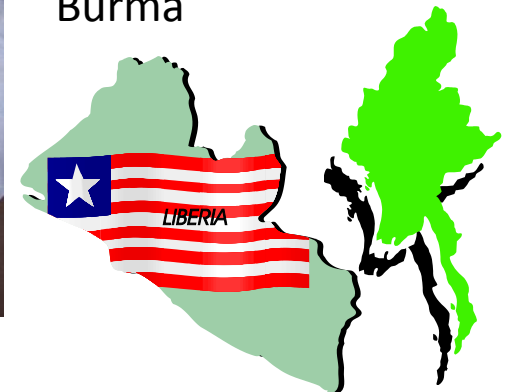
Site Visit



Global Transitions
Mentoring Program



Refugees from Liberia and
Burma





PROJECT MANAGEMENT



Defining the Project

- Understanding the need and the urgency
 - Initial scope was inconsistent with the true requirements. We did figure it out!
- Team dynamics
 - Forming to norming? Back to storming.
 - Very dynamic team with the right skills and excellent experience.
 - Schedule and life priority challenges for Champions



Getting Down to Business

- Scoping the project correctly
 - Many of the original ideas were accurate.
 - Our view of sustainability changed over time.
 - A strategic plan became too large in scope
 - A marketing plan fit more correctly (10 Ideas)
- Success is a result of:
 - Dedication, patience, commitment, determination, and adaptability
- Deliverables met the objective.



PROJECT RESULTS



Providing a Future...
and a Hope for Youth.

Sustainability

Project Description		Project Results: Completed	Project Results: Ongoing
Board Development	<ul style="list-style-type: none"> • Rebuild Board of Directors • Increase financial stability 	<ul style="list-style-type: none"> • Restructured board governance <ul style="list-style-type: none"> – 3 tier board structure – Increased size – Redefined roles and responsibilities – Created job descriptions for board members, officers, and committees 	<ul style="list-style-type: none"> • Board member recruitment for Resource Board and Honorary Board (1st quarter 2010) • Continued implementation of new board structure (ongoing)
Data Management	<ul style="list-style-type: none"> • Adopt a comprehensive contact management system which will allow us to <ul style="list-style-type: none"> – Simplify communications process – Increase communications with constituents 	<ul style="list-style-type: none"> • Acquired ACT! • Input 4,250 contacts • Sent tax credit mailer to over 3,000 contacts utilizing ACT! • ID/Status categories developed • 2nd tax credit mailer in process 	<ul style="list-style-type: none"> • Comprehensive contact ID/Status categorization beginning January, 2011
Marketing	<ul style="list-style-type: none"> • Increase visibility • Engage Donors • Recruit mentors/volunteers 	<ul style="list-style-type: none"> • Developed social media plan • Created Board/Staff Taskforce • Secured Pro Bono Webmaster • Staff training program in social media started • Developed “Marketing Playbook” 	<ul style="list-style-type: none"> • Customize social media plan to current circumstances (Jan, 2011) • Expand social media plan as org. capacity grows (ongoing) • Launch new website (April, 2011) • Refer to Marketing Playbook as needed (ongoing)



Arlin and Nicole



Julie and Arlin at
graduation

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MARKETING STRATEGIES



The business enterprise has two — and only two — basic functions: **Marketing and Innovation.** Marketing and innovation produce results; all the rest are costs. **Marketing is the distinguishing, unique function of the business.**” Peter Drucker



- **Arizona Charitable Tax Credit**
- Church presentation; Each Mentor presents MKUSA to their church body twice a year. Consider 150 previous Mentors. **Increase church involvement**
- Mentor Tree Photo Project: Like an Angel Tree but implemented in a local church
- Operate an Education booth at **AZ CityFest** March 19 & 20.
- Catholic Church /Diocese connection
 - Former AZLF Blue Ribbon agency St Vincent DePaul could be a resource.
- Promise Neighborhood - Business participation and neighborhood participation
- Newspaper, TV, Radio all media.
- Solicit NFL's Tony Dungee to be a Mentor spokesman.



- Re-engage past mentors
- Extend an invitation to see the new model: **Promise Neighborhood.**
- Create a ID/Status group of churches that have a mission and interest in education.
- **Adopt and utilize Social Networks.** Tell the story. Blog the story.
- Identify large corporations that promote education as one of their community service initiatives. Fry's Grocery, Guitar Center for music education, Dial Corp
- Collaborate with Grand Canyon University, Southwestern College, Phoenix Seminary, Azusa Pacific, and Fuller



- January Mentor Month
 - Jan 26 Mentor Day – Special Event with media sharing through YouTube
- February Presidents Day
 - Celebrate leaders (mentors)
 - Interview mentees for YouTube videos on meaning of mentors
- March Women’s History Month and Mardi Gras
 - Celebrating women mentor/mentee events
 - Celebrating life – month long daily Tweets
- April Poetry Month and Easter
 - Poetry contest at churches – who is my mentor and what they mean to me
 - Celebrate Life and Hope stories at churches
- May Mother’s Day
 - Highlight/Celebrate the importance of a female role model – Motivational Tweets
 - Floral cards/pictures with motivational/support through email (provided by MKUSA with web address)



- June Flag Day – Fathers Day
 - Patriotic email messages
 - Highlight/Celebrate the importance of a male role model – Motivational Tweets
- July Independence Day
 - Mentees and Kids in Churches/Schools essay contest. Winners posted at web – Media spotlight
- August American Adventures Month
 - Educational moments via email
 - Fund Raising Car Wash – different church each week – mentor moments at after service coffee
- September Labor Day – Hispanic Heritage Month
 - Event celebrating Hispanic Heritage



- October Halloween – Crime Prevention Month
 - How mentoring helps to reduce crime messaging. Provide statistics highlight successes. Live media opportunity.
- November Thanksgiving
 - What I am thankful for messaging
 - In church presentation by a mentee
- December
 - “Take a moment to rest” messaging
 - Motivational messaging.



Cross Bar X/MentorKids Camp, June 2010

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Project Impact to MKUSA

- Sustain the results
- Impact the wider community
- Be a model for others



Board Development	Data Management	Marketing
Broader Representation	The ACT Program	The Touch Principle Social Media
Three tiers	Critical maintenance	Business based collaborations
Mission/Vision/Core Values	Relational History	Ministry based collaborations



“Arizona LeaderForce has been an outstanding “support and guidance system” for Mentor Kids USA. Much like the Cavalry of yesteryear, coming over the hill at just the right time, it has delivered needed creativity, energy, and procedural reinforcements to help us establish a strong foundation for success.

During this critical period of transition in MKUSA’s history, AZLF has provided perspective, structure, focus and long-range planning assistance as MKUSA has added “site-based” mentoring to the more traditional “one-on-one” model upon which it was founded. All of this has been accomplished despite MKUSA’s limited staff, its transition to a new CEO, and its relatively small Board of Directors.

Our relationship with Arizona LeaderForce has been of particular comfort to me. As the newest member of the Board, AZLF has helped me get up to speed quite quickly on MKUSA’s key success factors and ministry opportunities going forward.”

MentorKids Board Member Phil Ordway – December 2010

“The AZLeaderForce team and its outstanding volunteer coaches have been an immeasurable aid to my personal growth as a board member of MentorKidsUSA. Each coach came along side with their own steady hand of ideas, experience, and wisdom, which was not only a practical help but provided objective stability to the process, and which in turn created an atmosphere of motivation and focus. Each of them, with shared values and spiritual understanding, had an uncontainable passion for our mission, a love for kids, and yes even love for us. Thanks to all!”

John G. Thomas – December 2010





John and Eduardo 2006



John and Eduardo 2010

MentorKids Moment





PROJECT TEAMWORK AND COLLABORATION



Providing a Future ...
and a Hope for Youth.

Collaboration

Organization	Purpose
Colorado Uplift	Board Development
UMOM	Potential Mentoring Opportunities
Other AZLF Agencies	ACT Training
Big Brothers/Big Sisters	Tax Credit for the Working Poor Qualification
ACTVOZ	Social Media Consulting
The Collaboration for a New Century	Board Retreat Facilitation (Rodo)
Mission Increase Foundation	Transformational Giving Consulting



- **Our “Journey of Wild Geese” Experiences**
- **Accept and offer help**
- **Collaboration: shortcomings turned into strengths**
 - Mutual support
 - Inspiration and learning
 - Integration
 - Network
- **Collaboration: a high expression of mentorship**



Jose and Greg, 2005



Jose and Greg, 2010

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SELF DISCOVERIES LESSONS LEARNED



A Poem For My Mentor

Keep your eyes upon me,
Keep me in your sight.
Help me down the crooked road,
Lead me to the light.
The road I'm on is dark,
I'm not sure I know the way,
But with you beside me,
I know I won't stray.
Protect me from the world I'm in,
I'm certain we'll make it through.
Let me hold your hand,
Let me lean on you.

