Value Added
What Business, NPOs, Community Leaders gain by sponsoring and using Knowledge, Tools, Actions of
The Tutor/Mentor Connection:
Tutor/Mentor Institute, LLC

Our aim is to draw needed resources to ALL tutor/mentor programs in Chicago on a more consistent basis. It’s a role any leader can take.
Social Return on Investment

As a result of the work we do more youth in high poverty areas will be able to participate in mentor-rich non-school programs.

Investors will enjoy the rewards of seeing their money do good; while also earning a reasonable rate of return from their investment.

What other VALUE do we offer potential investors, sponsors, partners?
Value – TIME Savings

By collecting, sorting, sharing information anyone can use to build strategies and support actions that help kids from poor neighborhoods expand their network of adult support and learning opportunities, we offer a “TIME SAVINGS” to millions of potential users who would have to spend a considerable amount of their own time searching for this information, or, understanding how to apply it.

In this article “time” is a commodity that has value. Corporations that influence how people use their “time” will reap 21st century profits.

"A Brief History of the Corporation."
http://www.ribbonfarm.com/2011/06/08/a-brief-history-of-the-corporation-1600-to-2100/
Added Value –

Lower costs of NPOs acquiring dollars

By maintaining a map-directory containing more than 175 tutor/mentor programs in Chicago and creating events and advertising that draws donors and volunteers to tutor/mentor programs included in the Directory, we lower the costs of acquiring needed resources for each organization offering tutoring/mentoring in the region.

See map/directory at
http://www.tutormentorprogramlocator.net
T/MC Added Value –

Increase talent retention and human capital in NPO sector.

By helping non profit tutoring and/or mentoring programs attract volunteers and donors at lower costs, we improve the consistency of funding, lower the emotional stress of fund-raising, and encourage more people to stay in jobs longer…..thus increasing the level of knowledge and experience within each organization and across the entire sector.
Value to Business –

Increase opportunities for employees to expand skills and build informal networks

By helping companies from many sectors develop employee engagement strategies within tutor/mentor programs we provide informal learning opportunities for volunteers who take on leadership and project management roles in NPOs.

By encouraging volunteers from multiple sectors to participate in individual programs, we expand the informal network for every volunteer involved….as well as for every youth involved.
Value to Business –

Access to local customers and future employees

By helping companies connect with tutor/mentor programs throughout a city like Chicago we help companies share their values, products and services and work opportunities with thousands of people who are potential customers and future employees.
Value to Business –

Access to virtual network of customers and future employees in multiple cities

By building a platform that is used in many cities, we connect volunteers and youth from multiple programs in a single city with multiple programs, learning and networking opportunities across the world.

We expand the range of ideas that volunteers, youth and supporters can bring to individual tutor/mentor programs, and that they can bring to their own work/life experiences.
TWO ORGANIZATIONS. ONE GOAL

Tutor/Mentor Institute, LLC
www.tutormentorexchange.net
http://tutormentor.blogspot.com
Knowledge Library
Program Locator/Maps*
Documentation System*
Consulting role.
Member group.
Bus. Incubation
Organize Conferences*
Manage email news service
Awards, Contests, PR focus
Support collective actions, such as mentoring partnerships

Tutor/Mentor Connection - NPO
www.tutormentorconnection.org
Support Tutor/Mentor Program Growth in the Chicago Region
Market Research focused on t/m programs in region.
Conferences, Networking of programs
Social Network Analysis
Support Mentoring Partnerships in Illinois and other states
Tutor/Mentor Institute, LLC paid to manage T/MC.
Value: Vertical Network/Multiple Strategies

What makes our strategy unique is that we not only collect information, but we attempt to create greater advertising frequency so more people use the information and become volunteers, donors and supporters of tutor/mentor programs throughout a region.

What also makes us unique is we focus on single cause and use maps to focus on a distribution of programs. I think on any site with multiple causes, it’s hard to attract attention to a single cause, and to the orgs in that cause. This strategy can duplicate in other cause areas.

Few others do this in as many ways. Thus, this strategy could be duplicated in many cities, with support from Tutor/Mentor Institute, LLC.
Tutor/Mentor Institute, LLC goal: Help others Understand and Apply T/MC 4 part strategy - [http://tinyurl.com/TMC-4-Part-Strategy](http://tinyurl.com/TMC-4-Part-Strategy)

**GOALS**
- Knowledge/Decision Support
- Public Awareness
- Training, Mentoring Facilitation
- Increase Resource Flow

**EXAMPLES**
- Conferences, Webinars
- Consulting
- Membership Subscription fee
- Forums
- Speaking fees
- Licensing/franchise
- College & Intern involvement

**CREATE PORTALS**
- Generate $$ for t/m programs
  - Program Locator
  - Funding Portal (see examples)
  - ohats

**USERS**
- Cities
- Business
- Other NPOs
- Donors

**USERS**
- International Advisory Group
- T/MC programs adopting CC, T/MC model

**INCLUDES**
- Web material
- Map Library
- Web Library
- Web network of people
- Videos
- Books
- Blogs, Forums
- Research/New understanding/SNA
- Documentation/OHATS

**INCLUDES**
- Bus School Connection
- Visualization competitions
- Awards for best practice
- “Rest of Story” campaign
- “Access TV”
- Mentoring videos
- T/MC videos
- Event marketing/PR
- Social Media/Forums

**PARTNERS**
- Lawyers Lend A Hand is example of partner that raises money for programs, visibility, and shares rev with T/MC

**Advertising Sponsorship Fees?**

**Advertising Sponsorship Product Sales?**

Part of this can be supported by investors, fees, earned revenue.

Part of this can be funded by philanthropic investment.

Tutor/Mentor Institute, LLC, Tutor/Mentor Connection Merchandise Mart PO Box 3303, Chicago, Il. 60654
CONTINUE TO DEVELOP TOOLS THAT CONNECT VOLUNTEERS AND DONORS W/PROGRAMS

T/MC already has piloted the uses of GIS maps and created an interactive program locator that could be duplicated in any city. T/MC has created a library of information that can be drawn from by anyone in the world. T/MC has piloted an on-line documentation system to help groups hold members accountable.
CREATE NEW TOOLS THAT CONNECT PHILANTHROPY AND SPONSORS W/PROGRAMS

T/MC focus on single category of NPO and role in trying to bring $$ and vol. to all t/m programs in geo area, enables us to organize events, pr, social media, etc. that increases flow of resources to the portal and to all sections of the city. This is not happening in other portals that have a broader range of funders. If T/MC does this from a for-profit role it can obtain “prizes” that encourage donors to give in ways that many non profits are not willing to do because those prizes would raise the costs of fund raising for them as a % to total revenue.

- **Social Innovator** - [http://socialinnovator.info/about/about](http://socialinnovator.info/about/about)
- **Common Grants** – create a portal that connects donors with tutor/mentor programs [http://www.commongrants.com/](http://www.commongrants.com/)
- **Donors Choose** does this to connect donors with teachers. [http://www.donorschoose.org/](http://www.donorschoose.org/)
- **Give Smart** seeks to educate philanthropist. Could we focus a segment of this on tutor/mentor programs/specific sectors - [http://www.givesmart.org/Home.aspx](http://www.givesmart.org/Home.aspx)
- **One Percent Foundation** – seeks to connect donors with npos and causes - [http://www.onepercentfoundation.org/CmsPages/view/page:where_should_i_give](http://www.onepercentfoundation.org/CmsPages/view/page:where_should_i_give)
- **Give Forward** – [www.giveforward.org](http://www.giveforward.org) – focuses on health issues and uses blogs/social media, etc. to build traffic to its site. Good example of what T/MC might do.
ENHANCE EXISTING TOOLS

- **C-MAP TOOLS** – t/mc uses maps to visualize ideas and to show knowledge that is available. This is like creating a set of directions for putting together a puzzle. In each node we point to a library of ideas. We could be pointing to a Google search engine, discussion forums on Facebook, even lists of donors who support this idea.

- **Add volunteer/donate feature to maps** – If we can add the ability for people to raise money and/or recruit volunteers for programs listed in the Program Locator, we help each program generate money and motivate them to keep info current. If we can capture data about where money and volunteers are going we can provide new level of understanding about distribution of resources.
EXPAND Funding FOR Learning, research

As an **Institute** or **Think Tank** can we attract funding to do research showing mentoring as a way to build social capital. If we can demonstrate a different way to understand and value the connection between people of different backgrounds perhaps we can open new funding streams and provide less costly ways for tutor/mentor programs to demonstrate their value.

The I-Open network in Ohio does great visualization work and has many examples of Social Network Analysis. Can we find ways to partner where they are helping make the case to donors based on their own network and past history?
CONTINUE TO HOST TUTOR/MENTOR LEADERSHIP AND NETWORKING CONFERENCES

• Conferences bring network together while building public awareness – We can offer the conferences from the Tutor/Mentor Institute keeping costs low until we can obtain sponsors to expand the conferences.

• Workshops/Webinars/Social Media
  We can also continue to use Facebook, Twitter, LinkedIn, Social Edge and a variety of other platforms to connect, share ideas, expand the network and generate support for the Tutor/Mentor Institute and a new leadership group for the Tutor/Mentor Connection*.

• * a new Board of Directors must be recruited before the T/MC re-starts as a non profit.
Building public awareness/ Generate Revenue:
Host competitions; create edu-tainment focused on T/MC goals.

We already have a year-round event strategy in Chicago that will achieve goals as more people adopt these events in their own organizations and communities.
Building public awareness/ Generate Revenue: Host competitions; create edu-tainment focused on T/MC goals.

- Visualization competition - [http://tutormentorconnection.ning.com/group/cktmc/forum/topics/winter-2011-project-for](http://tutormentorconnection.ning.com/group/cktmc/forum/topics/winter-2011-project-for)
- Youth Video/Journalism/Marketing Awards – While others host competitions in these categories, few focus the competition on single causes, as part of on-going campaign
- **Touched by a Mentor** – create our own entertainment/education videos and publish on YouTube and Cable – build a following and an emotional appeal/call to action
- Develop a "leadership calendar" or a series of calendars Each with a daily activity that someone can take to be a T/MC leader or with a link to someone who is being such a leader. Who could help?
- **Best Practices Awards** –
  - Conference awards for recruiting, training, blogging, videos, etc
  - Outstanding business practices in supporting tutor/mentor programs – by industry
  - Leadership Calendar – recognition of outstanding leaders in each industry, in each city
Help Tutor/Mentor Institute, LLC keep this service available!

The Tutor/Mentor Connection was developed between 1993 and 2011 as part of a non-profit partnership with Cabrini Connections, a direct service tutor/mentor program in Chicago. In July 2011 the Tutor/Mentor Institute, LLC was created to continue the T/MC strategy in Chicago and to help similar strategies grow in other cities.

Please help us define our strategies and communicate our value to potential sponsors, investors and partners in Chicago and other cities. Add your talent and build a career working with these ideas, by applying them in your own community.

Learn more at http://www.tutormentorexchange.net
Connect on Twitter @tutormentorsteam
Connection on Facebook @ http://www.facebook.com/events/#!/TutorMentorInstitute
Follow our http://tutormentor.blogspot.com blog
Join forum at http://tutormentorconnection.ning.com
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