



# 2016 Playbook Team Kansas

## The Goal

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MENTOR: The National Mentoring Partnership's report, *The Mentoring Effect*, found through the first-ever nationally representative survey of young people that one in three will grow up without a mentor. **This means 9 million kids are growing up without a mentor to offer real life guidance.** The survey also found a powerful mentoring effect demonstrated by the experiences of young people who participated in the survey. It is linked to improved academic, social and economic prospects, and strengthens our communities and our nation. As just one example of the report findings, at-risk young adults who had a mentor are 55 percent more likely to be enrolled in college than those who did not have a mentor.

For the past **eight years**, coaches across the nation, who know first-hand the impact of this powerful asset, have demonstrated their commitment to closing the mentoring gap by participating in the *Coaches' Mentoring Challenge*. This campaign began as a friendly competition between Coach Tom Osborne at the University of Nebraska and Coach Bill Snyder at Kansas State University, in 2008, with the goal of rallying new volunteers for mentoring programs in their communities and states. Since its kickoff, teams in seven states have participated and during the 2015 Coaches' Mentoring Challenge, nearly 10,000 fans stepped up.

The 2016 *Coaches' Mentoring Challenge* kicks off on August 1 and runs through November 30, with results being released during the first week in December. Through this effort, participating coaches and universities have made meaningful contributions to the communities they call home.

## 2016 Coaches' Mentoring Challenge

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The *Coaches' Mentoring Challenge* is a collective effort to connect more caring adults and young people through quality mentoring relationships. The *Challenge* is part of MENTOR's *In Real Life* public awareness campaign, with the overall goal being to close the mentoring gap for the 9 million young people who could greatly benefit from having a mentor to guide them. MENTOR provides a national platform for raising awareness.

Since the *Coaches' Challenge* began in 2008, over

# 54,500 adults

have taken the *Challenge* to become a mentor!



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## The Rules

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### Official Dates

- August 1:** 2016 Coaches' Mentoring Challenge Kick-Off
- September 4:** Quarter 1 numbers due (new mentors that signed up between Aug 1-31)
- October 5:** Quarter 2 numbers due (new mentors that signed up between Sept 1-30)
- October 26:** *Coaches' Challenge Team Day*
- November 4:** Quarter 3 numbers due (new mentors that signed up between Oct 1-31)
- December 4:** Quarter 4 numbers due (new mentors that signed up between Nov 1-30)

### Program Reporting Form

Programs are asked to complete a "Mentor Tracking Form" for each reporting period:

- Quarter 1 Form: <https://goo.gl/forms/O7Wnvvd5BZszvB3G2>
- Quarter 2 Form: <https://goo.gl/forms/nYzZl4qIYLewqDxM2>
- Quarter 3 Form: <https://goo.gl/forms/dG2OPi4xJeHGa10C3>
- Quarter 4 Form: <https://goo.gl/forms/nvBa3vHOdss6D4Ey1>

### New Mentor Sign-up

There are three ways volunteers can sign up:

1. They sign up online by visiting [www.kansasmentors.org](http://www.kansasmentors.org) and clicking on the sign up to mentor link on the right side of the screen.
2. They can call Kansas Mentors at 785-368-6211 directly to express an interest.
3. They can contact their local mentoring program directly and volunteer: A list of Kansas mentoring organizations by county can be viewed at [www.kansasmentors.org](http://www.kansasmentors.org).

### New Mentor Qualification

Any individual that has signed up as a new mentor with your program and/or has expressed a sincere and long-term commitment. Because it can take a few weeks or more for a new mentor application to be processed, individuals do not need to be matched during the reporting period they are counted within.

### Coaches' Challenge Team Day

On Tuesday, October 27, MENTOR and all campaign partners will work to amplify the reach of the *Challenge*. Remember to use the official hashtag, **#CoachesMentoringChallenge** in every post so we can share messages! Here are some ideas for how to use Team Day:

- Change your social media profile pictures and/or timeline image for the day to the Coaches' Mentoring Challenge logo.
- Share social media messages promoting the Coaches' Mentoring Challenge campaign.

# 2016 Playbook Team Kansas

## Social Media Messaging—Facebook

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While we encourage you to use your own individual social media posts about the *Coaches' Mentoring Challenge*, below you will find some campaign memes and draft social media messaging that the National Campaign partners and Kansas Mentors will be using. A special thank you to MENTOR: The National Mentoring Partnership for drafting some of the messaging found below. Want to use an image instead of link to a website? Check out the graphics on page 5 of this Playbook!

### Sample Facebook Posts

*Note: These posts include a link to the KM or MENTOR websites. Please feel free to edit the posts and link to your individual pages—especially if you are highlighting activities that your program is doing which capture the spirit of the campaign.*

- ◆ Be the mentor you wish you had. Join our team and take the #CoachesMentoringChallenge. It is never too late to make a difference for young people in Kansas. <http://ow.ly/SyWp302D5Su>
- ◆ Help Kansas Kids Win! Join coaches Bill Snyder and David Beaty as they challenge fans to become mentors. Mentoring improves the lives of our young people and strengthens Kansas communities. Help Kansas Kids Win by signing up to be a mentor today. <http://ow.ly/SyWp302D5Su>
- ◆ Have you joined “Team Mentoring”? 1 in 3 young people will grow up without a mentor. You can make a difference in our community! Be a part of the #CoachesMentoringChallenge and support young people in Kansas! <http://ow.ly/SyWp302D5Su>
- ◆ Both on and off the field, caring role models are making a tremendous difference in the lives of our young people. Join coaches Bill Snyder and David Beaty as they challenge fans to become mentors. Make our community stronger by expanding the mentoring effect. Sign up to be a mentor today. <http://ow.ly/SyWp302D5Su> #CoachesMentoringChallenge
- ◆ Be the mentor you wish you had. Take the #CoachesMentoringChallenge and sign up to mentor. <http://ow.ly/SyWp302D5Su>
- ◆ Did you know that mentored youth are 55% more likely to be college enrolled? Help lay a solid foundation for the future of our youth. Take the #CoachesMentoringChallenge and sign up to mentor today! <http://bit.ly/1uU412T>
- ◆ Coaches across the nation are participating in the Coaches' Mentoring Challenge in support of young people in their local communities. Want to make an impact? Join the Kansas team! <http://ow.ly/SyWp302D5Su> #CoachesMentoringChallenge
- ◆ 9 million kids are growing up without a mentor. You can make a difference in our community! Be a part of the Coaches' Mentoring Challenge and support young people in Kansas. <http://ow.ly/SyWp302D5Su> #CoachesMentoringChallenge

# 2016 Playbook Team Kansas

## Social Media Messaging—Twitter

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### Sample Tweets

*Note: These posts include a link to the KM or MENTOR websites. Please feel free to edit the posts and link to your individual pages—especially if you are highlighting activities that your program is doing which capture the spirit of the campaign.*

- ◆ Be the #mentor you wish you had. Take the #CoachesMentoringChallenge. Learn more @KansasMentors <http://ow.ly/SyWp302D5Su>
- ◆ Join the team! Be a #mentor in the #CoachesMentoringChallenge and make an impact in Kansas. <http://ow.ly/SyWp302D5Su> @KU\_Football @KSU\_Football
- ◆ Help Kansas Kids Win by signing up for the #CoachesMentoringChallenge today. <http://ow.ly/SyWp302D5Su> @KSU\_Football @KU\_Football
- ◆ The #MentoringEffect strengthens our team, our campus and our communities. Go team Kansas! <http://bit.ly/1uU4I2T>
- ◆ Take the #CoachesMentoringChallenge and “Be the Mentor You Wish You Had”. Go Team Kansas! @KansasMentors @KSU\_Football @KU\_Football
- ◆ Caring role models make a difference for young people on and off the field. Be a #mentor! [@KU\\_Football](http://ow.ly/@KU_Football) @KSU\_Football
- ◆ We want you on our team! Join the #CoachesMentoringChallenge to support young people in Kansas! @KU\_Football @KSU\_Football @KansasMentors
- ◆ Mentored youth are 81% more likely to join in activities. <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge @KSU\_Football @KU\_Football
- ◆ Mentored youth are 55% more likely to be college enrolled. <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge @KSU\_Football @KU\_Football
- ◆ Mentored students are 36% more likely to stay in school. <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge @KSU\_Football @KU\_Football
- ◆ Join coaches Bill Snyder and David Beaty as they challenge fans to be a #mentor. <http://ow.ly/SyWp302D5Su> @KU\_Football @KSU\_Football
- ◆ 9 million kids are growing up without a #mentor. You can change that. Be a #MentorIRL! <http://bit.ly/1uU4I2T> #CoachesMentoringChallenge
- ◆ #Mentoring in real life strengthens our team, our campus and our communities. <http://bit.ly/1uU4I2T> #MentorIRL
- ◆ Join the team! Be a #mentor in the #CoachesMentoringChallenge and make a real life impact in Kansas. <http://ow.ly/SyWp302D5Su>

# 2016 Playbook Team Kansas

## National Campaign Graphics

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A special thank you to MENTOR: The National Mentoring Partnership for developing the following campaign graphics that can be used to accompany social media messages. Don't forget to use the **#CoachesMentoringChallenge** in every post, so we can share your messages!

Young people who had a mentor are:  
**2x more likely to be a leader  
in sports team or club.**

#CoachesMentoringChallenge 

Young people who had a mentor are:  
**78% more likely to  
volunteer regularly.**

#CoachesMentoringChallenge 

Young people who had a mentor are:  
**55% more likely to be  
enrolled in college.**

#CoachesMentoringChallenge 

Young people who had a mentor are:  
**81% more likely to  
participate in sports.**

#CoachesMentoringChallenge 

## Kansas Campaign Graphics

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Check out the following Kansas campaign specific graphics. Be sure to continue to use the **#CoachesMentoringChallenge** and tag Kansas Mentors via **@KansasMentors** on Twitter or **KansasMentors** on Facebook so we can share your messages!



**2016 Coaches' Challenge  
Team Kansas**

# 2016 Playbook Team Kansas

## Kansas Campaign Graphics

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Check out the following Kansas campaign specific graphics. Be sure to continue to use the [#CoachesMentoringChallenge](#) and tag Kansas Mentors via [@KansasMentors](#) on Twitter or [KansasMentors](#) on Facebook so we can share your messages!



**Help Kansas  
Kids Win!**



**JOIN THE TEAM. BE A MENTOR.**



**BE THE MENTOR  
YOU WISH YOU HAD**



**Be a #Mentor**

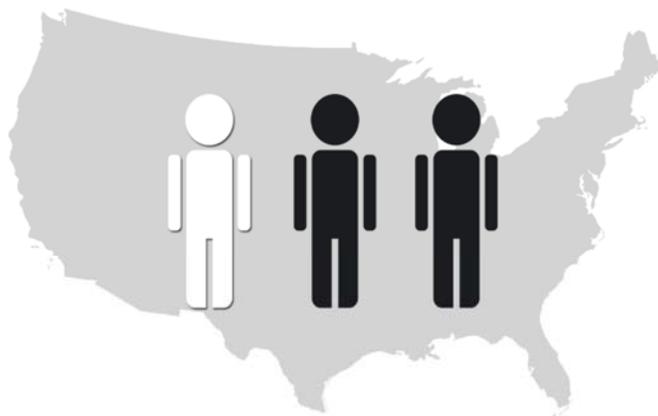


**#CoachesMentoringChallenge**

# 2016 Playbook Team Kansas

National Campaign Infographic

## THE MENTORING EFFECT



### The 1 in 3 Mentoring Gap

**46 MILLION YOUNG PEOPLE AGE 8-18  
WILL GROW UP WITHOUT A MENTOR.**

**BUT FOR THE 2/3 WHO DO HAVE THE BENEFIT  
OF A POSITIVE ADULT MENTOR,  
THE “MENTORING EFFECT” IS ASTOUNDING.**

**YOUNG PEOPLE WHO HAD A MENTOR ARE:**



**55%** more likely to be enrolled in college.



**81%** more likely to participate in a sport or club.



**78%** more likely to volunteer in the community.



**90%** are interested in becoming mentors.

**WANT TO LEARN MORE?  
[WWW.MENTORINGEFFECT.ORG](http://WWW.MENTORINGEFFECT.ORG)**



*Infographic credit to  
MENTOR: The National  
Mentoring Partnership*

# 2016 Playbook Team Kansas

## FAQ's

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### **How are participating states “tracking” mentors that have signed up?**

The participating *Mentoring Partnerships* and state/local lead partners will track the number of new mentors signed up in each state between August 1, 2016 and November 30, 2016. These numbers will include new mentors collected through the lead partner's website as well as new mentors received through their participating programs.

### **I'm already a mentor what else can I do to participate in the *Challenge*?**

1. You can encourage your family and friends to volunteer.
2. You can get your employer involved in mentoring by contacting Kansas Mentors at [mentor@ksde.org](mailto:mentor@ksde.org) or 785-368-6211.
3. Host mentoring recruitment parties or challenge another group to see who can recruit the most mentors!

### **How can my program promote the *Challenge*?**

KM has developed a *Coaches' Mentoring Challenge* promotional toolkit to help programs leverage the Challenge in their communities. You can find this toolkit at [www.kansasmentors.org](http://www.kansasmentors.org).

The following items are included in the toolkit:

- PSA Scripts
- Tagline Ideas
- Press Release Templates
- *Coaches' Mentoring Challenge* Donation Template Letter
- *Coaches' Mentoring Challenge* Logos

For the ninth year, KM has developed several promotional items that can be downloaded and customized with your organization's logo (for free)!

### **Why should my program submit its totals to Kansas Mentors?**

Your participation helps in the collective effort to continue statewide recruitment efforts and to help bring home a win for Kansas youth! Your participation signals you want Kansas Mentors to continue to host statewide recruitment efforts; in addition we hope this unified campaign continues to help close the mentoring gap not only in our state, but in our nation.



# JOIN THE TEAM. BE A MENTOR.