

Mentoring: Less Time, More Rewards – Phase II

- December 1 Mentoring Leadership Team review of public relations plan
- December 10 Secure commitment and deliver PSAs to school, city, and county from Cox – run PSAs January 10 to January 31 (Vera)
- December 10 Secure designer for Thank You Mentor Day card to be downloadable from website, 2 sizes: One for office display during January 16 to January 31 and one for child to color and sign for their mentor
- Hold task force meeting about other ideas
- Contact West Side News and East Side News, Active Aging , Community Voice about story in January – due December 15.
- Contact Dillons/Krispy Kreme to see if they would offer a coupon for a Free Cookie or doughnut for Mentor Day on January 25
- December 15 Strategic Alliance public relations presentation
- January 3 Send postcard to school district superintendents asking for their endorsement of January 25 as Thank Your Mentor Day with public relations packet for their schools and students
Ask them to recognize adult mentors in their newsletters or at a board meeting
- January 6 News release for Neighborhood section asking for great mentoring tributes to be placed on website and/or ask them to send to Wichita Eagle
- Story for neighborhood newsletters
- Steve Hayes, Michael Monteferrante stories about business mentoring
- Chamber Clicks – ask business people about their mentoring stories for placement on website
- January 6 Send letter to area electeds for their mentoring stories either as mentor or mentee
- January 24 News release on Mentor Day, drive to website for stories and sign up to be a mentor.
- January 25 Thank Your Mentor Day
Other: CIS – school newsletters; radio PSA; churches