

Iowa Mentoring Partnership

Strategy: When the Iowa Mentoring Partnership came to us they were looking for tools they could give mentoring organizations to help promote the benefits mentoring has on communities, mentees and mentors.

Big Idea: We created a mentoring kit, complete with a ready-to-go customizable PowerPoint presentation, posters and statement/pay stubs inserts that each mentoring organization could use to promote the benefits of mentoring. Plus, the kit was designed so mentoring organizations could approach companies to get them involved and run their own program internally – with the mentoring organization's help.

How'd we do? The kits have been embraced by mentoring organizations throughout the state. Plus, the marketing materials have helped each of them publicize mentoring in ways they never could before.

"We needed to create intuitive tools that mentoring organizations large and small could use. MMG was a critical player in the overall strategy, securing sponsorship dollars and actually creating all the tools. The kits are getting rave reviews and most important – we're matching kids with mentors who will change their lives."

— Melanie Reed
Program Director

Frequently Asked Questions

What is a mentor?
A mentor is someone who, along with parents, teachers and other trusted adults, provides a young person with support, counsel, friendship, reinforcement and constructive examples. Mentors are also good listeners who care about the youth of their community and want to help young people bring out their strengths that are already there.

What does a mentor do?
As a mentor you will connect a young person in a safe environment, and share structured activities and a trusted friendship. You'll be a positive role model who helps them grow in their confidence and skills by encouraging them in school and other life experiences.

Why is being a mentor important?
Today, young people are looking for someone to listen and support them. Things that may seem easy to you are often mysterious to young people. By simply being yourself, providing guidance and structure to a young person, you'll help them develop self-esteem and self-confidence.

Who needs mentors?
In Iowa, there are 586,000 kids between the ages of 6 and 12 (census 2000). 1 in 10 (58,600) do not have positive adult role models. Young people do not have positive adult role models outside of school.

What do I get out of mentoring?
Mentoring improves productivity through commitment and improved planning. Mentoring has made a difference.

Doesn't mentoring only happen in school?
Informal mentoring is probably the most common type of mentoring. It happens everywhere.

How will this impact my job?
Being a mentor does not guarantee a promotion, but it can lead to on-the-job learning and acceleration.

Are these kids problem children?
Like all kids, mentees may struggle. Successful people started this way. Mentoring helps them to be confident and respected. Mentoring helps them to be successful.

Share what you know.
A few hours a month.
Be a Mentor.

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