

# Jacksonville Journey: Positive Youth Development Subcommittee

**Awareness & Recruitment  
Campaign for Mentors**

"Every single day in my community I see the profound effect that a wise and caring adult can have on a developing child. It doesn't just make a difference - it can change the child's whole world. Youth involved in mentorship programs demonstrate improvements in academic performance and are less likely to be involved with gangs, violence, teen pregnancy, alcohol and drugs. That's why mentoring is so important. The children are exposed to adults of good mind and good character, and they respond like seedlings to sunshine and water."

**T. Willard Fair, Florida State Board of Education**

# Recruitment Goal

- 45,000 children could benefit from a mentor
- 3,500 volunteer mentors on the books
- This campaign aims to recruit and train 1,500 new mentors during the first year to help fill the unmet need in JSO Zone One.
- In the second and third years of the campaign, the goal will be to add an additional 1,500 mentors per year, for a three-year total of 4,500 qualified and trained mentors.

# Campaign Objectives

- Bring the need for mentors “top of mind” for Jacksonville citizens via a memorable and inspiring public education and awareness campaign
- Invite participation in mentoring from all segments of the community, including the arts, sports and athletics, the faith-based community and the business sector, among others
- Recruit much-needed mentors by demystifying the requirements of mentoring
- Increase the quality, quantity and retention of mentors throughout Jacksonville

# Target Audiences

- Diverse citizens of Jacksonville
- Employers, both public and private sectors
- Public schools, colleges and universities
- Religious organizations
- Civic institutions
- Social service and youth organizations
- Potential funding sources
- Media

# Message Platform

## *"Who Mentored You?"*

- One person . . . an entire village?
- Someone helped you along the path to who you've become today. Without his or her care and guidance, your life would have been, somehow, different.
- Personal stories of teaching, shaping, caring and laughing will prove an effective tool in our effort to raise awareness about the vital need for committed mentors in Jacksonville.

# Message Platform

## *"Who Mentored You?"*

- At the heart of this campaign will be the compelling stories and case studies that spring from the mentoring going on in our community.
- These stories will be delivered through a variety of media including:
- Web videos, printed materials, paycheck inserts, print & TV ads, radio spots, and billboards, depending on the target audience.

# Message Platform

## *"Who Mentored You?"*

- The stories would be developed based on input from the following successful mentoring programs in our region:
  - ACE Mentor Program of Northeast Florida, Inc.
  - Communities in Schools of Jacksonville/Operation GEM
  - State Attorney's Office/Jailed Juvenile Mentoring Program
  - "Tipping the Scale" Adolescent Advocacy and Intervention Mentoring (The Bridge of Northeast Florida and Baptist Health)
  - YMCA at the Bank of America Tower Outreach Program at John E. Ford K-8 School
  - Big Brothers Big Sisters
  - Foster Buddies (Department of Children and Families and Family Support Services)

# Campaign Strategies

- Kickoff Event & Community Events
- Collateral, Ad Materials and PSA Production
- Website - Interactive Initiatives
- Corporate Partnerships & Recruitment
- Direct Marketing & Social Networking
- Media Relations & Public Outreach
- Paid Media

# Budget Estimate

**Total - \$375,000, first year budget**

Maintenance of the program would require approximately \$200,000 per year, for years two and three of the campaign.