Getting Attention for a Cause
Network Building - An Essential Skill for All Leaders

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& Tutor/Mentor Connection

Find this and other T/MC ideas at http://www.tutormentorexchange.net

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Once you have a cause/goal, how do you draw attention to it?

**Role of Leaders.**
Point daily to places where people can get informed, and involved, sharing same information with others from same community, and the world.

- **Maps/data** — create understanding; understand needs in entire region; zoom to block level

- **Knowledge** — library; share info. Everyone in region can draw from same body of knowledge, and add to it at same time

- **Places** — connect; get involved; donate. Push resources to all of the places where help is needed.
If Step 1 to 5 are happening in every poverty neighborhood, youth and families will have access to more of the help they need, better programs, and more consistent, longer-term services.

This will begin to achieve the changes in school performance and career preparation that we all want:

- better attendance in school
- lower drop out rates
- less youth violence
- better academic performance
- business reports better prepared workers
FOUR-PART STRATEGY: A mentoring-to-career strategy of the Tutor/Mentor Connection

The Tutor/Mentor Connection focuses on four on-going strategies:

- Research
- Collaboration, shared learning
- Public Awareness
- Resource Generation

http://www.tutormentorconnection.org
Tangela joined CC in 1993, after being part of the MW/Cabrini Green Tutoring Program when in elementary school.

If the goal is to help kids living in high poverty neighborhoods be starting jobs/careers by their mid-twenties....

How do we help tutor/mentor programs connect with youth when they are young, and stay connected to those kids from when we first meet them, to when they need our help as adults?....

--- 16 years later.

We are still connected, via the Internet, 16 years later.

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A Tutor/Mentor Program is a Collective Effort where many people work to help young people grow up and lead lives out of poverty.

- How do you recruit volunteers and youth to join a program?
- How do you keep them participating throughout a school year?
- How do you keep them coming back from year to year?

I’VE BEEN WORKING WITH THESE QUESTIONS EVERY DAY FOR 37 YEARS
Change takes Time. Change Makers Need to Have Long-Term Commitment

We use graphics like this to illustrate the long-term commitment it takes to help a youth go from first grade to first job.

Between 1973 and 2011 we applied these ideas through volunteer-based tutor/mentor programs we led in Chicago.
Multi Channel Marketing

Use Web site as central location for your ideas and “call to action”.

There are many places on the web where you can learn ideas like this.

http://www.mikemccready.ca/blog/2009/03/marketing-convergence/
The first challenge is to put yourself in the role of network-builder. If you don’t accept this, nothing more will happen.
Do you think of yourself as a network builder?

The World’s Largest Ping Pong ball table.

Every intentional action of a leader, volunteer or network-builder causes a chain reaction that moves every other ball.

What you say can reach people around the world.

YOUR COMMUNICATIONS EFFORTS SHOULD SEEK TO CREATE THIS CHAIN REACTION EVERY DAY
12-months from now

9-months from now

6-months from now

3-months from now

Immediate Impact

Growth of volunteers & $$ and corporate leaders involved

YOU NEED A STRATEGY THAT REACHES A LONG TERM GOAL

With every action have a purpose. Every message is intended to draw needed resources to one or more tutor/mentor programs in Chicago. Teach others to communicate with a purpose.
We can’t get these resources by ourselves. We need the help of many leaders.

This city needs leaders in every sector who take this role, not one or two high profile people.

Use personal and organizational leadership, web site and communications to connect members of your network to T/M programs in all parts of Chicago on a consistent, on-going basis, using Internet directories such as [www.tutormentorconnection.org](http://www.tutormentorconnection.org) as resource for finding programs.
Outline your thinking where others can read, act, follow or expand on your idea.

Add ideas at http://debategraph.org/mentoring_kids_to_careers
THINK ADVERTISING!

REACH: more people hear your message

FREQUENCY: your message is repeated often every day.

Without big budgets for advertising, you need to enlist your network.

Put your company logo here. Put this add in the local paper, or a trade magazine.

IDEA: get companies to carry your message with their own advertising
Use Media as “attention getter”. A page in Chicago SunTimes costs over $200k. If you can draw readers to your web site via maps, blogs, you don’t need to spend nearly as much money to draw people to your ideas.

See examples of “telling rest of story” on http://tutormentor.blogspot.com
Events repeated each year can lead to news coverage.
Create your own media: Videos and posting to YouTube and other sites

This is video about Tutor/Mentor Conference held every six months in Chicago

This is video showing activities at youth program in Chicago

Browse our YouTube Channel at http://www.youtube.com/user/TutorMentorInstitute?ob=0&feature=results_main
Pictures worth 1000 words. Examples of visualization.

This shows use of concept map to illustrate commitment of organization to help kids through school and into jobs.

This shows how intern converted this to flash animation
http://www.tutortmentorexchange.net/images/flash/strategymap.swf
Examples of information visualization. Put these in your blog.

This shows how intern converted this to flash animation
http://www.tutormentorexchange.net/images/flash/vol_leadership.swf

This shows how idea is first visualized in power point and posted on a blog
YOU can help inner city youth have brighter futures. Help build the leadership network supporting the Tutor/Mentor Connection.

Every one can be a leader. Will you?

Youth and volunteers in schools and tutor/mentor programs can create graphics like these and use on their own blogs and web sites.
Facilitating Involvement: using social media, and a variety of group facilitation tools we can help volunteers from many organizations learn from each other so every week they provide more effective service. We can also learn what works, what the challenges are, and ways that corporations, foundations, etc. can help all tutor/mentor programs provide more effective service.

Volunteer connects w/ youth

Volunteer shares experience with friends

Facilitation by T/MC & others

a) As volunteer goes to do service at t/m program
b) As volunteer shares with others at work, home, faith group

See animation of this idea at www.tutormentorexchange.net
Our strategy is to enlist volunteers and leaders from every industry to mentor kids to careers.

Cabrini Connections and T/MC both seek business partners to help in **PULLING youth To careers**
THINK OF HOW YOU REACH YOUR NETWORK

A WEB SITE IS A DESTINATION. IT’S WHERE YOU PUT YOUR IDEAS AND WHERE YOU HOST YOUR WORKSPACE.

http://www.tutormentorconnection.org
http://tinyurl.com/TMC-articles
A Network can grow from a few people to thousands over a period of years.

If the T/MC network has grown from 7 volunteers in 1992 to over 1 million* by 2012. Imagine how much broader the network could be if hundreds of individuals and organizations applied the ideas in this essay.

*based on count of web site visitors from 1998-2012

Contact the Tutor/Mentor Institute, LLC and let us help you apply these ideas. tutormentor2@earthlink.net and http://www.twitter.com/tutormentorteam
Social Network Analysis (SNA) enables us to map and understand our networks. Understanding how networks grow over a period of years is a goal of the Tutor/Mentor Institute. Getting more people involved in a cause ensures greater chances of success in overcoming a problem or developing an opportunity.

Visit [http://www.tutormentorexchange.net/sna](http://www.tutormentorexchange.net/sna) to learn more about this work.
PRACTICE THESE IDEAS
These graphics are concepts intended to encourage you to think, learn and innovate ways to apply these ideas in your own leadership.

At the following Tutor/Mentor Institute and Tutor/Mentor Connection web sites you can see how we put these ideas to practice every day in our effort to support our goals.

http://www.tutormentorexchange.net
http://www.tutormentorconnection.org
http://tutormentor.blogspot.com
http://tutormentorconnection.ning.com

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