Maximize Value from Civic Engagement

If someone gets involved with volunteerism and service during these years...

* K-6 * 7-8 * 9-12 * College

Will they still be doing service as they move through this stage of their job/career?

* Entry * low mgt * high mgt * Exec * retiree

20s 30s 40s 50s 60+

If 20 million do service between age 16 and 25...

Do we have 20 million leaders, volunteers, donors and voters in later years?

Social Sector orgs

How do we make this happen? What would be the impact on the social sector?

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Can pro bono consulting teams help other corporations form such teams?

**Corporate Teams**

Learning & Planning Groups
within every company and/or industry in every metro area

**Priority Issues**

Education
Environment
Seniors, etc.
of a company or industry

**Backward mapping**

- Vision/problem definition
- What do we know about issue
- What are others doing to solve problem
- How/where can our employees get involved
- How to encourage and grow employee involvement
- How to learn from employee involvement
- How to grow our impact based on what we learn

Goal is not to recruit tutors/mentors, but to develop talent of current and future employees through involvement in volunteer-based tutoring/mentoring orgs.

Could volunteers from Accenture, Deloitte, Boston Consulting, etc. take on this work on a pro bono basis? Could it turn into a revenue stream?
In order to defeat an enemy we need to fight wherever the enemy is entrenched.

**Public Commitment**
To sustain effort and recruit troops

- How do we educate and inform public so we can maintain support for revenue needed to support war effort?

**Feed & Equip**
Our army better than enemy

- We need to feed, cloth, arm and re-supply our troops and logistics providers for as long as war is in progress.

**Analysis**
Of enemy Strength & weaknesses

- Understand needs & plan resource allocation, e.g. strategic planning

**Recruit & Retain**
US forces

- How to replace forces that are lost with new solders trained and ready to pick up from where previous left off

**Organize & Train**
US forces

- What resources do we need to implement the plan? How to prepare them?

**Revenue**
To support these efforts

- How do we raise money needed to pay for this entire effort?

**Logistics**
To get forces in place

- How do we distribute needed resources and troops to multiple locations where they are needed?

**Forces**
Include tutors & mentors

**Forces**
Direct engagement

**Poverty in city is enemy**

How do we create infrastructure to support this force?

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Goal:

Define and Map a Supply Chain Model that meets infrastructure needs of non profits helping inner city kids move to jobs and careers

**Corporate Teams**

Consulting firm volunteers

Working in Chicago and other cities, with tutor/mentor, and other social benefit sectors

- Multiple Industries & Talents
- Multiple Locations And causes

Serving every high poverty area in Chicago
And other cities and states.

Define and Map a Supply Chain Model that meets infrastructure needs of non profits helping inner city kids move to jobs and careers

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Helping non profits grow from good to great

The goal of the previous slides was to show the infrastructure needed to support non profits doing similar work in multiple locations. These diagrams illustrate the process of growing from good to great.

Flow of water turns wheel as it catches each tong. The faster the water flows, the faster the wheel turns.

Consistent flow of volunteers and operating dollars keeps a non profit growing from good to great.

As the spark ignites gas and forces the pistons up and down, these turn the cylinder that keeps the wheel turning.

Volunteers and donors can provide the spark non profits need if there is an on-going supply provided by businesses, churches, colleges, and national service.

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Marketing

Target
1. seniors
2. faith groups
3. business, hospitals
4. youth
5. civic, fraternal and social
6. college

Messengers
a) RSVP, Senior Corps
b) Faith Leaders
c) Company, Trade Group, CEOs
d) Service Learning, clubs, MySpace
e) Members
f) Campus Compact, etc.

In addition to...
- Public leaders
- Celebrities
- Specific non profit organizations
- Local and national groups

The goal is to recruit people and organizations who deliver message targeted specifically within their area of influence, with all messages pointing to maps showing where services are needed, and to databases which volunteers and donors can shop to choose where they want to get involved.

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Disparity – the greatest challenge we face is gap between rich and poor.

“We have the best institutions of higher education in the world, yet many are surrounded by slums.” President Jimmy Carter, June 3, 2008

Those who can help
- colleges
- business
- professions
- hospitals
- civic, fraternal and social
- religious

Living in non-poverty areas of a city or suburb, or connected via the Internet.

Make the Connection!

Volunteer Teams
From business schools, local companies, churches, etc. can take this intermediary role to assure that the supply chain is filled with needed resources on an ongoing basis.

Those who need help
- tutor/mentor programs
- health organizations
- children
- families
- schools
- after school programs

Located in high-poverty areas of a city or suburb, or connected via the Internet.

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