

HOW FAITH COMMUNITIES CAN LEAD VOLUNTEER MOBILIZATION FOR TUTOR/MENTOR PROGRAMS

One person trained twelve human beings who went on to so influence the world that time itself is now recorded as being before (B.C.) or after (A.D.) his existence.

This quote was taken from the introduction of the book "Jesus, CEO: Using Ancient Wisdom for Visionary Leadership", written by Laurie Beth Jones and published by Hyperion. It shows how much power one person has to change the world. We hope it inspires church leaders to use their communications systems to change the future for millions of at-risk youth throughout America, and the world.

The Tutor/Mentor Connection's Interfaith Marketing Strategy

T/MC maps show neighborhoods with the highest concentrations of poverty in Chicago. They also show the locations of known tutor/mentor programs. Our Program Locator Directory includes contact information for these programs. Anyone who wants to help, as a volunteer, donor, business partner or marketer can call any of these programs.

The T/MC also has maps showing the location of Catholic, Methodist, Lutheran, Baptist and Presbyterian Churches in Chicago. Such a map shows which are in poverty neighborhoods and which are not. We'd like to help faith groups develop evangelism strategies which would lead to a more active, and strategic, role of every church in every faith group in helping inner city kids be part of total quality, comprehensive one-on-one tutor/mentor programs.

Visit the Tutor/Mentor Institute section of <http://www.tutormentorconnection.org> to view power point essays that illustrate the use of maps.

ASSUMPTIONS

- 1) Many tutor/mentor programs already operate in church buildings
- 2) Many churches are in neighborhoods where other programs operate and/or where more programs are needed
- 3) Every church has a weekly communications system which reaches its congregation, and through its congregation can reach throughout the city
- 4) Different faith groups have higher concentrations of churches in different parts of the city
- 5) Every city faith group has one or more city/suburban counterparts who could be a source of revenue, volunteers, equipment, etc.

OUTREACH STRATEGY:

We want to get churches in affluent suburban areas, as well as in inner city

areas, to be delivering sermons on a regular basis, that tie scripture and service, and point members to tutor/mentor programs that already exist, or to neighborhoods, where new programs need to be created.

Every time a church confirms that it hosts a tutor/mentor program, we can put a flag on one of these maps showing that this church hosts a program. Every church who commits to a year-round communications program, and sends the T/MC a printed bulletin demonstrating its communications in action, can also be identified on a map with a flag.

Our goal is that over a year, we see, but in affluent areas, too. This will demonstrate how many faith groups are "evangelizing" from the pulpit and in their newsletters for effective tutor/mentor program development. By mapping this information we will also demonstrate, from faith group to faith group, which has been more responsive in taking ownership of this campaign.

SUGGESTED APPROACH:

Our challenge is one of awareness. People who could be volunteers, donors, business partners, etc. have so many messages cluttering their busy lives that they don't hear the fragmented calls for help coming from hundreds of tutor/mentor programs and the children and families they serve.

Getting faith communities to present a "tutor/mentor message" at least four times a year, in their sermons, newsletters, and web sites, can dramatically increase the reach, frequency and consistency of our call for help. Each of these needs to point to the T/MC <http://www.tutormentorconnection.org> web site as a central place to get information about programs in all parts of the region.

Four times a year, we invite the minister/priest/rabbi to include 'support tutor/mentor programs' message in the sermon and in the church newsletter.

At the same time we ask that the minister/priest/rabbi encourage church members to take the message to their company, professional group, fraternity/sorority or alumni group, and to their local newspaper, to have it reprinted and redistributed to a larger audience.

STRATEGIC TIME FRAMES:

IT MAKES A DIFFERENCE WHEN YOU COMMUNICATE AND WHAT YOU COMMUNICATE

- 1) late August (with a "be a volunteer" message to support Back- to-School volunteer recruitment)
- 2) first Sunday in November (Tutor/Mentor Week - give recognition to students, volunteers and leaders who have joined such programs);
- 3) mid February - (profile volunteers, tell of success stories, the need for volunteers to be leaders, the need for reinforcements, etc.);
- 4) late April (encourage participation in the Tutor/Mentor Conference); give praise for the work volunteers, students and programs have done over

the past year, talk about the need for continuing this work during the next year

In each of these messages, include the T/MC web site of www.tutormentorconnection.org, because that is where their members can go for more information of what it takes to build and sustain a great mentoring program.

By sending the same message at the same time each year from hundreds of faith groups, media and other civic organizations we become like one big choir. Because we're singing the same song, we make powerful, motivational, music, not just loud noise. The more faith groups and others who join in this message at the same time each year, the more likely our message will be heard and responded to by those we seek to engage in this effort or help through this effort.

Send copies of church bulletins to the Tutor/Mentor Connection, 800 W. Huron, Chicago, IL 60622. The T/MC will collect copies of the bulletin/sermon and report, by denomination, how many churches are implementing this campaign.

**MOST IMPORTANT:
REPEAT THIS CYCLE EACH YEAR FOR THE NEXT TEN YEARS!**

Most advertisers know that a single message, no matter how powerful, will not reach all the people who might respond, or cause those who are reached to change behavior. Faith leaders have understood this for two centuries. That's why they repeat the same message over and over to their communities.

The only way we will ever reach and help the millions of youth in America who need extended families of support is to repeat our message over and over to those who would be part of this chain of support.

We look forward to receiving copies of faith community newsletters and bulletins to demonstrate this strategy in action.