CABRINI CONNECTIONS
TUTOR/MENTOR CONNECTION

A marketing plan to bring afterschool tutoring and mentoring to thousands of children in high risk neighborhoods throughout Chicago.

- **Research** - to know everything there is to know about successful tutoring, mentoring and school-to-work programs
- **Public Awareness** - to build awareness, draw programs together, bring resources to programs and increase number of sites
- **Resource building** - targeted and citywide efforts to recruit volunteers, build corporate partnerships, build funding stream
- **Training, skill building** - to help programs grow, improve quality, and stay in business long enough to succeed

These are the same steps an individual tutor/mentor program must follow if it is to be as effective as it needs to be.
The T/MC is a BUSINESS TYPE MARKETING PLAN

Other cities have groups that do research, or train volunteers, or have a wide range of programs, but no city that we know of has one organization which integrates each of these components into a marketing plan intended to create quality tutoring, mentoring and school to work programs in every high-needs neighborhood of the city.

The INTERNET connects all of these strategies and links Chicago programs with others in all parts of the country. It makes our knowledge available to any stakeholder, anytime, day or night. Visit • www.tutormentorconnection.org • www.tutormentorexchange.net • www.cabriniconnections.net

Research determines what programs already operate in Chicago, where they are and who they serve. This information is used to produce T/MC maps and promotions, which focus attention on existing programs and neighborhoods where more programs are needed.

T/MC Research

Library - to share and recognize good programs.

Directory - to link programs, resources and customers

Reports - to show service levels and year-to-year

Maps - to show where programs are and where they are needed

Training, Skill Building and Networking

Conferences - to share and recognize good ideas

Volunteer Training - to help programs train and motivate their volunteers

Helping programs grow and improve the quality of their work is the most critical need for afterschool tutor/mentor programs, and one of the biggest voids. T/MC conferences, newsletters, and one-on-one consultation, along with the networking the T/MC encourages, are needed resources for programs to draw upon to help each other become more effective and able to sustain their operations over the generation it takes for a child

Public Awareness campaign

The T/MC Adopt-a-Neighborhood campaign seeks to draw visibility, volunteers and dollars to tutor/mentor programs in each high-needs part of the city.

Foundations - to increase long-term support for programs, based on common guidelines

Other Programs - to identify programs and draw them to T/MC, as part of data gathering and research

Companies - to create partners to build strong programs

BUSINESS, TRADE ASSOCIATIONS

ARTS GROUPS & ASSOCIATIONS

PROFESSIONAL ASSOCIATIONS:

HEALTH CARE NETWORK

UNIVERSITY & ALUMNI

SOCIAL & CIVIC CLUBS

Resource Building & Channel Marketing

Channel Marketing opens “Channels of support” from alumni groups, associations and networks of groups. The T/MC uses GIS maps to focus attention on neighborhoods and potential partners while transferring ownership of the “Channel” to

TUTOR/MENTOR CONNECTION
Resource Building & Channel Marketing

PROFESSIONAL ASSOCIATIONS:

Chicago Bar Foundation -
• recruits & refers volunteers using T/MC Directory
• raises funds ($78,000 allocated to 25 different programs since Nov.1995)
• solicits tickets from members to take t/m students to sports and cultural events
• recruits, trains and places teams of volunteers via LAW BRIDGES CPA’s of Illinois to join BRIDGES in 1998

UNIVERSITY & ALUMNI

Illinois Wesleyan University -
• Alumni, faculty and students involved

Loyola University - Hosted fall ’97 conference

Associated Colleges of Illinois - Sponsored ’97 survey; develop College Bridge Program & distributed via T/MC

See University chart for more examples

HEALTH CARE NETWORK

Children’s Memorial Hospital -
• Pen Pal program with Cabrini Connections
• Career Day at Hospital
• Anti Violence campaign

DePaul University Mental Health Clinic
• Staff serve as counselors at Cabrini
• Organized Girl Group

BUSINESS CONNECTIONS

Montgomery Ward hosts T/MC
Coopers & Lybrand hosted one of 1997 volunteer fair sites
Revere Group built T/MC web site
Human Capital Research Corporation conducted 1997 T/MC survey
Public Communications, Inc. leads T/MC Public Awareness Campaign

SOCIAL CLUBS

Involve! Chicago
• composed of young professionals
• hosted fund-raising party (Nov. 15); raised $5,200 for LEND-A-HAND in two years

Junior League of Chicago
• Funds T/MC
• Organizing Taste of Reading event for July 1997

TUTOR/MENTOR CONNECTION

Channel Marketing opens “Channels of support” from alumni groups, associations and networks of groups.

The T/MC uses GIS maps to focus attention on neighborhoods and potential partners while transferring ownership of the “Channel” to specific groups, such as the Chicago Bar Foundation.
**T/MC Research** determines what programs already operate in Chicago, where they are and who they serve. This information is used to produce T/MC maps and promotions, which focus attention on existing programs and neighborhoods where more programs are needed.

**T/MC Library** was created to share ideas and recognize good programs. Located at the Montgomery Ward site of Cabrini Connections includes case histories of over 100 programs.

**T/MC Programs Directory** lists over 300 tutor/mentor programs along with resource groups. Mailed to schools, business, programs, foundations and prospective volunteers.

**T/MC Maps** focus attention on neighborhoods which need programs and on programs in these neighborhoods.

**T/MC Web Site**
Established by business partner, The Revere Group. Expands reach and speeds sharing of information among tutors and programs.

**T/MC Report**
is the newsletter of the T/MC. Focuses on programs, services provided, training opportunities and “how to” tips.
The T/MC media campaign draws visibility, volunteers and dollars to tutor/mentor programs in every neighborhood where programs are needed, not just those with traditionally high visibility.

The Adopt A Neighborhood theme draws corporate volunteers and dollars to programs in neighborhoods where companies are already involved, either with an adopt-a-school, or with an existing plant, store, or employee residence base.

**Public Awareness Campaign**

- **Recruits Volunteers** - the T/MC annual campaign encourages adults to become tutors/mentors and leaders of programs anywhere in the city—as well as financial supporters of these programs.

- **Builds Corporate partnerships** - T/MC stories encourage potential business partners to focus on neighborhoods where they are invested, joining with programs already operating, or starting new programs as needed.

- **T/MC Events** - T/MC recruiting campaign, T/MC conferences, Tutor/Mentor Week, etc. build resources for programs throughout the city with events throughout the year.

- **Reach & Frequency** -- increases number of exposures of tutor/mentor message in traditional, as well as professional, trade, church and alumni media channels.

The T/MC media campaign draws visibility, volunteers and dollars to tutor/mentor programs in every neighborhood where programs are needed, not just those with traditionally high visibility.

The Adopt A Neighborhood theme draws corporate volunteers and dollars to programs in neighborhoods where companies are already involved, either with an adopt-a-school, or with an existing plant, store, or employee residence base.

**Public Awareness Campaign**

- **Recruits Volunteers** - the T/MC annual campaign encourages adults to become tutors/mentors and leaders of programs anywhere in the city—as well as financial supporters of these programs.

- **Builds Corporate partnerships** - T/MC stories encourage potential business partners to focus on neighborhoods where they are invested, joining with programs already operating, or starting new programs as needed.

- **T/MC Events** - T/MC recruiting campaign, T/MC conferences, Tutor/Mentor Week, etc. build resources for programs throughout the city with events throughout the year.

- **Reach & Frequency** -- increases number of exposures of tutor/mentor message in traditional, as well as professional, trade, church and alumni media channels.
Helping programs grown and improve the quality of their work is the most critical need for afterschool tutor/mentor programs, and one of the biggest voids.

T/MC conferences, newsletters, and one-on-one consultation, along with the networking the T/MC encourages, are needed resources for programs to draw upon to help each other become more effective and able to sustain their operations over the generation it takes for a child to become an adult.

T/MC Leadership Conferences - enable leaders to share and recognize good ideas while learning new tactics to build better programs.

T/MC REPORT - links programs, resources and customers. Issued quarterly to more than 6,000.

Volunteer Training - offered twice a year during T/MC Conferences. Helps programs train and motivate volunteers.

One-to-one T/MC consulting and sharing of information and ideas among leaders of programs helps programs build, using ideas of others.