

# Welcome to the New York Mentoring Network



## MEDIA TOOLKIT

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# BACKGROUND

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The New York Mentoring Network was created by MENTOR New York as a place where mentoring professionals can connect to build community and scale solutions. The Network is a hub for leaders within the mentoring community, creating a space where they can exchange stories of their work, share tips to others, and obtain resources that will help them better advocate for the community and youth they work with.

**WHAT:** Within the New York Mentoring Network there are two tiers of membership, Member and Partner.

**Members:** Programs and individuals interested in leveraging community learning and a culture of contribution to positively influence the state of mentoring across New York State and ensure programs have equitable access to resources and best practices. Members receive the following:

- Access to discussions and resources shared through the New York Mentoring Hub
- Priority access to National Mentoring Resource Center Technical Assistance
- Recognized as Member of the New York Mentoring Network with badge
- Invitation to meet annually to discuss Improvement and Innovation Plan and progress.
- Special invitation to Network only events
- Discounts to general MENTOR New York events

**Partners:** Programs and individuals committed to the Network but also to continuous improvement and innovation by participating in NQMS and partnering with MENTOR NY to drive systemic change for the mentoring movement. Contact MENTOR NY to learn more about the Partner level of the Network.

**WHO:** The New York Mentoring Network is free for individuals, programs, and organizations committed to providing quality mentoring relationships to young people across New York State and scaling solutions, by building connections with other programs and sharing best practices and resources.

**For more information about the New York Mentoring Network, visit** [www.mentornewyork.org/join-the-network](http://www.mentornewyork.org/join-the-network).

# WEBSITE BADGE USAGE

As a Member of the Network, we invite you to display a membership badge on your website. To display this badge, we request you follow the below guidelines:

**USAGE:** The Member Badge is rendered in specific configuration and should not be altered in any way other than resizing proportionally. Under no circumstance should other badges be developed.

**COLOR:** The Member badge must always appear in MENTOR NY's Yellow (#FFAD28) with the font in Deep Blue (#132F45).

**CLEAR SPACE:** When using the badge, a certain amount of clear space must surround it to maintain its visual integrity. No other elements may intrude on the clear space. The clear space is determined by the height of the MENTOR heart at the bottom of the badge (as seen below). It is preferred that no graphic element be placed directly above, below, or adjacent to the badge.



[Download Member Badge Here](#)

Please contact Hadleigh Kindberg, [hkindberg@mentorkids.org](mailto:hkindberg@mentorkids.org), with questions about badge usage.

# TEMPLATE E-BLAST

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**SUBJECT LINE:** [Organization Name] is joining the New York Mentoring Network!

We're emailing you to let you know that [Organization Name] is now a Member within the New York Mentoring Network.

## **What is the New York Mentoring Network?**

The New York Mentoring Network is for individuals, programs, and organizations committed to providing quality mentoring relationships to young people across New York State and scaling solutions, by building connections with other programs and sharing best practices and resources.

MENTOR New York supports programs with capacity-building services and facilitates the New York Mentoring Network to ensure our work is community driven and responsive.

## **How will [Organization Name] Benefit from the Network?**

We have joined this Network to **better support [Organization Name]'s community** with the resources and knowledge gained through the Network and from other leaders within the field.

As Members of the New York Mentoring Network, we will access exclusive training and resources about best practices for mentoring and youth development. *It is also an opportunity to be a part of the foundation of trained mentoring professionals who utilize effective and safe mentoring practices.*

Attached to this email is **a press release that explains more** about how [Organization Name] will leverage its membership in the New York Mentoring Network to serve our program's community better.

**Together, we can combine our voices to create a better Mentoring Movement and community for future generations of mentoring professionals to come.**

With Regards,

# SOCIAL MEDIA TOOLKIT

- [Organization Name] is excited to announce that we've joined the New York Mentoring Network, powered by @MENTORnewyork. To learn more about the Network and how you can join this growing community of mentoring professionals, visit: [bit.ly/32h9WM9](http://bit.ly/32h9WM9) #MentoringAmplifies
- To truly advocate for the youth we work with, it's important to have a strong foundation for leaders within the mentoring community, a place to share stories, tips, and resources. That's why [Organization Name] has joined the New York Mentoring Network, brought to you by MENTOR New York. Learn more about why we feel it's important to work with @MENTORnewyork and how we plan to leverage the Network: [insert press release link]
- To further deepen our work with young people, [Organization Name] has joined @MENTORnewyork's New York Mentoring Network. To learn more about why, visit: [insert press release link] #MentoringAmplifies
- Let's Connect! Come join [Organization Name] as part of the New York Mentoring Network. Powered by @MENTORnewyork, this Network is a community for mentoring professionals and provides access to exclusive trainings and resources only found through the Network. Visit: [bit.ly/32h9WM9](http://bit.ly/32h9WM9) #MentoringAmplifies



Download graphic [HERE](#)



Download graphic [HERE](#)

# PRESS RELEASE

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MENTOR New York has created a template press release for your organization to announce that it has joined the New York Mentoring Network as a Member. The attached press release explains what the Network is, what creating the Network means to MENTOR New York, and includes space for your organization to customize the content to share why you have joined the Network.

Please download the press release and share with your markets.

## **DOWNLOAD RELEASE:**

Click [HERE](#) to view and download the press release.

## **MEDIA CONTACT:**

Hadleigh Kindberg  
MENTOR New York  
212-953-0945 ext. 3010  
[hkindberg@mentorkids.org](mailto:hkindberg@mentorkids.org)

## **MESSAGING FOR MEDIA**

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*We know that your program is doing excellent work in your community and there will be occasions when you have opportunities for media coverage. These opportunities are exciting and MENTOR New York would love to support you by acting as a mentoring expert who can provide additional context about how your organization is a driving force in the greater Mentoring Movement.*

*Below is messaging you can share with a reporter to suggest they reach out to MENTOR NY for a statement.*

[ORGANIZATION NAME] is a Member of the New York Mentoring Network facilitated by MENTOR New York, a statewide non-profit organization and the go-to expert for all things mentoring. MENTOR New York supports mentoring and youth-serving programs with capacity-building services backed by research-based best practices. Contact MENTOR New York for more information about:

- How [ORGANIZATION NAME] is a leading contributor to the greater Mentoring Movement across New York State
- Best practices for mentoring
- Statistics about mentoring in NY (regional or statewide)

## **Contact for Statement:**

Joie Golomb, Associate Director of Partnership Engagement and Development,  
[jgolomb@mentorkids.org](mailto:jgolomb@mentorkids.org)

# MESSAGING FOR FUNDERS

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*Your program can leverage membership in the Network as a tool to communicate to funders that you are committed to best practices and further showcase your investment in quality programming for young people. Below is sample messaging you can provide to funders about joining the Network.*

## *Member*

As a Member of the New York Mentoring Network, [ORGANIZATION NAME] is deepening its opportunities for learning, growth, and collaboration that will further strengthen the quality of its services for young people.