



# PROJECT MENTOUR

DMGT 748\_MA Final Project **Men's Recruitment Campaign**  
Prof. Verena Paepcke-Hjeltness  
Fall 2011 *Impacting Youth Generations Through Mentorship*



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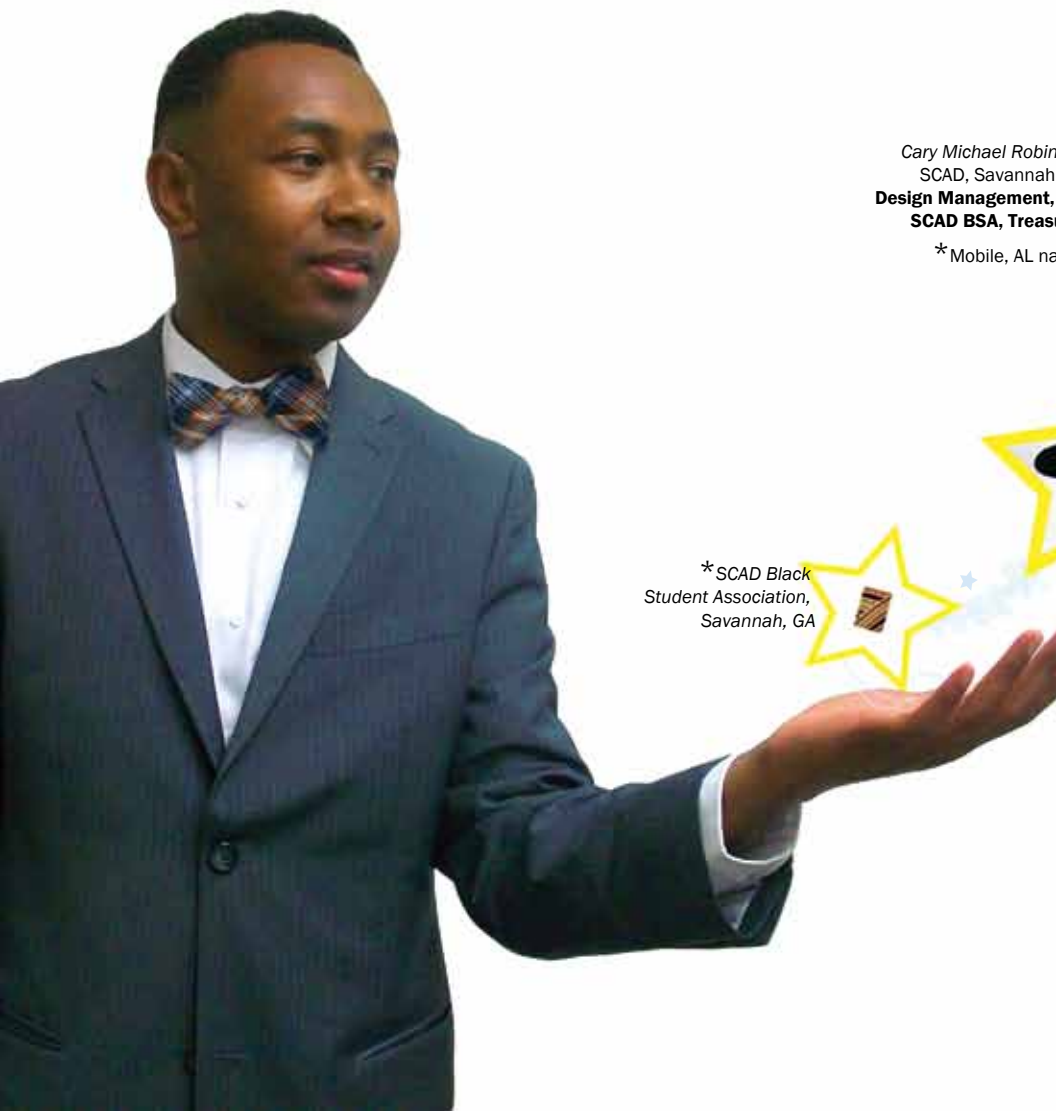
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\* Big Brothers Big Sisters of the Coastal Empire Savannah, GA

Cary Michael Robinson  
SCAD, Savannah, GA  
Design Management, MA  
SCAD BSA, Treasurer  
\* Mobile, AL native

Kate Jacobs  
Big Brothers Big Sisters of the Coastal Empire, Savannah, GA  
\* Director of Programs

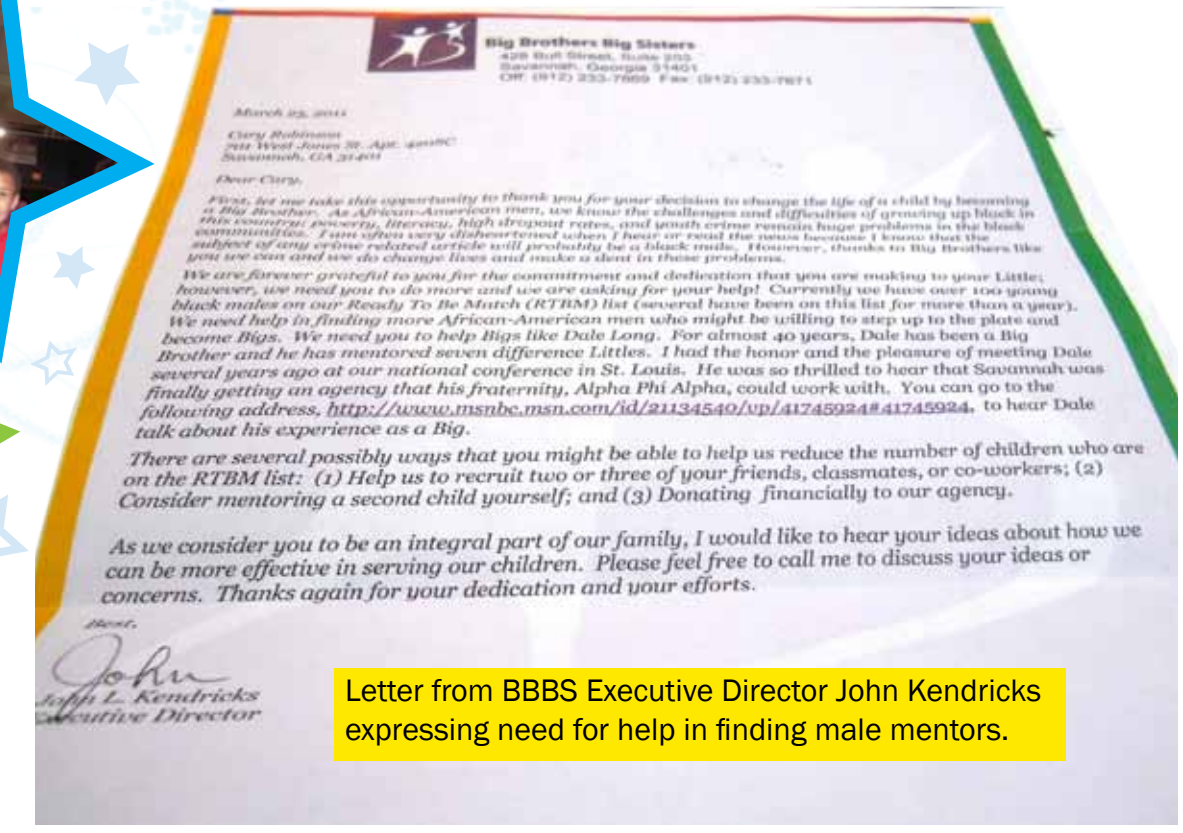
Edward Dorsey, Jr.  
SCAD, Savannah, GA  
Film and Television, BFA  
SCAD BSA, President  
\* Atlanta, GA native

\* SCAD Black Student Association, Savannah, GA

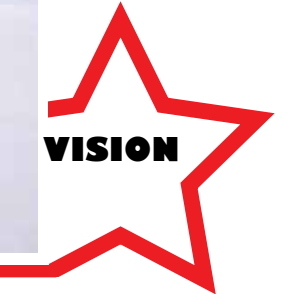
THE **All-Stars**  
Key Stakeholders in Project

**STATEMENT OF OPPORTUNITY**

The Big Brothers Big Sisters (BBBS) Program of the Coastal Empire's main purpose is to provide children facing adversity with strong and enduring, professionally supported one-to-one relationships with adult volunteers. By the nature of their work, the organization struggles to lure in men as volunteers, and have recently lost funding for their Mentoring Children of Prisoners program. As a result, BBBS currently has over 100 young black males on their *Ready To Be Matched (RTBM)* list, in which several have been on that list for more than a year. The organization is currently seeking alternative funding and more effective recruitment strategies to attract more positive men to volunteer with the program.



Letter from BBBS Executive Director John Kendrick expressing need for help in finding male mentors.



**Project Introduction**

Identifying the Problem

**SCOPE**

Attempting to implement a more active approach to attracting young, male professionals to Big Brothers Big Sisters of the Coastal Empire, Project MENTOUR will begin with a "tour" throughout Savannah, GA in search of the city's elite array of young professionals and inviting them to attend a mentoring workshop in which networking and collaboration will be encouraged. The marketing strategy will consist of visiting numerous "male-dominated" organizations and establishments in Savannah including area colleges and universities, churches, outreach ministries, philanthropic/Greek letter organizations, etc. In honor of the 1,000,000 MAN MARCH movement, individuals will unite to experience and apply their knowledge of mentoring through brief video cases, lectures and written exercises, and group problem-solving tasks including the *M&M Challenge*, using the candy M&M's to facilitate creativity and understanding amongst participants, and to reduce any friction one may have towards joining the organization. User profiles will be generated from workshop activity data in order to gain a better understanding of the targeted project mentor market. Project MENTOUR will conclude with a marketing revision based on solutions derived directly from research results.

**25-WORD OPPORTUNITY STATEMENT**

An opportunity lies in facilitating creativity amongst likeminded individuals to expand their knowledge of mentoring and to attract, recruit and retain more males to BBBS.



**BACKGROUND**

**Vision:** all children achieve success in life.

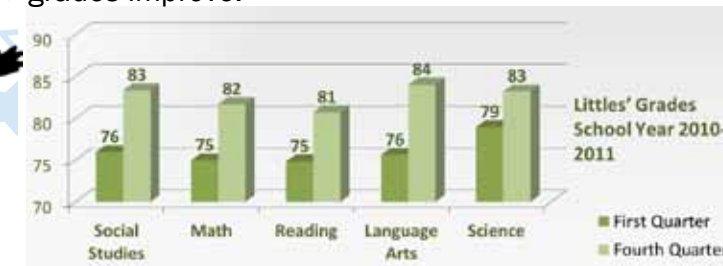
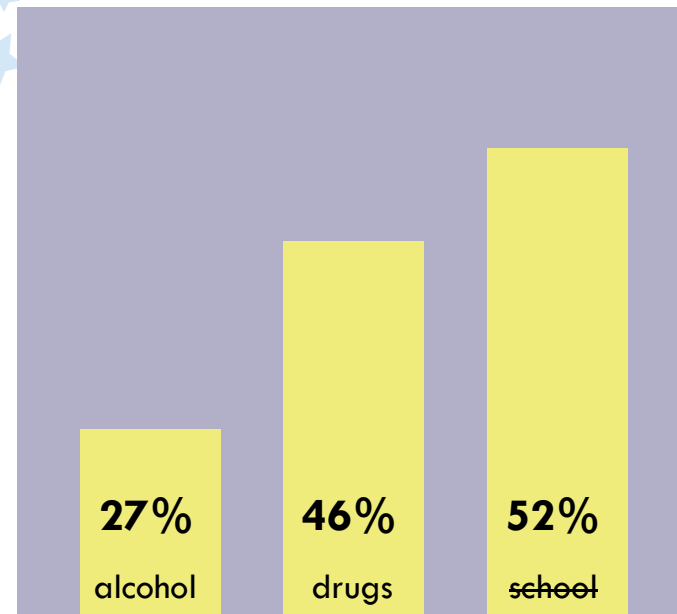
**Mission:** provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

**Accountability:** by partnering with parents/guardians, volunteers and others in the community we are accountable for each child in our program achieving:

- Higher aspirations, greater confidence, and better relationships
- Avoidance of risky behaviors
- Educational success

**Programs:** Community-based & school-based mentoring.

**Impact:** After just seven months of mentoring, children's grades improve:



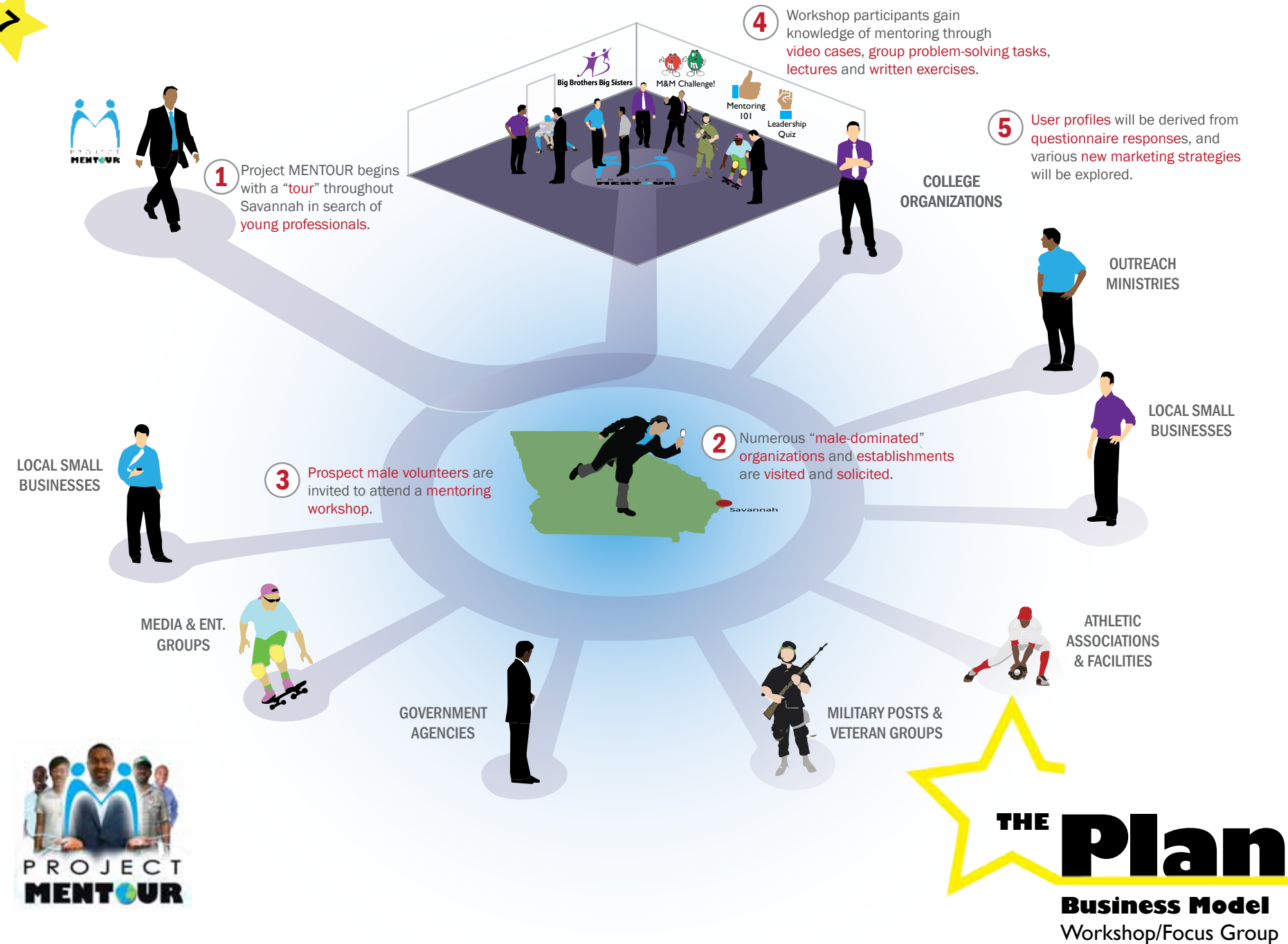
(Based on local report card and self-report survey data)

**THE Frame**  
Project Overview

**Project Background**

About Big Brothers Big Sisters





### VALUE PROPOSITION

For young area professionals who desire to make a difference by positively influencing the next generation of emerging youth, *Project MENTOUR* implements a men's recruitment campaign designed to attract more positive men to become a volunteer for the *Big Brothers Big Sisters of the Coastal Empire*.

Our goal for *Project MENTOUR* is to "tour" Savannah, in search of the city's elite array of young professionals and invite them to attend a mentoring workshop in which networking and collaboration will be encouraged amongst like-minded individuals.

Unlike other mentor recruitment programs, our campaign will consist two phases: (1) a workshop allowing participants to experience and apply their knowledge of mentoring through video cases, group problem-solving tasks, lectures and written exercises, and (2) a revision of the organization's current marketing scheme geared towards attracting a stronger male demographic.

### ANTICIPATED OUTCOMES

#### SHORT-TERM

1. Encourage a greater public appreciation for BBBS
2. Increase the awareness for the need of mentors in society
3. Increase the enrollment of males for BBBS as volunteers through the use of more effective marketing strategies
4. Provide an incentive for the organization to obtain more funding for their programs

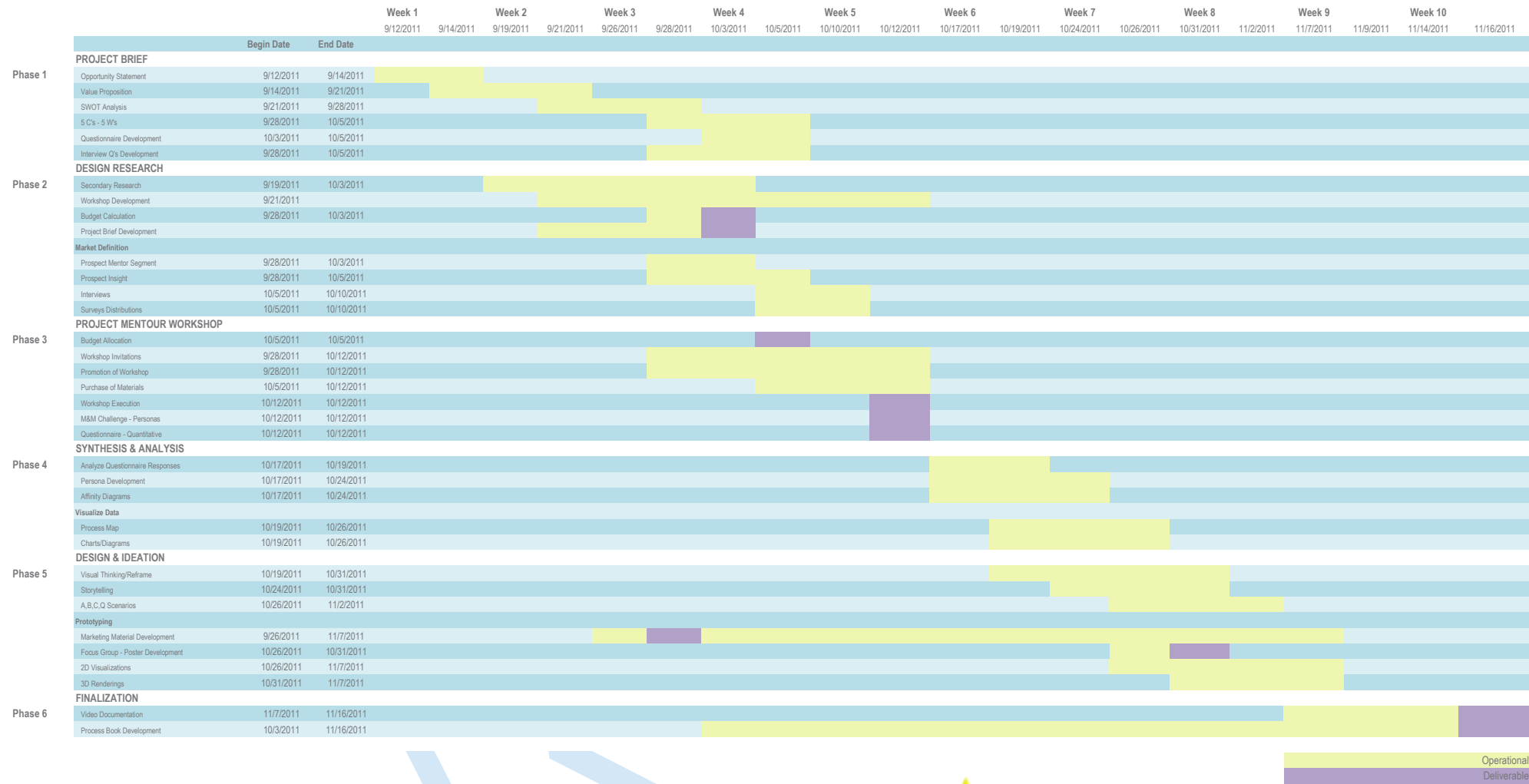
#### LONG-TERM

5. Provide a network establishment to be adopted and utilized by BBBS and its affiliates
6. Reduce crime rate in Savannah



### Project MENTOUR Recruitment Workshop

Value Proposition and Goals



**Deliverables**

- \*Execution of *Project MENTOUR* workshop (Video, visuals)
- \*User profile development (Visuals)
- \*Documented scope of the *Project MENTOUR* campaign (Visuals, video, and process book)
- \*Marketing material proposals (Visuals)

**Unknowns**

- How is the organization currently being marketed?
- How is the program actively seeking members to get involved?
- What recruitment efforts have been previously made to attract more male demographic?
- How often does BBBS conduct mentor training workshops?
- What are the benefits of attending the training workshops?
- What are the overall proven benefits of becoming a mentor in this program?
- How many young males are currently on the wait list?

**Challenges**

- \*Recruiting males to attend mentoring workshop
- \*Determining effective marketing techniques to lure men to BBBS



**bbbsce** Savannah, GA  
 Big Brothers Big Sisters of the Coastal Empire is a mentoring program that has worked to improve the general health, lives and future of hundreds of children.  
<http://www.bbbscoastalempire.org/>

Stay in touch with bbbsce  
 Join Twitter right now!

Full name  
 Email  
 Password  
 Sign up

Curious how bbbsce uses Twitter?  
 Discover who @bbbsce follows

About @bbbsce  
 3 Tweets 30 Following 9 Followers 0 Listed

Tweets  
 bbbsce @bbbsce  
 Good Morning and Happy Monday! It's the first day of school for Chatham County schools. We hope our Littles have a great first day. For  
 7/2 Aug Most recent post (as of Nov. 7, 2011)

bbbsce @bbbsce  
 We will be having our annual meeting honoring Richard Eckburg, Bob Jepson and John Kane on September 30th. Tickets are now on sale!  
 19 Aug

bbbsce @bbbsce  
 Big Brothers Big Sisters of the Coastal Empire has a twitter account!!!!  
 4 Aug Date of account establishment

With presences on Facebook, Twitter, YouTube and a newly designed website, BBBS utilizes social media as a primary outlet for attracting volunteers. As of the beginning of November 2011, they currently have 515 “Likes” on their Facebook page. However, they only managed to attract only 10 followers on Twitter since their account’s establishment, which was on August 3, 2011. In addition, only 3 Tweets have been posted, with their last post being made August 22, 2011.

The BBBS of the Coastal Empire YouTube Commercial uploaded on October 28, 2010 (a little over 1 year ago) was recorded in the United Way building and Forsyth Park. The video depicts groups of Bigs and Littles working on homework together, playing golf and taking a walk in the park. Although the commercial concept can serve as powerful recruitment tool, it did not really outline the basis of what a mentor-mentee relationship actually entails.



**THE Study**  
 Secondary Research  
 Cross-Channel Marketing

Savannah Annual Crimes		
VIOLENT	PROPERTY	TOTAL
1,294	11,556	12,850

annual crimes per 1,000 residents		
9.78	87.38	97.16

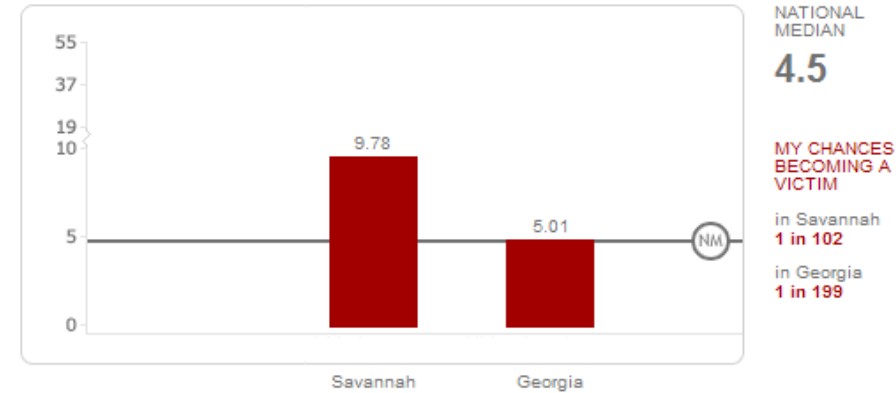
**CRIME INDEX**

2

100 is safest

This city is safer than 2% of the cities in the US.

**Violent Crime Comparison** per 1,000 residents



Savannah violent crimes		Population 132,251			
	MURDER	RAPE	ROBBERY	ASSAULT	
REPORT TOTAL	26	38	808	422	
RATE PER 1,000	0.20	0.29	6.11	3.19	

United States violent crimes		Population 304,059,724			
	MURDER	RAPE	ROBBERY	ASSAULT	
REPORT TOTAL	16,272	89,000	441,855	834,885	
RATE PER 1,000	0.05	0.29	1.45	2.75	

According to the crime data obtained from NeighborhoodScout (www.neighborhoodscout.com), Savannah has one of the highest crime rates in America compared to all communities of all sizes - from the smallest towns to the very largest cities. Based on the number of murders reported by the FBI and the number of residents living in the city, NeighborhoodScout’s analysis shows that Savannah experiences one of the higher murder rates in the nation when compared with cities and towns for all sizes of population, from the largest to the smallest. Relative to the scope of this project, it is imperative that mentoring programs like Big Brothers Big Sisters of the Coastal Empire continue to persist, so that misguided children would have something positive to resort to other than crime, drugs, alcohol, etc.

NeighborhoodScout. (2001-2011). Crime rates for Savannah, GA. Retrieved November 5, 2011, from Neighborhood Scout: <http://www.neighborhoodscout.com>

**Crime Rate Analysis**

Based on Crime Data from NeighborhoodScout.com



**Cultural** - focus on communities facing adversity  
**Economic** - lack of funding results in program cuts  
**Political** - Influential network; addresses need for social reform  
**Technological** - Online communities: Facebook, YouTube, Twitter networks. Revamped website: www.bbbscoastalempire.org

\*Community outreach

**Global:**  
 \*Corporate alliances  
 \*Community partners  
 \*Foundations and corporations  
 \*Advocacy partners  
 \*Government partners



**Location:** Single Location  
**Industry:** Individual and Family Social Services  
**Ownership:** Private  
**Year Founded:** 2008  
**Employees:** 9  
**Assets:** \$60,570  
**Income:** \$302,987

\*Community-based mentoring  
 \*School-based mentoring

**Adult Volunteers:**  
 \* Anyone 18+  
 \* College students  
 \* Young professionals  
 (User profiles will be generated)

**Youth Clients:**  
 \*At risk youth, ages 6-16  
 \*Length of match process is determined by importance of need  
 \*Strong emphasis on communities facing greater risks:  
 \*Native Americans  
 \*African Americans  
 \*Children w/incarcerated or military parents



\*Family Life Builders  
 \*F.A.O.D. - For All Our Daughters  
 \*Communities In Schools of Savannah, Inc.

	Big Brothers Big Sisters of the Coastal Empire	Boys & Girls Club of the Coastal Empire	Boys Scouts of America Coastal Empire Council	Girl Scouts of Historic Georgia	YMCA of Coastal Georgia	AWOL - All Walks of Life	F.A.O.D. - For All Our Daughters
<b>S</b>	<ul style="list-style-type: none"> <li>*Great college student participation</li> <li>*Good base of young clients in need</li> <li>*Effective program</li> <li>*Nationally recognized</li> </ul>	<ul style="list-style-type: none"> <li>*Outlet of resources</li> <li>*After-school program</li> <li>*Summer programs</li> <li>*Safe, affordable, and convenient</li> <li>*Membership-based</li> <li>*Volunteer support</li> <li>*Nationally recognized</li> </ul>	<ul style="list-style-type: none"> <li>*Extensive leadership training</li> <li>*Peer leadership</li> <li>*Nationally recognized</li> <li>*Adherence to Scout Oath and Law</li> <li>*Vast partnership base</li> <li>*Long history</li> </ul>	<ul style="list-style-type: none"> <li>*Long history</li> <li>*Cookie fundraising</li> <li>*Nationally recognized</li> <li>*Adherence to Scout Oath and Law</li> <li>*Vast partnership base</li> <li>*Effective marketing</li> </ul>	<ul style="list-style-type: none"> <li>*Loyal customers</li> <li>*Strong brand image</li> <li>*Christian-based mentorship</li> <li>*Well-preserved global reputation</li> <li>*Excellent marketing</li> <li>*Effective programs</li> </ul>	<ul style="list-style-type: none"> <li>*Strong social network presence</li> <li>*Unique art education programs</li> <li>*Sustainable practices</li> <li>*Strong community presence</li> <li>*Plentiful supporters</li> </ul>	<ul style="list-style-type: none"> <li>*1-on-1 and group mentoring</li> <li>*Facebook presence</li> <li>*Christian-based mentorship</li> <li>*Strong community presence</li> <li>*Plentiful supporters</li> </ul>
<b>W</b>	<ul style="list-style-type: none"> <li>*Lack of adult male volunteers</li> <li>*Insufficient funding</li> <li>*Weak marketing strategies</li> <li>*Lack of male staff members</li> <li>*Low volunteer support</li> </ul>	<ul style="list-style-type: none"> <li>*Not an exclusive 1-on-1 mentoring program</li> <li>*Tarnished public image</li> <li>*Transportation costs</li> <li>*Insufficient funding</li> <li>*Limited leadership</li> <li>*Weak marketing</li> </ul>	<ul style="list-style-type: none"> <li>*Not an exclusive 1-on-1 mentoring program</li> <li>*Not specifically catered to "at-risk" youth</li> <li>*Weak marketing</li> <li>*Gender-specific</li> <li>*Costly monthly dues</li> </ul>	<ul style="list-style-type: none"> <li>*Not an exclusive 1-on-1 mentoring program</li> <li>*Not specifically catered to "at-risk" youth</li> <li>*Gender specific</li> <li>*Costly monthly dues</li> </ul>	<ul style="list-style-type: none"> <li>*Not an exclusive 1-on-1 mentoring program</li> <li>*Not specifically catered to "at-risk" youth</li> <li>*Income must be generated by fundraising or donations</li> <li>*Need trained teachers</li> </ul>	<ul style="list-style-type: none"> <li>*Not an exclusive 1-on-1 mentoring program</li> <li>*Costly membership fees</li> <li>*Limited staff</li> <li>*Monthly dues-costly</li> <li>*Local agency</li> </ul>	<ul style="list-style-type: none"> <li>*Gender specific</li> <li>*Weak online presence</li> <li>*Weak marketing efforts</li> <li>*Limited staff</li> <li>*Christian-based</li> <li>*No brand image</li> </ul>
<b>O</b>	<ul style="list-style-type: none"> <li>*Expansion of marketing scheme</li> <li>*Create more publicized events</li> <li>*Collaboration with other organizations</li> <li>*Marketing material with colloquial themes</li> </ul>	<ul style="list-style-type: none"> <li>*Expansion of partnerships</li> <li>*Hire PR person</li> <li>*Collaboration with other organizations</li> <li>*Marketing material with colloquial themes</li> </ul>	<ul style="list-style-type: none"> <li>*Expansion of marketing strategies</li> <li>*More publicized events</li> </ul>	<ul style="list-style-type: none"> <li>*Program expansion</li> <li>*Collaboration with other organizations</li> </ul>	<ul style="list-style-type: none"> <li>*Program expansion</li> <li>*Enhanced online</li> <li>*Income must be generated by fundraising or donations</li> <li>*Volunteers need special-needs training</li> </ul>	<ul style="list-style-type: none"> <li>*Collaboration with other organizations</li> <li>*Program expansion</li> <li>*Arrange more publicized events</li> </ul>	<ul style="list-style-type: none"> <li>*Establish brand identity</li> <li>*Hire PR person</li> <li>*Establish partnerships</li> <li>*Expand online presence</li> </ul>
<b>T</b>	<ul style="list-style-type: none"> <li>*Economic conditions</li> <li>*Budget cuts=loss of funding for programs</li> <li>*Competition with other mentoring programs</li> </ul>	<ul style="list-style-type: none"> <li>*Economic conditions</li> <li>*Staff burnout</li> <li>*Budget cuts=possible club closure</li> <li>*Competition with other mentoring programs</li> </ul>	<ul style="list-style-type: none"> <li>*Economic conditions -people may not be able to afford membership fees</li> <li>*Budget cuts may affect funding</li> </ul>	<ul style="list-style-type: none"> <li>*Economic conditions -people may not be able to afford membership fees</li> <li>*Budget cuts may affect funding</li> </ul>	<ul style="list-style-type: none"> <li>*Economic conditions -people may not be able to afford membership fees</li> <li>*Budget cuts may affect funding</li> </ul>	<ul style="list-style-type: none"> <li>*Economic conditions -people may not be able to afford membership fees</li> <li>*Staff burnout</li> <li>*Loss of funding</li> </ul>	<ul style="list-style-type: none"> <li>*Economic conditions</li> <li>*Staff burnout</li> <li>*Competition with other mentoring ministries</li> </ul>

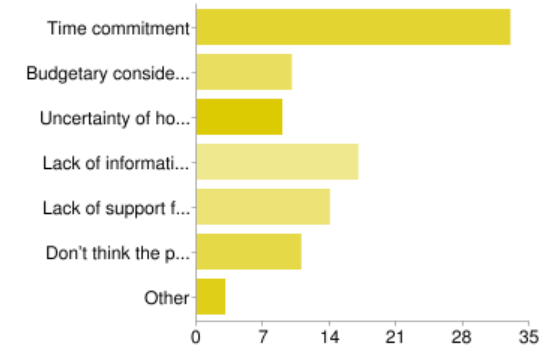
**Marketing and SWOT Analysis**

Analysis of Strengths, Weaknesses, Opportunities & Threats

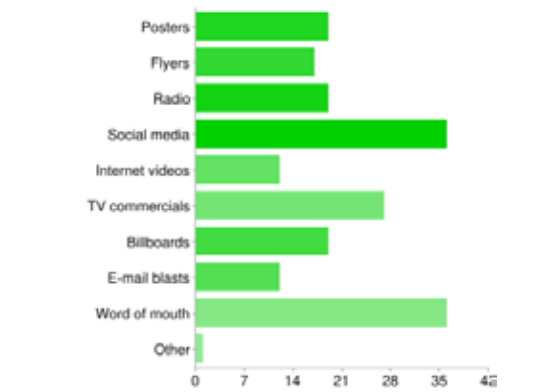


### Sample Survey Questions

What factors would keep you from applying to volunteer with a mentoring program?



What forms of advertising most capture your attention?



A survey was administered in order to gain a deeper understanding as to how men perceived the concept of volunteering and mentoring in general. Out of 48 survey respondents, each participant indicated that they would consider mentoring a child. However, there were several personal constraints preventing people from volunteering including **time commitment issues, budgetary considerations** and **lack of information about the program**. Although this sample is not representative of all views and perspectives of men regarding mentoring, it does supply pertinent information about how men view mentoring other younger males.

What does mentoring mean to you?	Which best characterize your perception of mentoring?	Would you ever consider mentoring a little brother or sister in a program such as Big Brothers Big Sisters?	Why or why not?	What factors would keep you from applying to volunteer with a mentoring program?	What do you know about the Big Brothers Big Sisters Program?	Do you have a positive role model in your life? If so, what is their relationship to you?	What forms of advertising most capture your attention?
providing advice, guiding through a process	Spending time	Depends	time availability, and what kind of advise could I give, what role would I play?	Don't think the program is right for me at the time	N/A	my parents	Posters, Social media, Word of mouth
helping, inspiring, ... just being there and open for someone to talk to, no judgements, no action even necessary... they just need to know that someone's on their side	Spending time, Being a role-model	Yes	I would if I had the time :/ I just know that I can't fully commit and once you have a child matched up with you it's hard to say "sorry, I can't make it" so... I can't do it at the moment	Time commitment	a friend of mine was a big sis. loved it!	parents	Social media, Word of mouth
Being an example to those who wish to learn and grow in your image.	Spending time, Being a role-model	Yes	I have had many mentors in my life and know the impact they have made. Knowing that I am making a difference in someone else's life is important.	Time commitment	Individuals volunteer to donate a portion of their time to spend with a child and do things that they may not otherwise experience.	Yes, Father.	Posters, Word of mouth, street signs
Helping others without getting paid for doing it.	Being a role-model	Maybe	I don't know if I would have the time.	Time commitment, Budgetary considerations	N/A	yes, parents	Posters, Radio, Social media, commercials, Billboards, Word of mouth



"I would do it, but need the funds..." - Male age 23-29, IT Specialist

"I feel some people would be better off with guidance from a young age."

- Male age 23-29, Graphic Design Student

"I don't think I have the consistency of time that I would need to be effective."

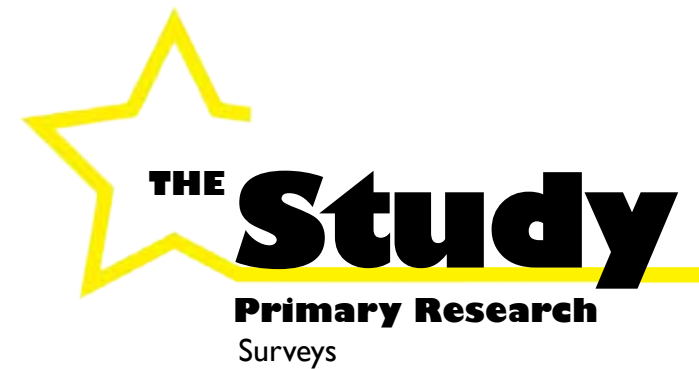
- Male age 40-49, Educator

"To give back would be ideal, but my job makes it difficult to keep a steady schedule."

- Male age 23-29, Entertainment Business

"Yes I would love to because it is a good way to giving back to one's community, but I am just afraid I would probably not have the time to be effective at doing so because of school load." - Male age 23-29, Physical Therapy Student

I would consider it because it would give me a chance to be a positive influence in someone's life, also because it would give me a chance to possibly learn something about myself. Reasons that I wouldn't consider it would include time management and uncertainty about being able to be fully committed to the program.- Male age 23-29, Social Work Student



### Key Quotes from Survey Respondents

Key Insights in Regards to Mentoring in General





**Kate Jacobs**  
Director of Programs

Big Brothers Big Sisters of the Coastal Empire, Savannah, GA



**Dr. Carl Cunningham, Jr.**  
Director of Multicultural Student Affairs,  
BBBS Mobile Board member

University of South Alabama, Mobile, AL



**Quintin Williams**  
Industrial/Footwear Designer  
Former BBBS adult volunteer

Savannah College of Art and Design,  
Savannah, GA

Interviews were conducted with three participants who have a former or present affiliation with the Big Brothers Big Sisters program. The main purpose of these interviews were to determine what successful measures were currently being implemented to target the male demographic, and to gain personal insight as to how each individual feels the organization may better reach out to attract and recruit potential Big Brothers.

**Research Method**

Experimental Research  
(Individual Interviews, Observations)

**Sampling Method**

Individuals with BBBS Affiliation

**Sampling Locations**

United Way of the Coastal Empire, Savannah, GA  
University of South Alabama, Mobile, AL  
SCAD School of Design

3 Interviews, 2 Participants

2 Men, 1 Woman

2 Current BBBS Members,  
1 Former Member



**What recruitment efforts have been previously made to attract more males?**

*Carl:* BBBS has linked up locally with Alpha Phi Alpha and Kappa Alpha Psi, two historically African American Fraternities.

*Kate:* Probably what's been most successful is word-of-mouth, so talking to our current Big Brothers and letting them know, and asking them to talk to their friends.

**Was there anything that surprised you about Big Brothers Big Sisters while you were a volunteer?**

*Q:* After it was all over with and done, I did talk to his (Little) teacher about how he was doing in class or whatnot, and actually he did improve on his studies and his activities in the classroom. I didn't know it was going to be as big of an impact, but it really was.

**How much time did you all (Big & Little) spend per week?**

*Q:* Once a week, we would go Fridays and spend like an hour and a half. Within a month: almost about 6 hours.

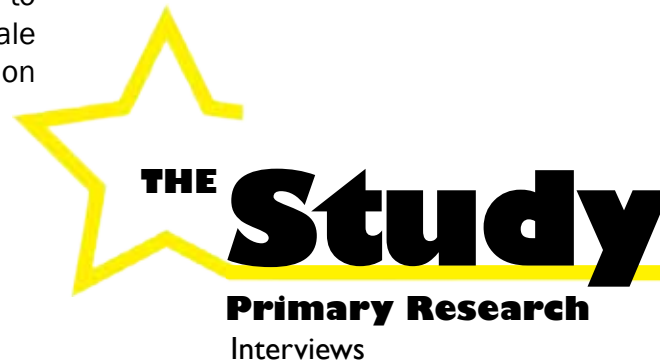
**How has the organization impacted you since you became a member?**

*Q:* I would say it definitely opened my eyes as far as being a role model to younger to people in general.

**How do you feel Big Brothers Big Sisters may better reach out to attract and recruit other potential Big Brothers?**

*Carl:*The males that are currently Big Brothers will need to be a stronger force in telling their stories and experiences regarding their experience or experiences of not only serving as a volunteer for BBBS but the impact the program has made in their lives. Males must be a target and focal piece for BBBS.

*Q:* I mean, it's so many way, it like you have Facebook, Twitter, the actual mentor workshop – trying to invite them to it, but I mean at the end of the day, it's all up to them. You can always have some type of meeting, maybe like a sports meeting. Because, you know most guys like sports.



**Key Quotes from Interview Participants**





Project MENTOUR - Facebook Community Page

A mentoring workshop was arranged and executed on Sunday, October 16 at 6:30pm at the United Way of the Coastal Empire. The workshop was advertised digitally using Facebook and e-mail blasts, and through the use of guerrilla marketing tactics, by printing and posting two different renditions of our workshop flyer to appeal to a wide audience (one more whimsical and detailed; the other, more simple, clean and straight-forward) and by pitching our workshop concept to various student groups such as SCAD's BSA and Service Design group.



Project MENTOUR Workshop - Flyer Design 1



Project MENTOUR Workshop - Flyer Design 2

**iMentor**  
...do u?

**Volunteers Needed**  
Only 1 Hour Per Week!

Friendly ✓  
Dependable ✓  
Open-Minded ✓

Interested? Attend **PROJECT MENTOUR**  
**10.16.11** @ 6:30 pm  
United Way of the Coastal Empire  
428 Bull St. Rm 107  
Food . Networking . Entertainment

[facebook.com/projectmentour](http://facebook.com/projectmentour) [projectmentour@gmail.com](mailto:projectmentour@gmail.com)



Bulletin Board Postings



Automobile Windshield Inserts

**THE Study**  
Primary Research  
Mentoring Workshop

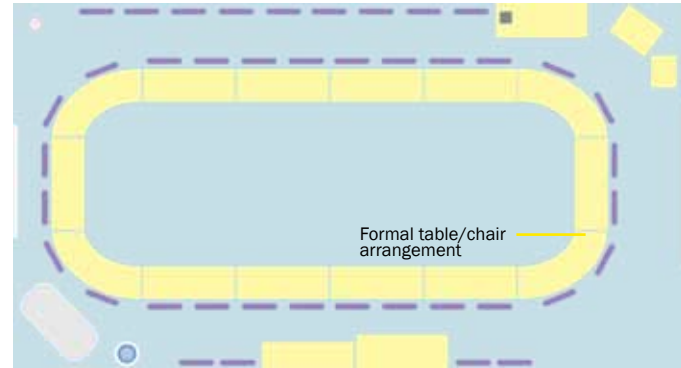
**Project MENTOUR Workshop Promotion**

Guerrilla Marketing Tactics

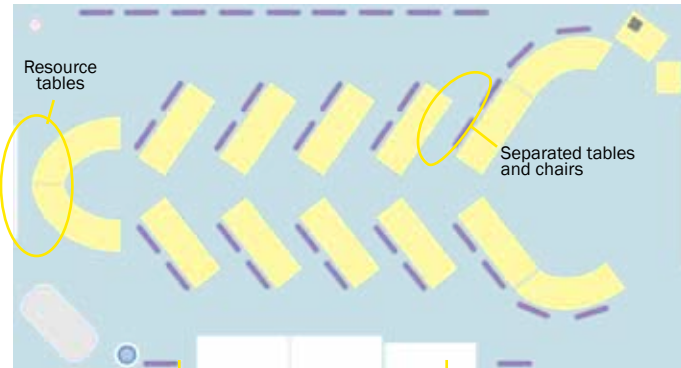




Original Meeting Room Layout - Board-meeting Styled Arrangement



Redefined Meeting Room Layout - Horseshoe/Angled Arrangement



Workshop Location - United Way of the Coastal Empire



Workshop Resource Table



Workshop Refreshment Tables

In preparation for the workshop, we decided to redefine the space from a formal, board-meeting styled setup to a more hospitable and unified, setting by breaking apart the tables and connecting them at cornered angles. We believed this layout would be most effective for fostering collaboration and establishing serendipitous relationships among like-minded workshop participants. Guests would be seated in paired clusters rather than around a large, oval-shaped and unwelcoming arrangement of connected tables.

**Project MENTOUR Workshop Preparation**

Workshop Space Analysis

### Instructions

1



Remove one M&M from the package, and pass to your neighbor.

2



Break into groups based on the color of your M&M.

3



In your group session, generate a list in response to the question that pairs with your color.

4



Choose someone from your group to present your group's responses.

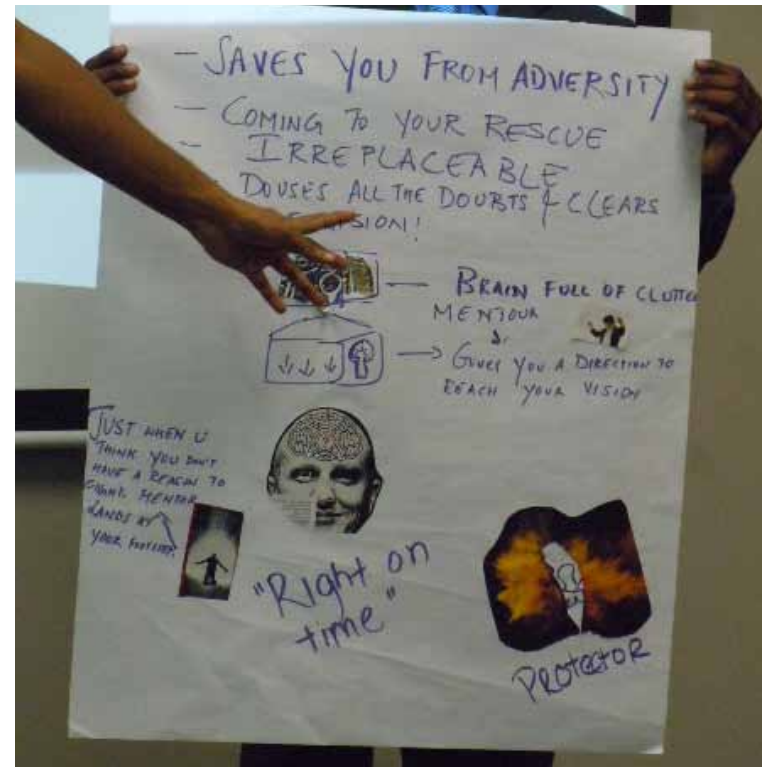
### Questions

- RED:** How is a mentor like a **firefighter?**
- ORANGE:** How is a mentor like a **designer?**
- YELLOW:** How is a mentor like a **athlete?**
- GREEN:** How is a mentor like a **military soldier?**
- BLUE:** How is a mentor like a **police officer?**
- BROWN:** How is a mentor like a **musician?**



# Challenge

Creating Mentor Models for Persona  
Workshop Activity #1

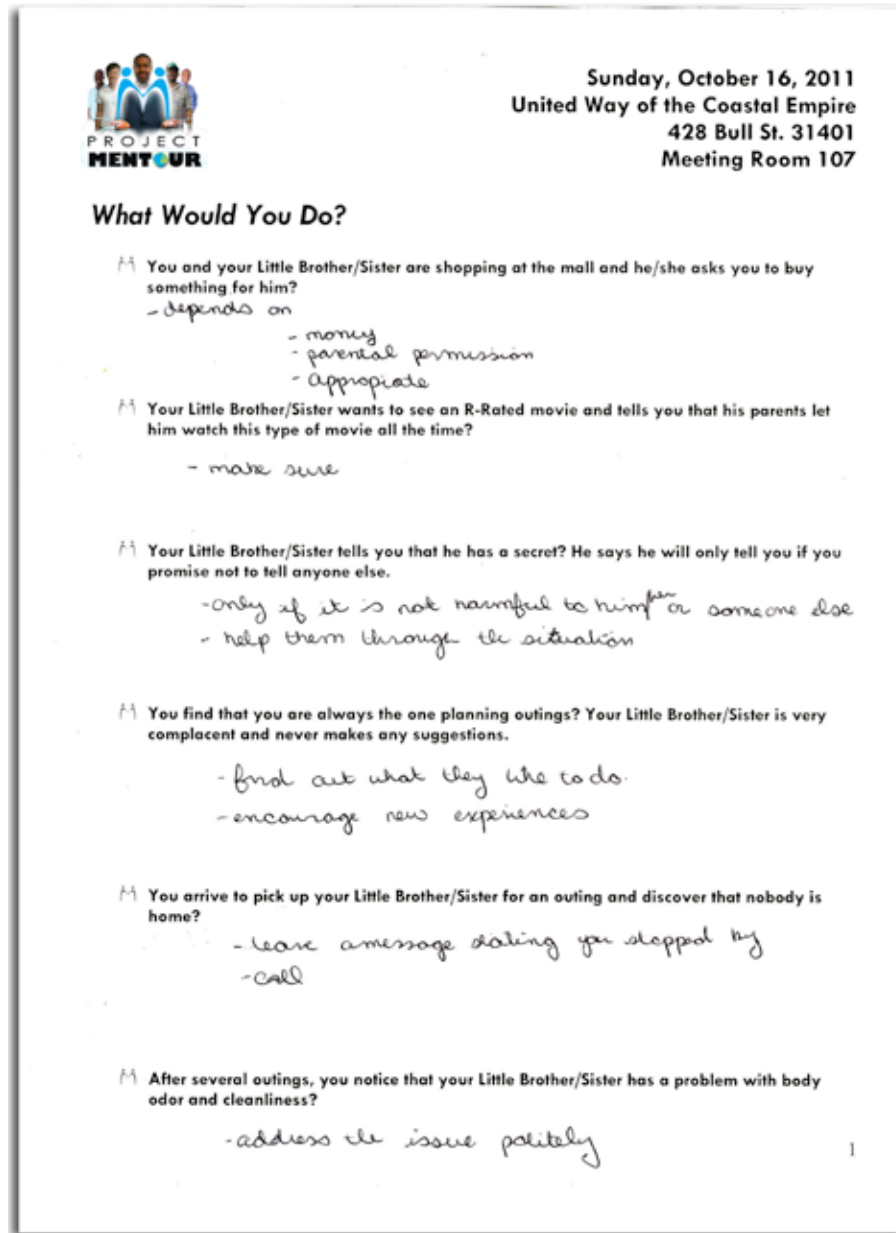


"Firefighter" Mentor Model

Using the candy M&M's to facilitate creativity, workshop participants paired in groups based on the color of their M&M, and collaborated to generate visual material displaying how a mentor relates to several occupational figures. After 10 minutes of brainstorming, planning and model development, each presented their final mentor models.

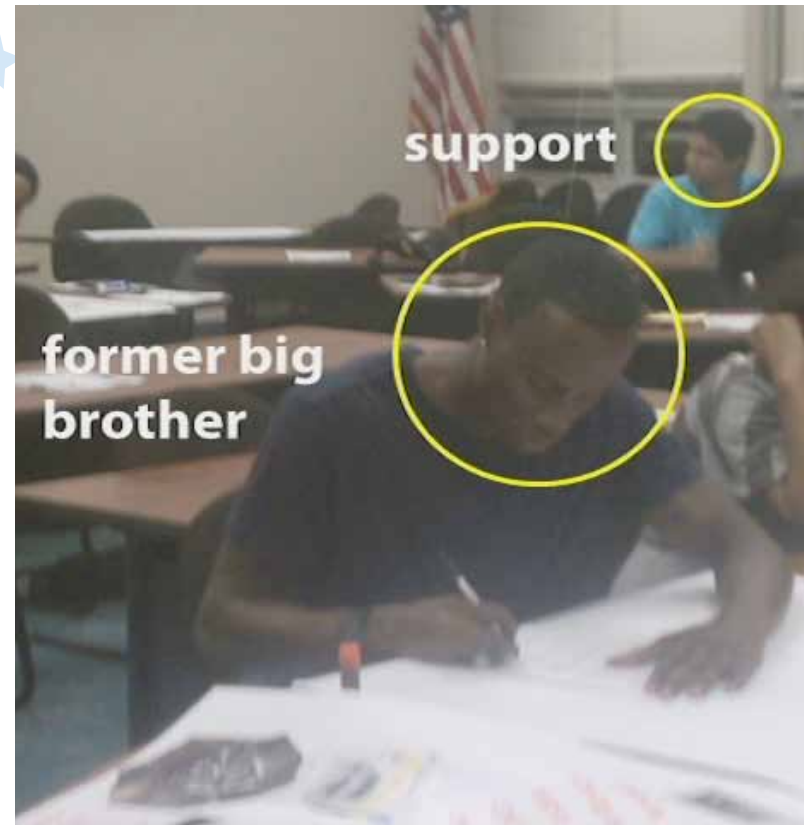
The inspiration for this creative exercise derived from **Chapter 5 of The Medici Effect by Frans Johansson** and the **Marshmallow Challenge by Tom Wujec**. Achieving the Medici Effect involves intersecting cross-sectional ideas that are not directly relatable. Models were built based on creative concepts that are combined randomly (mentor/doctor, police officer, etc). People of diverse skill sets would form groups and work together to achieve a common goal within a specific time frame. According to Tom's philosophy, it is assumed that participants would **orient themselves to the task, brainstorm and plan, build their models**, stand back and have their **TADA moments**.





The purpose of the *What Would You Do?* questionnaire was to allow participants to reinforce his or her knowledge of mentoring through several scenarios questions. The activity concluded with an intense deliberation of each questionnaire response, fostering a sense of community amongst workshop participants. Completed questionnaires were collected and used as qualitative research data.

THE **Inquiry**  
**What Would You Do? Questionnaire**  
Workshop Activity #2



The Project MENTOUR workshop was geared specifically towards the male demographic; however, there were only two males present in the midst of seven females. One male declared that he only attended for support, and the other male said that he only attended because he was a previous Big Brother volunteer.

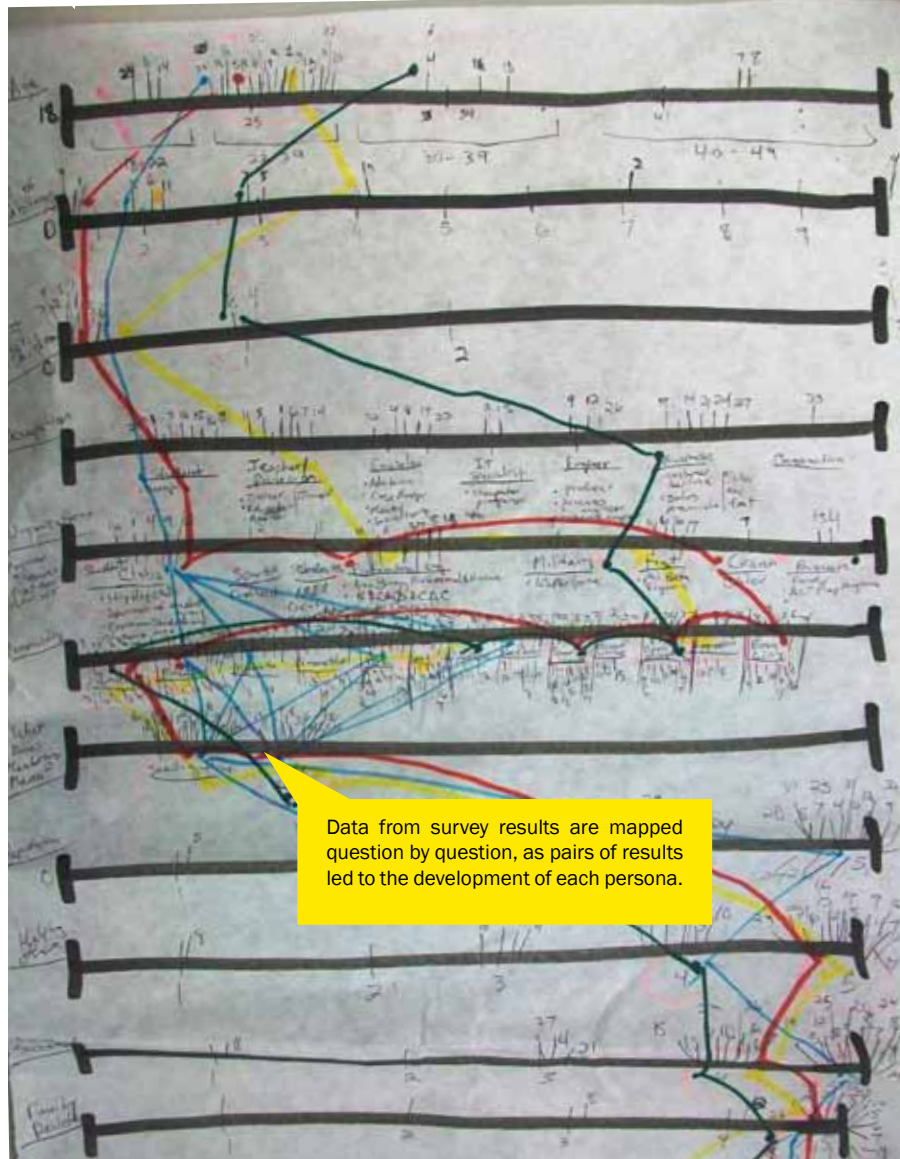
Based on the demographics of the attendees, it can be assumed that women are more receptive to volunteerism than men.

As a result of the workshop, the following outcomes were generated to further guide my exploration phase:

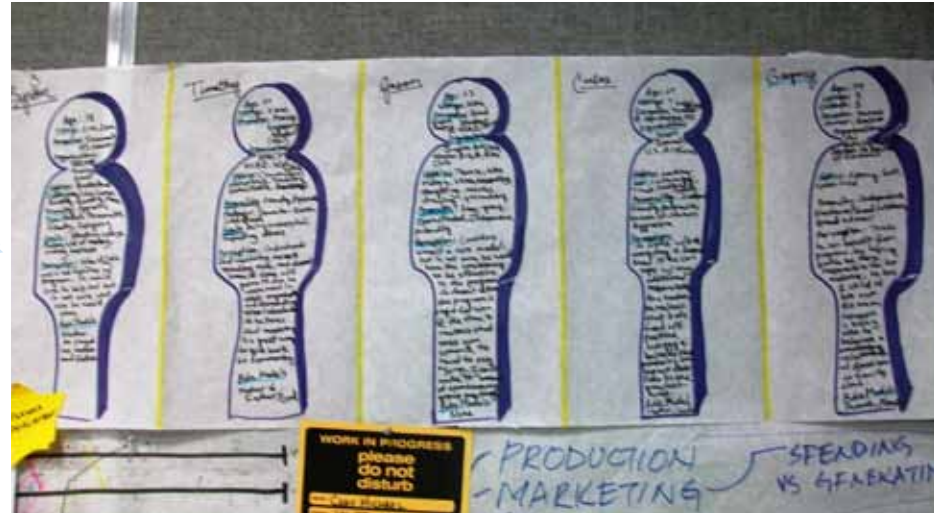
**Key Points:**

- Use greater visibility to attract perspective male mentors
- Approach men about recruiting, versus waiting on them to come ask about it
- Arrange a less formal social event to attract volunteers
- Recruit males through female persuasion
- Utilize “mentor models” influenced by both men & women in advertising





Data from survey results are mapped question by question, as pairs of results led to the development of each persona.



After a detailed analysis of research data, five user profiles were developed and used to gain a better understanding of the targeted prospect mentor market. Although each persona has a distinct lifestyle and unique issue in regards to volunteering, all of them share the desire to actually considering mentoring a young child.

THE **Personas**  
User Profile Generation





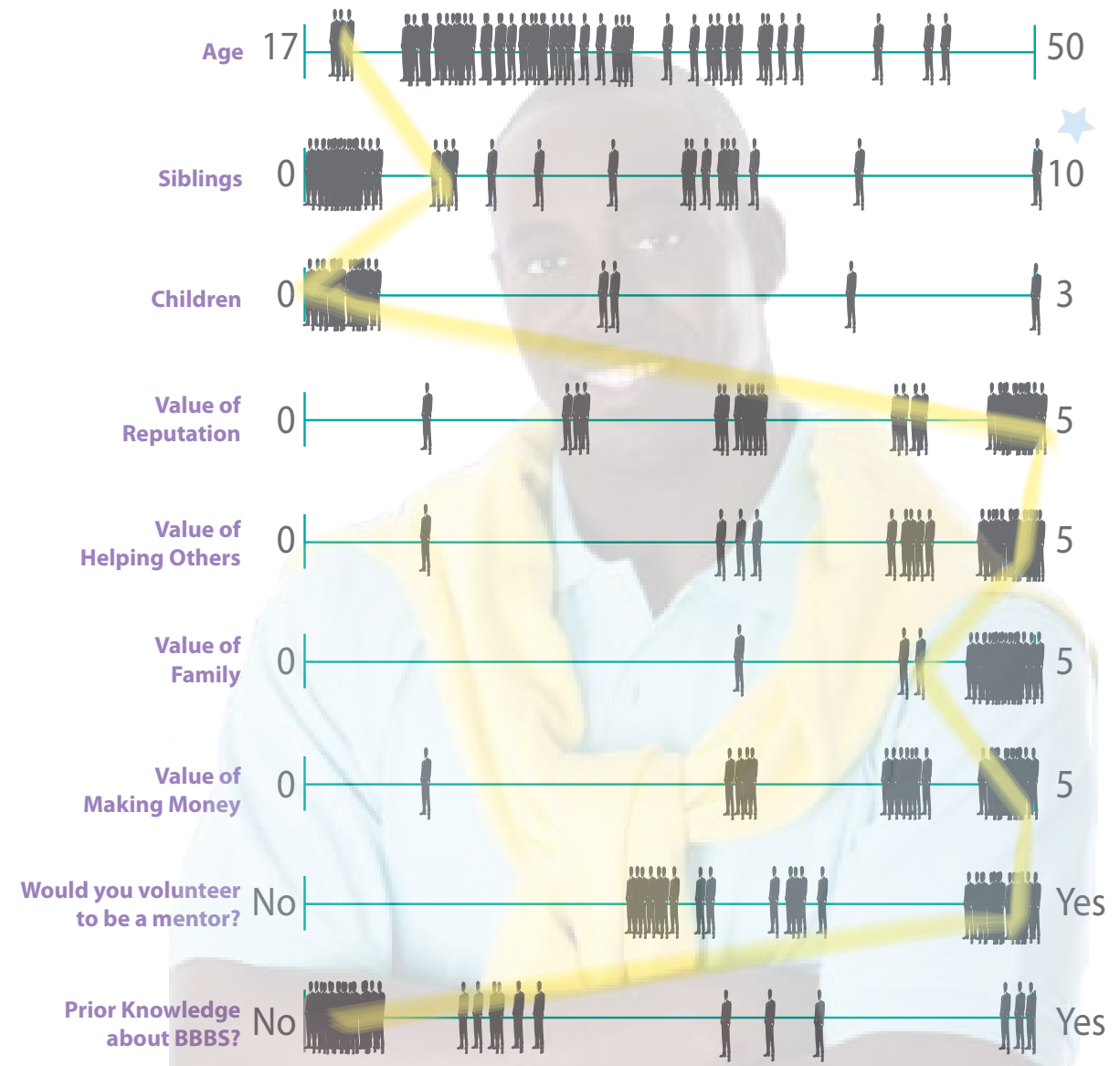


Byron

“I think mentoring is a good way to give back to the community!”

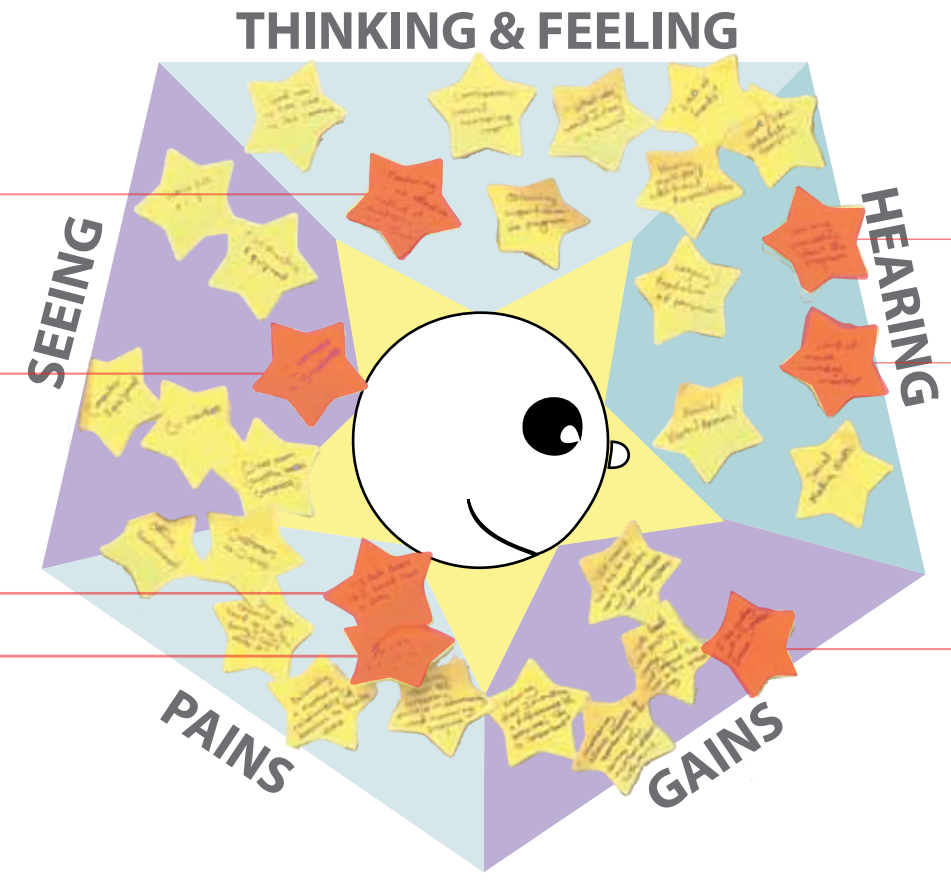
**STATS**

- Age** 18
- Siblings** 1 sister, 1 brother
- Occupation** Savannah High School Senior
- Organizations** Marching Band, SECME, Key Club
- Hobbies** Basketball, Video Games, Movies, Music, Bowling, Reading
- Personality** Friendly, Outgoing, Open-Minded, Personable
- Perception** Would join BBBS, but is not really familiar with the program - He would love to help out, but isn't certain about what role he would play
- Role Models** Mother - serves as both mother and father



What kind of advice could I give?  
What role would I play as a mentor?

- Friends & classmates
- Lack of funds
- Lack of support from program



- Word of mouth
- Social Media
- Likes the idea of leading youth into the right direction

**Persona #1 - Byron**

Stats and Empathy Mapping

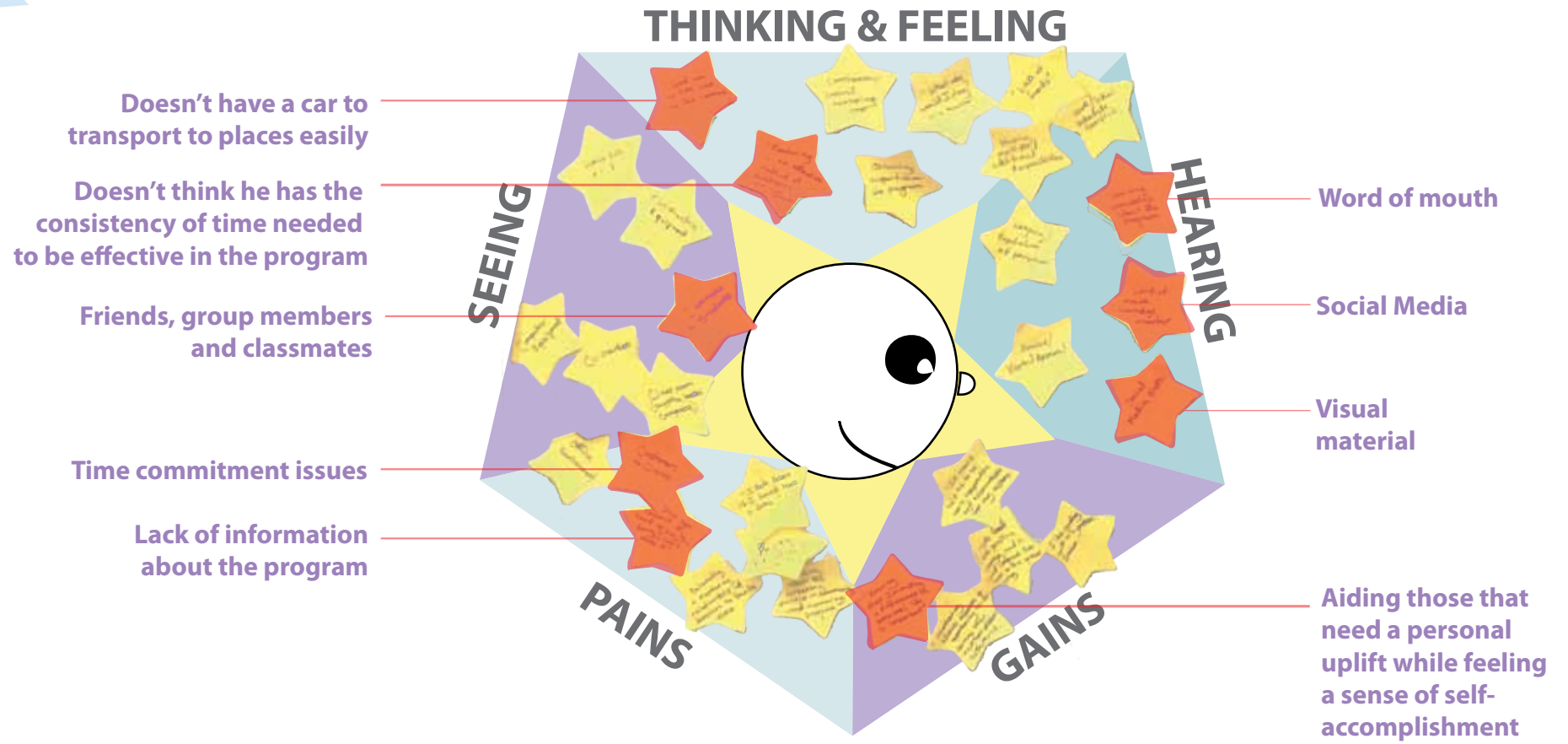
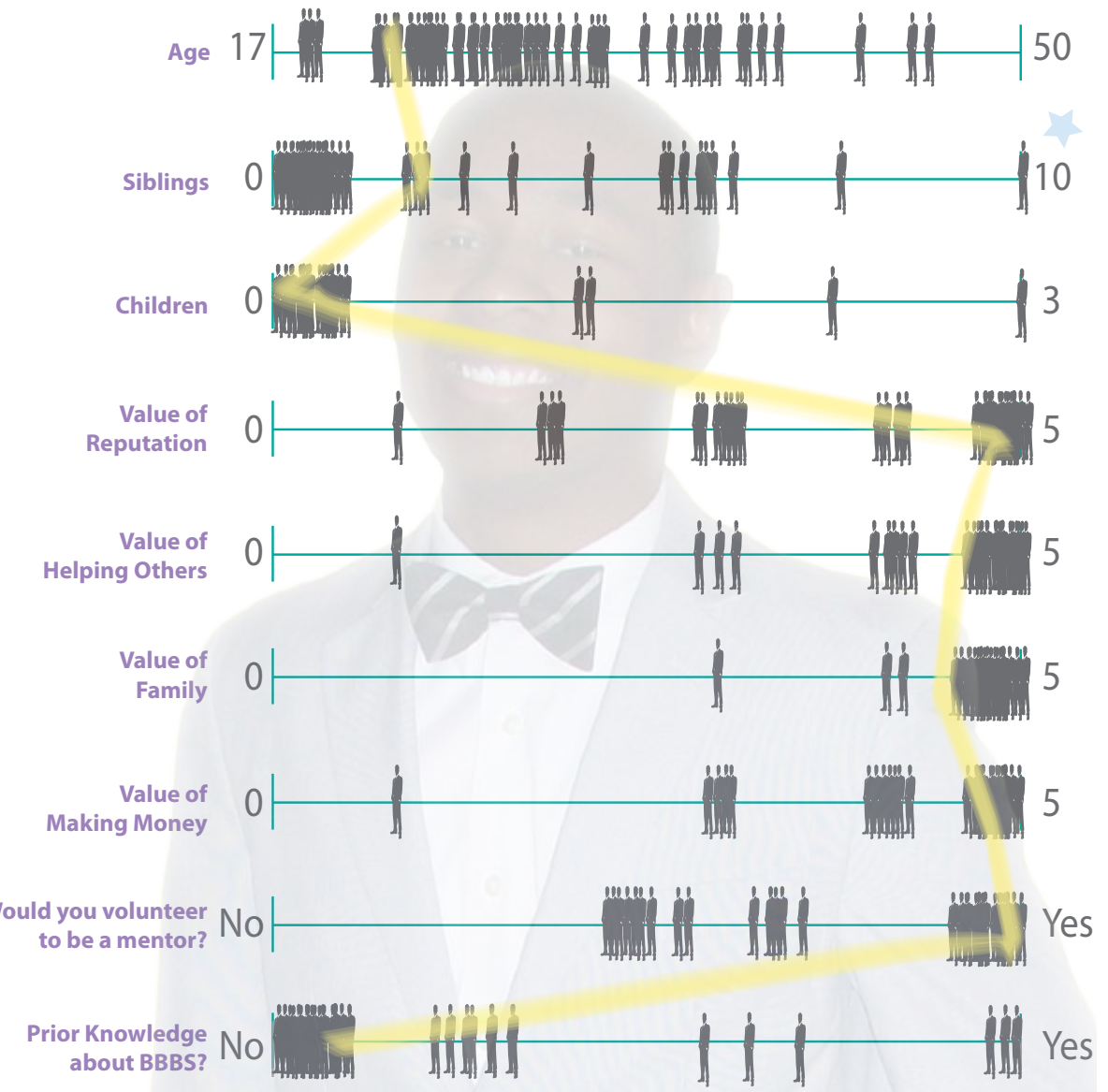


Timothy

“Mentoring is an effective method of developing one’s own potential.”

### STATS

- Age** 20
- Siblings** 2 older brothers
- Occupation** Process Engineering Student at Savannah State Univ.
- Organizations** Alpha Phi Alpha, NAACP, NSBE, Networking, Traveling
- Hobbies** Social Media, Baseball, Church, Reading, Spoken Word (poetry)
- Personality** Friendly, Diplomatic, Mediator, Down-to-Earth, Laid Back
- Perception** Understands that mentoring means spending time, and doesn't think that time will permit due to involvement in other organizations and a demanding school schedule
- Role-Models** Mother and Father, God



Persona #2 - Timothy

Stats and Empathy Mapping

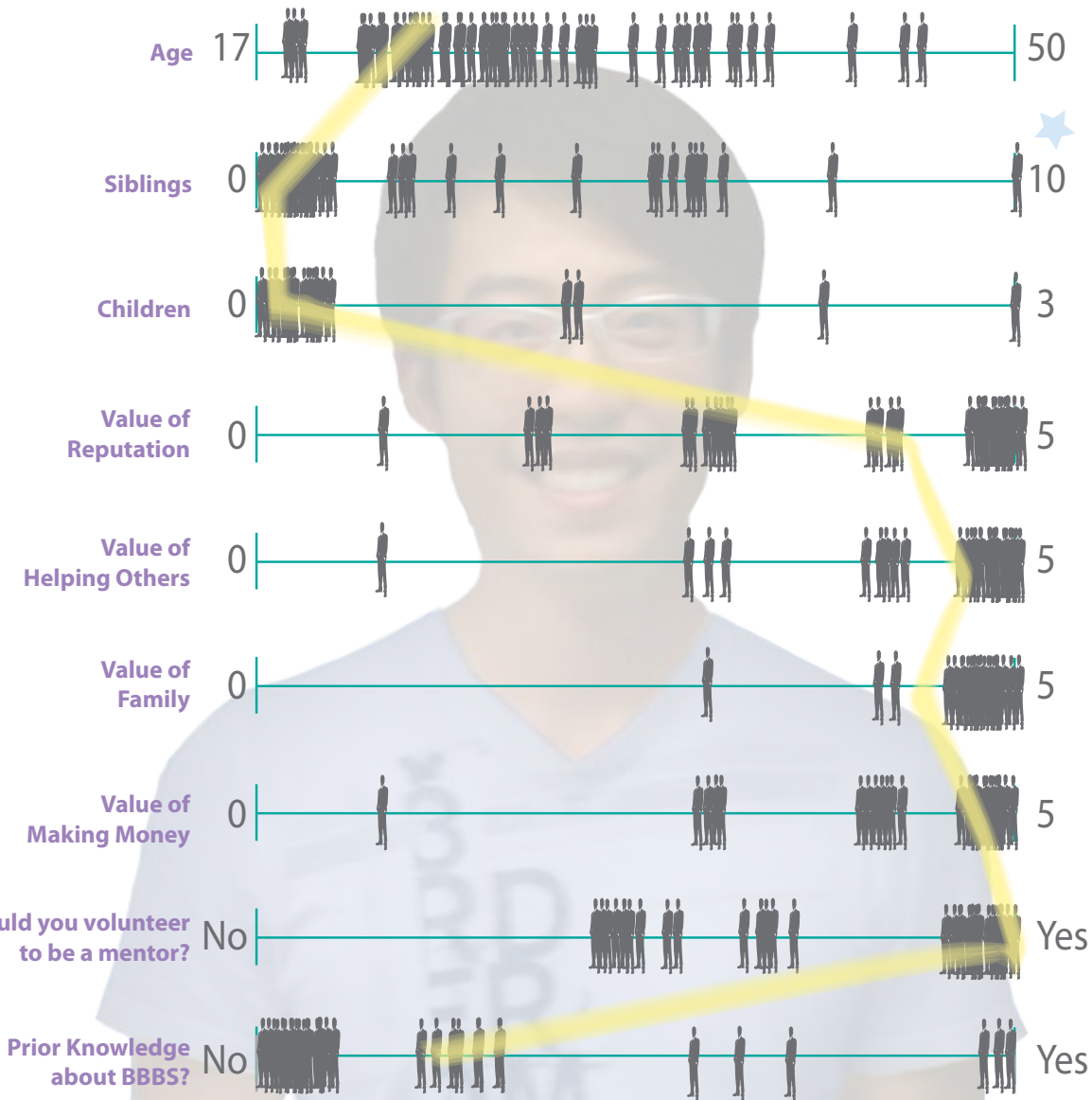




“Mentoring is all about offering guidance based on experience and education.”

### STATS

- Age** 23
- Siblings** None
- Occupation** Graphic Design Graduate Student at SCAD; Part-time server at Saigon Restaurant
- Organizations** Graphic Design Club, AIGA, Bike Club
- Hobbies** Tennis, Bike Riding, Skateboarding, Designing, Drawing, Movies, Online Gaming, Geocaching
- Personality** Easy-going, Open-Minded, Independent, Laid Back
- Perception** Considers himself a role model, but doesn't believe that BBBS is right for him at the time
- Role Models** Mother and Father



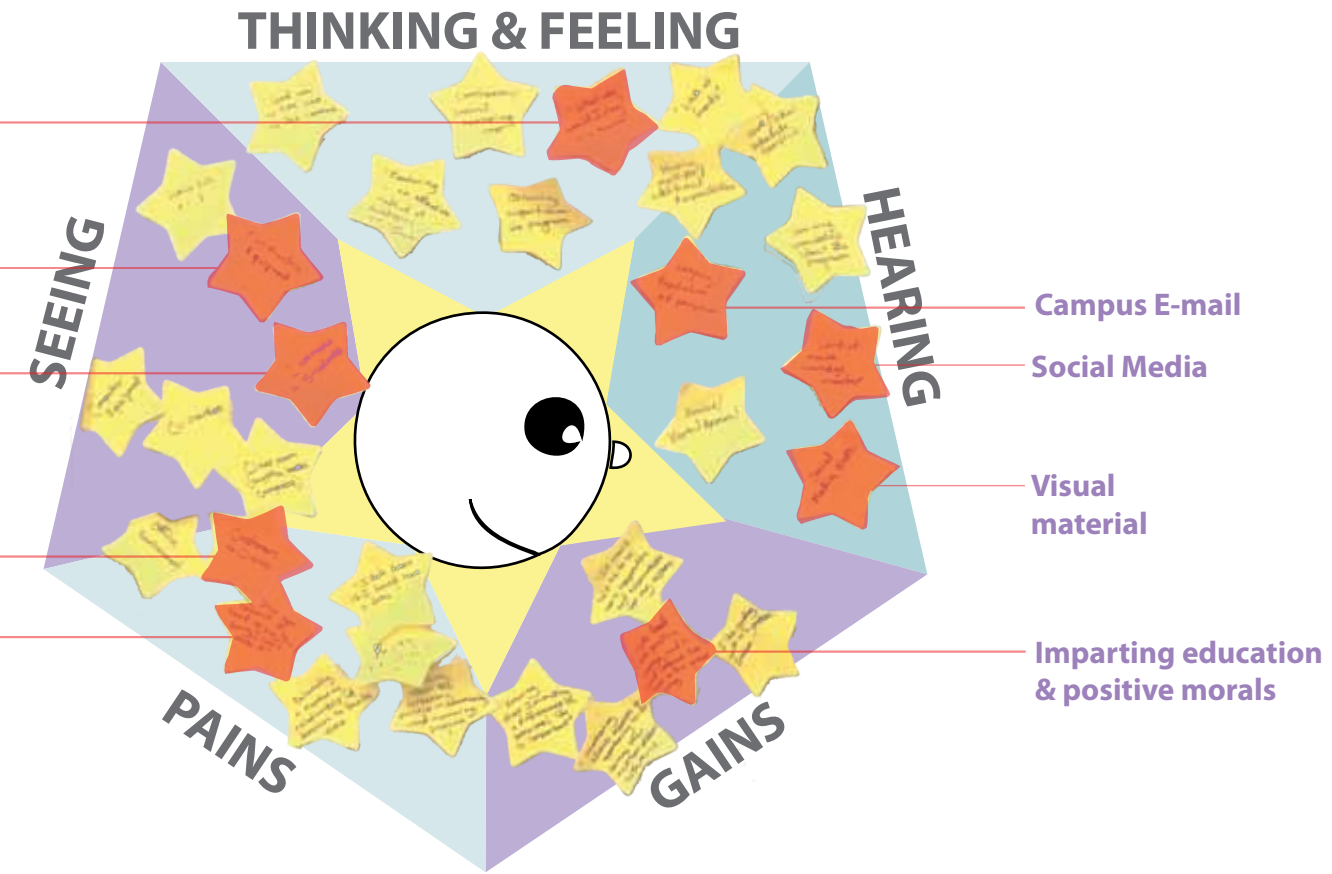
Considers school a first priority and doesn't think he should involve himself with other activities

Co-workers and restaurant guests

Friends, group members and classmates

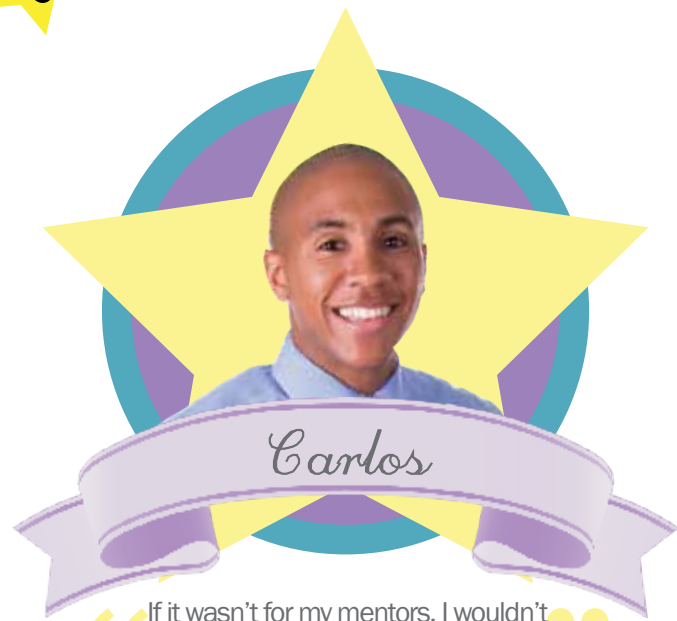
Time commitment issues

Limited funds



### Persona #3 - Jason

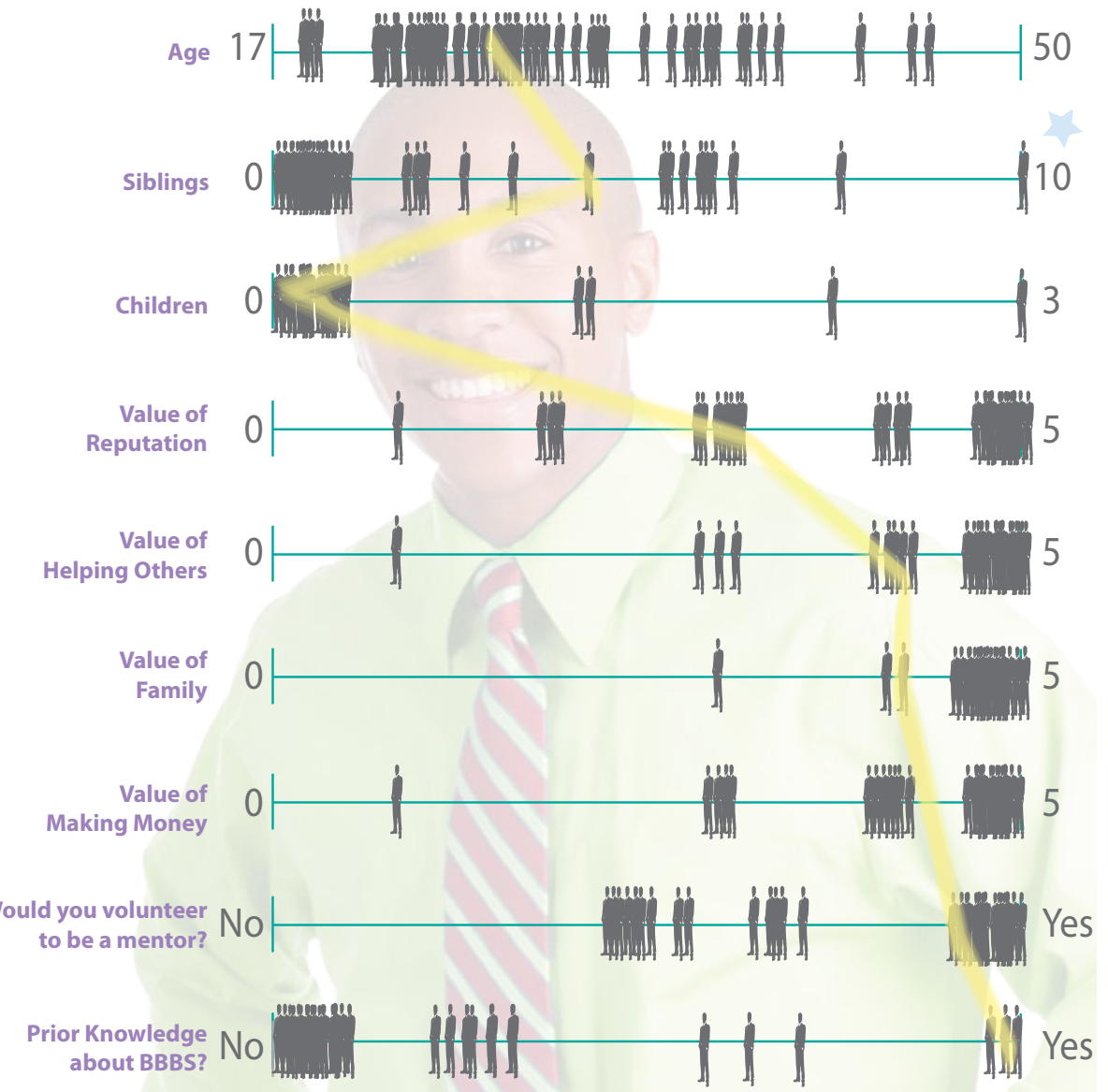
Stats and Empathy Mapping



“If it wasn't for my mentors, I wouldn't be the man that I am today!”

### STATS

- Age** 26
- Siblings** 2 sisters, 2 brothers
- Occupation** 7th Grade Social Studies Teacher at Oglethorpe Middle School
- Organizations** Youth Council, U.S. Navy, 100 Black Men of Savannah
- Hobbies** Working out (gym), Swimming, Track, Basketball, Cooking, Computers
- Personality** Independent, Personable, Sense-of-Humor, Aggressive
- Perception** Works with kids everyday and doesn't know if he could cope with any additional responsibilities
- Role Models** Father and Uncle

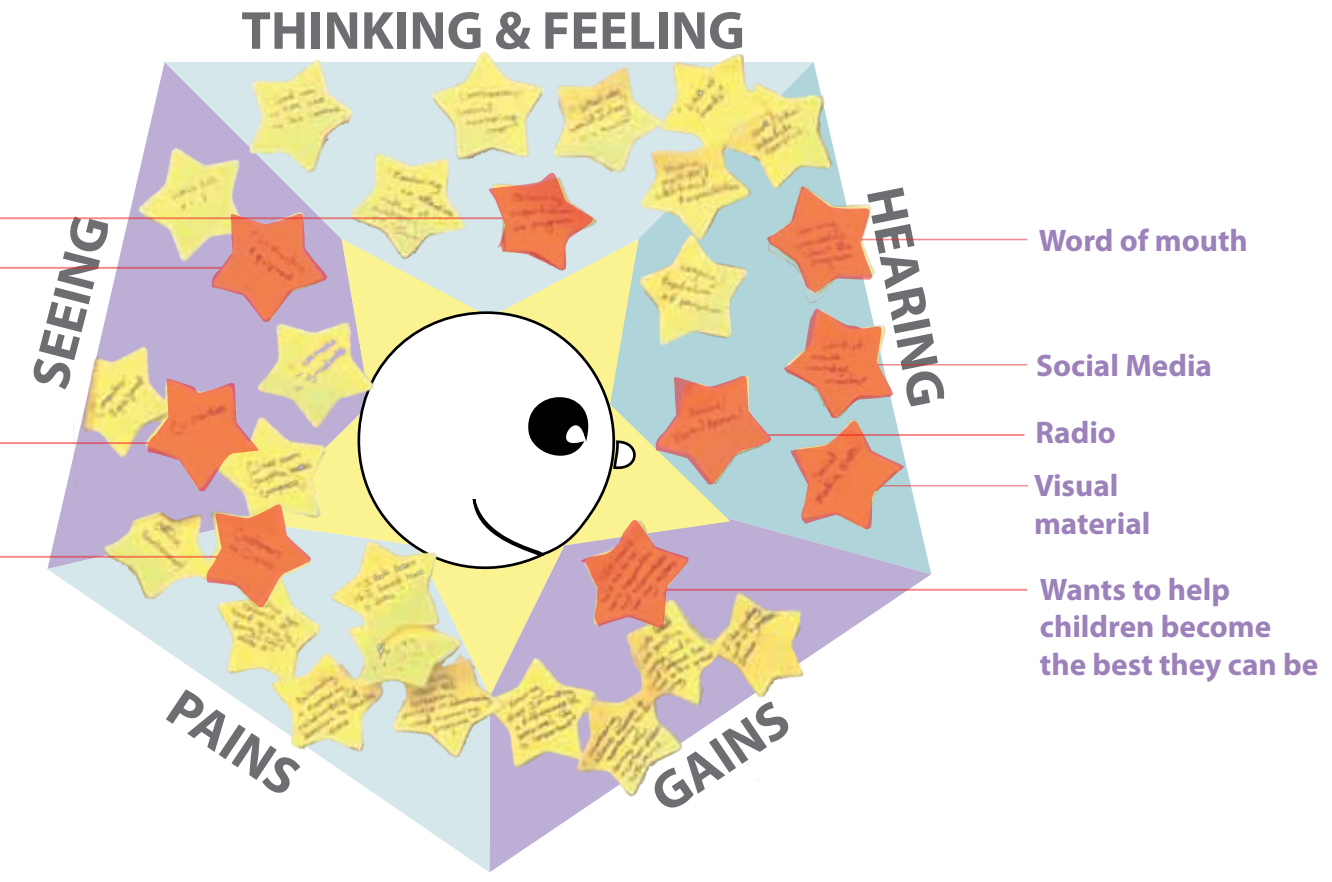


It feels like a huge commitment; thinks child could best benefit by having a mentor closer to his age

Co-workers and students

Military members

Time commitment issues



### Persona #4 - Carlos

Stats and Empathy Mapping



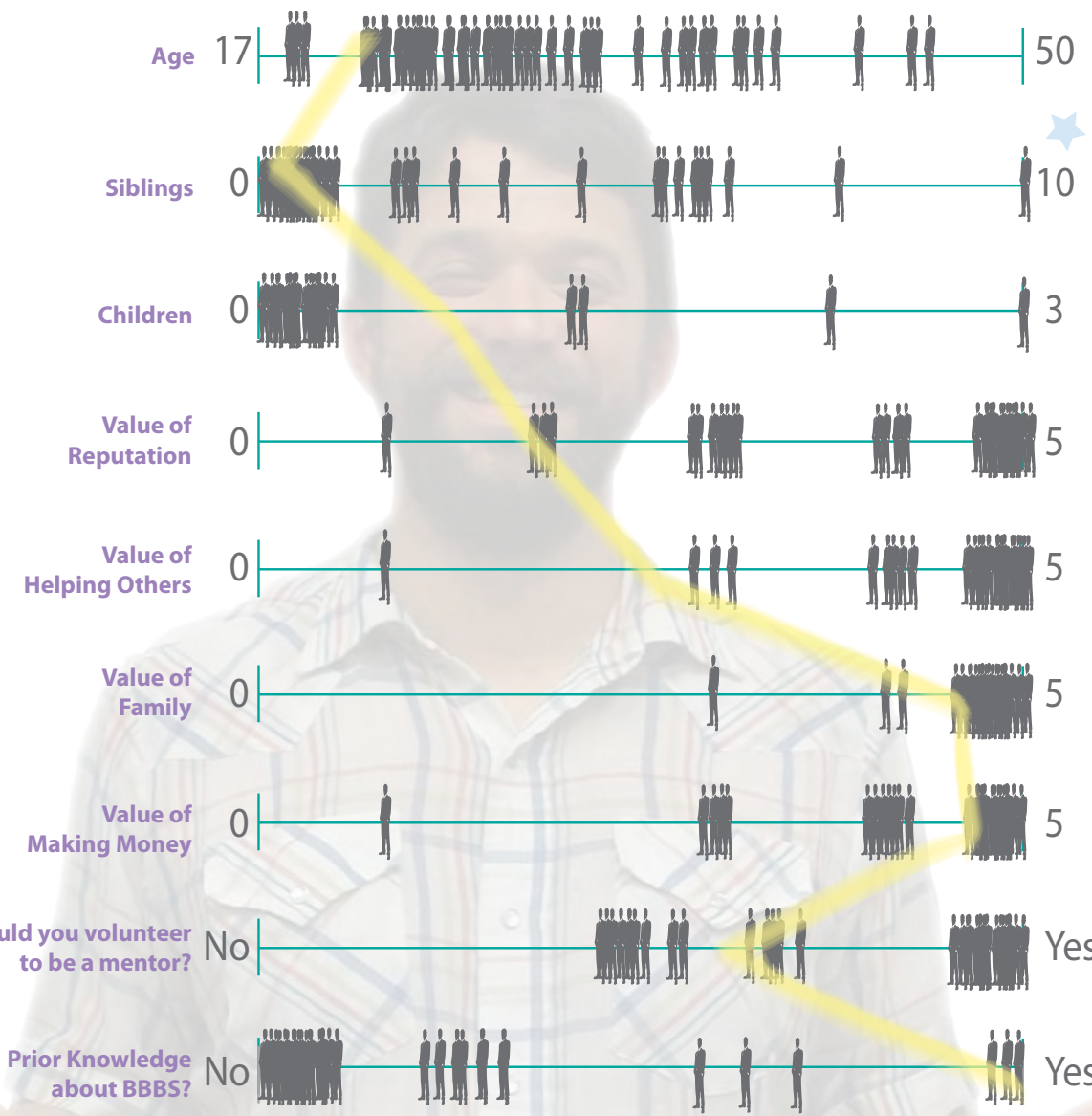


Gregory

“It makes me feel good that I can help another human being. Makes life feel worth living.”

### STATS

- Age** 32
- Siblings** 3 sisters
- Children** 1 daughter
- Occupation** Business Owner; Realtor
- Organizations** Pi Kappa Alpha Advisor, Savannah Men of Integrity
- Hobbies** Fishing, Golf, Sporting Events, Kayaking, Electronics, Television
- Personality** Independent, Nurturer, Good Listener, Bread Winner
- Perception** Thinks he can benefit from BBBS, but is concerned about how he will be able to balance a mentoring relationship while devoting himself to family
- Role Models** Parents; mentor



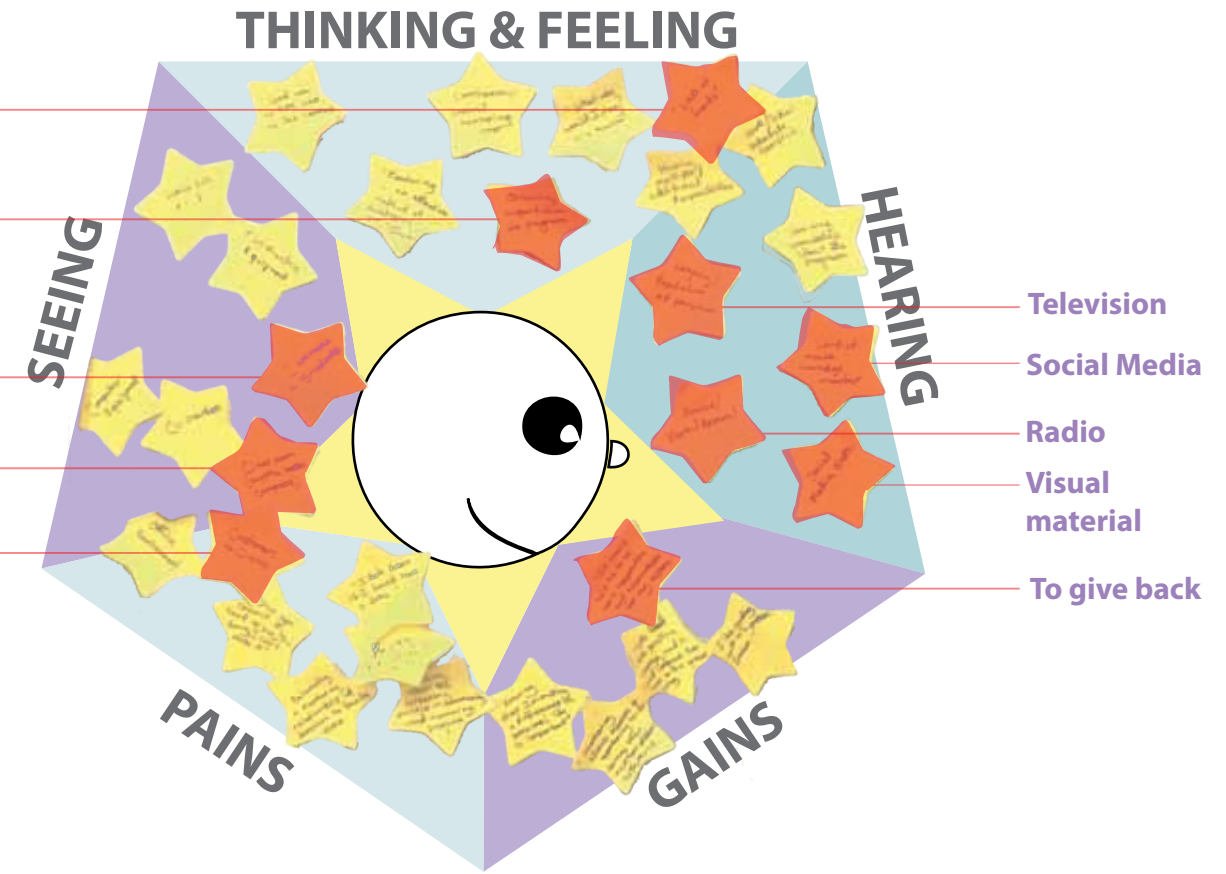
Thinks his job makes it difficult to maintain a steady schedule

Has a family of his own to devote time to

Co-workers and clients

Family

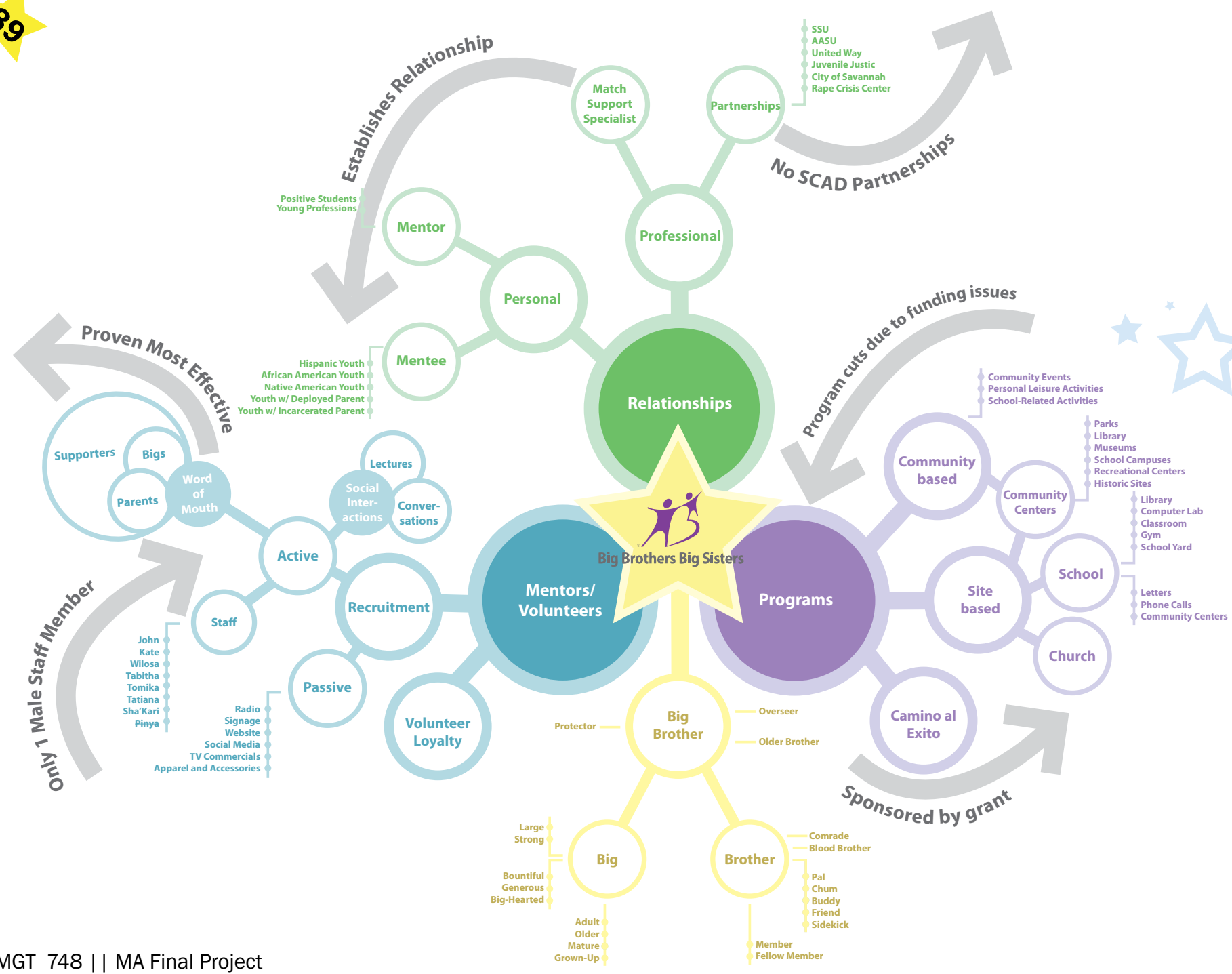
Time commitment issues



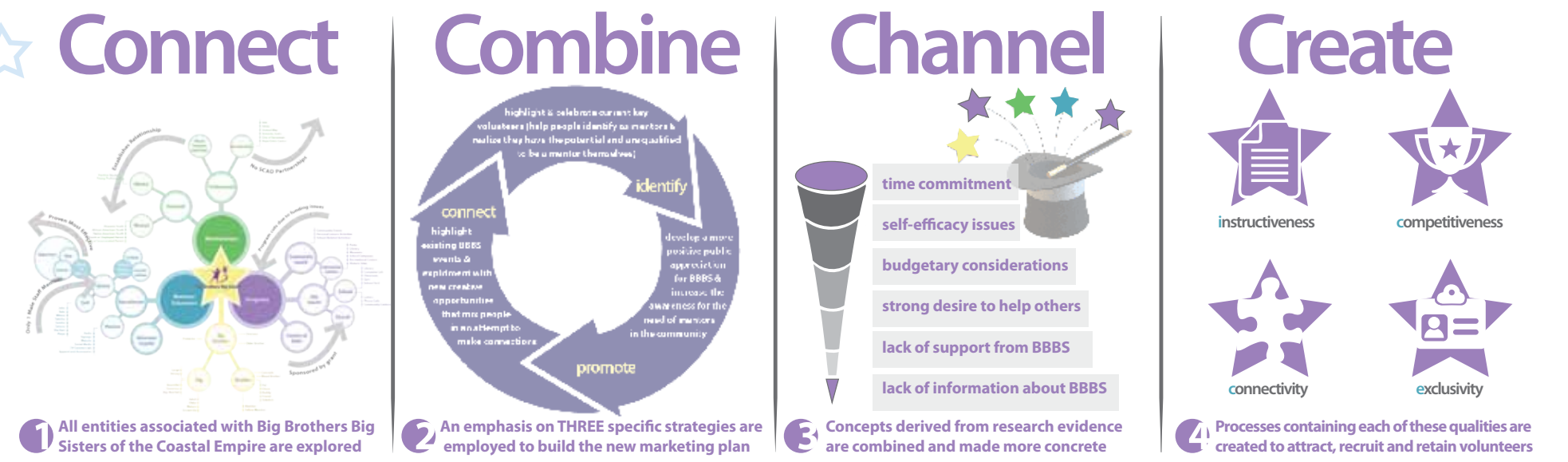
Persona #5 - Gregory

Stats and Empathy Mapping





creating a marketing revision for social reconstruction and improvement  
**mentor marketing magic**  
 altering the aspects of society to connect and cultivate a successful high-growth mentor market



Following a 4 step strategy, this diagram became the framework for a complete marketing revision. **Connect**\_All entities associated with big brothers big sisters are explored. Internal issues such as lack of male staff members, program cuts due to funding and limited partnerships are revealed. **Combine**\_An emphasis on 3 specific categories are employed to build the new marketing plan. These include identifying and highlighting key community figures, Promoting the organization by raising the awareness of the need for mentors, and connecting people by creating new opportunities.

**Channel**\_Concepts derived from research evidence are identified, combined and made more concrete. **Create**\_Four main qualities are revealed as a result of analysis and synthesis. When attempting to lure males to volunteer, our new marketing scheme should involve either of the following:

- Instructiveness*\_using visuals and text to effectively to inform
- Competitiveness*\_challenging prospects and testing their aptitude
- Connectivity*\_uniting those who share a desire to make positive difference
- Exclusivity*\_providing benefits as compensation for commitment

**Mentor Marketing Strategy**

Connecting, Combining, Channeling and Creating Concepts

**calling all ATHELETES**

**DEPARTMENT:** Big Brothers Big Sisters of the Coastal Empire

**OPENINGS:** School-based Program  
Community-based Program

**JOB TYPE:** Mentor/volunteer

**JOB STATUS:** Part-time (1hr per week)

**DUTY LOCATION:** Savannah, GA

**RESPONSIBILITIES:** Displaying an enthusiasm for "continuous improvement" and a "go for it" mentality with mentee, emphasizing the "team" concept with mentee, helping mentee solve problems strategically.

**QUALIFICATIONS:** Must be at least 18 years of age; hard-working, strong-willed, accountable, self-motivated; must be able to display a quiet inner confidence based on preparation.

**BENEFITS:** Volunteer hours, Membership Rewards Card, community recognition, lasting career network

**HOW TO APPLY:** You can apply either 1 of 3 ways:  
•Visit [www.bbbscoastalempire.com](http://www.bbbscoastalempire.com)  
•Visit 428 Bull St., Suite 203  
•Call (912) 233-7669

Big Brothers Big Sisters of the Coastal Empire  
www.bbbscoastalempire.org  
428 Bull St. Savannah, GA 31401 (912) 233-7669

Wording used to describe the ideal athlete is used and presents volunteer opportunity as a "challenge"

calling all **DOCTORS**

calling all **ATHELETES**

calling all **ARTISTS**

calling all **FIREMEN**

calling all **OFFICERS**

calling all **SOLDIERS**

Career-Themed Print Media Series

THE **Solutions**  
A. Recruitment Messages with Colloquial Themes



Considering the occupations of the prospect male mentors of Savannah, recruitment messages that characterize men of Savannah are implemented. Print media are derived directly from workshop mentor models and are advertised as paying jobs. The description of a mentor is clear and straightforward as it relates to each occupation, and wording is centered on the concepts of challenge, opportunity and skill development.

An additional advantage of recruiting by traits is the positive association with "doing good" that volunteering yields. Some employers reward workers for community involvement because it reflects well on most the professional businesses as a whole.

1. Recruiting by Occupational Traits

Recruiting Print Media Advertised as Paying Jobs





Freddie becomes the “face” of BBBS, giving viewers a relatable character to associate with the organization.



Posters and Billboards featuring BBBS Spokesman



As a substitute for the lack of male staff members, Mr. Freddie Curtis will now serve as the face of big brothers big sisters. A former cocaine addict, Freddie has completed a drug rehabilitation program, accepted Christ as his Lord and Savior and is currently studying Business Administration at South University in Savannah, GA. With an inspiring story to share, Freddie effectively conveys the role of a mentor through print media and YouTube video postings.

Freddie’s testimonials will aim to impart wisdom and knowledge into those men who have been subject to similar life experiences, and encourage those men who feel inadequate and incapable of seeing themselves as mentors. After witnessing Freddie and becoming familiar with his character, one would be able to associate him with BBBS, and possibly see themselves in his shoes.

# THE Solutions

**A. Recruitment Messages with Colloquial Themes**



## 2. Relatable Male Spokesperson

Ex-Addict, Mr. Freddie Curtis





Neutral colors: should compliment any other garments of choice

Fitted or Loose options to conform to various body types.

Contain powerful recruitment slogans



Employs the use of common social and technological lingo.



Unlike the traditional screenprinted BBBS tee's, new T-shirts will contain contemporary messages that are practical and relative to the culture of today's emerging generation of young adults. When worn in numbers, these T-shirts can serve as a very impactful recruitment tool, as they convey a powerful message to the targeted audience.



# THE Solutions

**A. Recruitment Messages with Colloquial Themes**



## 3. Exclusive BBBS Apparel

Revised T-Shirt Concepts





CONTACT US

Call [912] 233-7669

Click bbscoastalempire.org

**Come**

428 Bull St. 31401

make a **BIG** DIFFERENCE

Membership REWARDS PROGRAM

Big Brothers Big Sisters of the Coastal Empire



As an incentive for new recruits, all incoming BBBS volunteers will be issued a *Big Deal Club* card to certify their membership and grant them discounts at local establishments, valid only when they are present with their mentee. Partnerships with BBBS have been successfully established with Lenny's Subs, Sisters of the New South, Brown's Family Restaurant, Lovin' Spoons & Marco's Pizza. Partnerships with other establishments such as Golden Corral, Moe's Pizza, La Berry Frozen Yogurt, Sweet Potatoes and many more are subject to corporate approval and are in progress.

THE **Solutions**

**B. Membership Rewards Program**

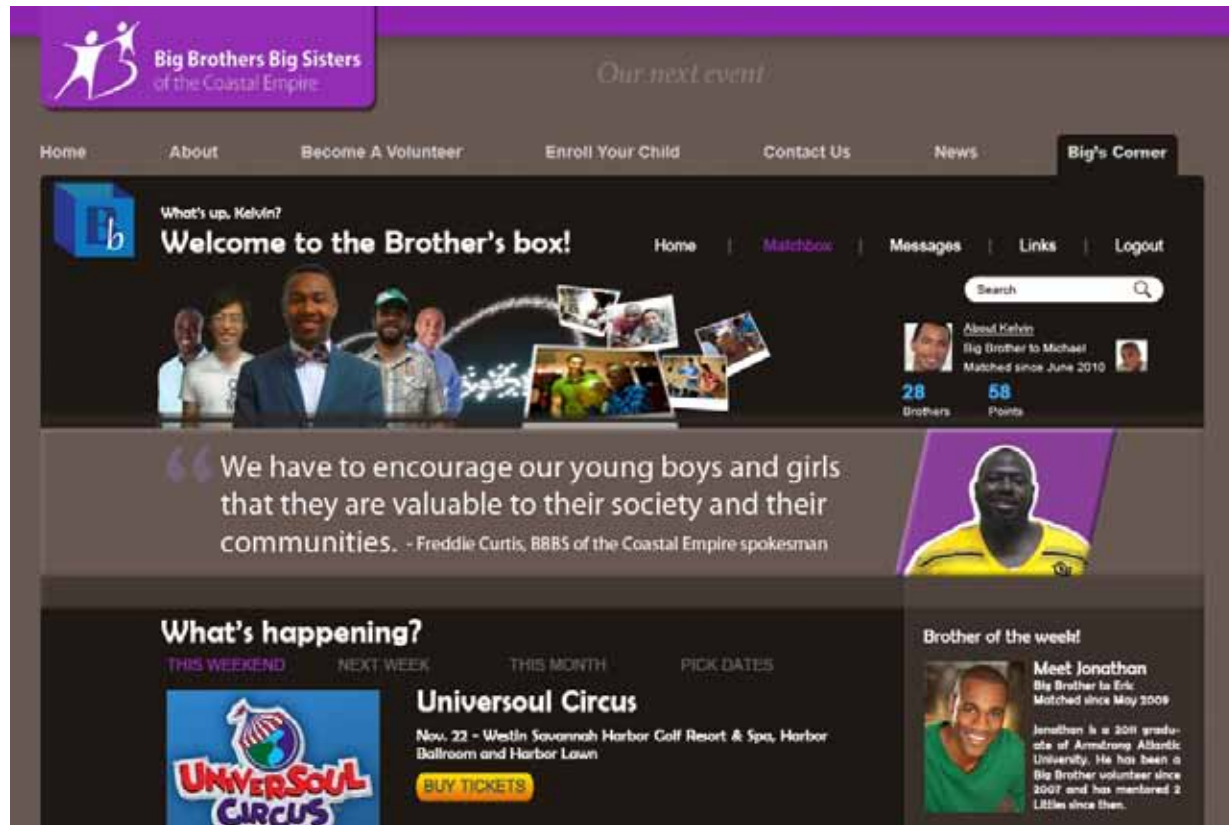
 102 E Broughton St. <b>10% off</b> Reg. Priced Meals	 3718 Ogeechee Rd. <b>10% off</b> Reg. Priced Meals	 2695 Skidaway Rd. <b>10% off</b> Reg. Priced Meals	 All locations <b>15% off</b> Reg. Priced Meals	 All locations <b>1/2 off</b> Littles' Ice Cream
--	--	--	--	---



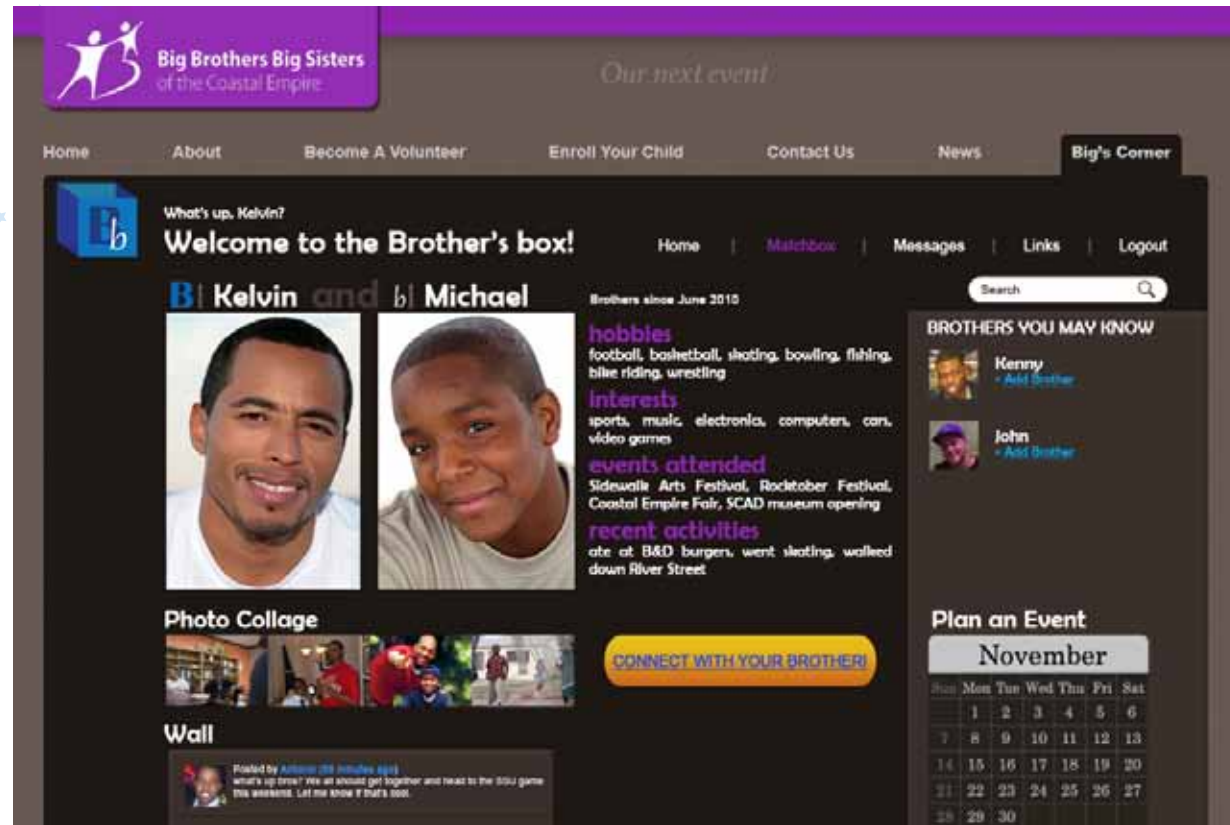
**Big Deal Club Card**

Partnerships, Deals and Discount Locations



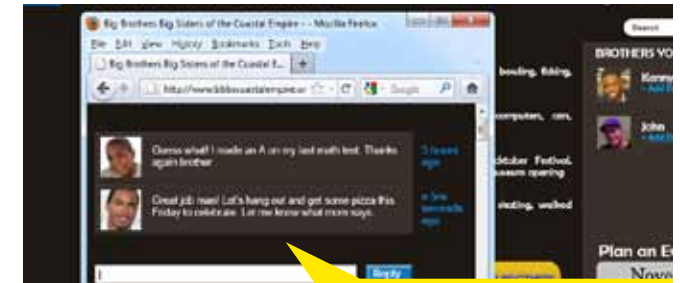


With social networking as one of Americas most popular online activities, BBBS introduces the **Big's Corner**, a self-monitored social media platform accessed through the program's website. Using a unique username and password from this page, brother's gain access to the **Brother's Box** (sisters gain access to the **Sister's Square**), which features spokesperson Freddie Curtis along with a random brother-of-the-week. Scrolling down, brothers receive info about local events and news, and are able to view the most recent posts using the live news feed feature.



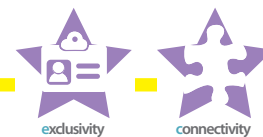
From the tabbed menu, brothers also have a link to the **Matchbox** – their very own personal profile pages which features himself and his Little.

For those littles who are capable, a joint account can be established through BBBS after parental consent has been received, so that matches can connect online. Accommodating those Bigs with less stable lifestyles, the Matchbox allows you to connect with your little online, making it more convenient to communicate and arrange your next outings.



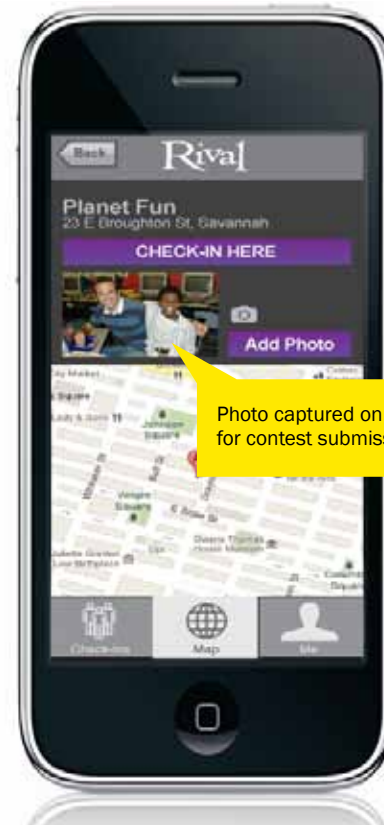
Big and Little connected through the Matchbox's "connect" feature

THE **Solutions**  
 C. BBBS Social Intranet



**Exclusive Online Community**  
 Connecting Bigs with their Littles and Other Bigs Online





In partner with Foursquare, the **Rival** application will challenge brothers to a survival of the fittest! Monthly contests held by BBBS, will encourage Bigs to check-in at each location visted with their Littles. Points are accumulated per check-in and a group photo captured on site will be required for authenticity. The match with the most points by the end of the contest will win one of several prizes, and most of all bragging rights until the next rivalry!

**THE Solutions**  
C. BBBS Mobile Application



**Rival App by Foursquare**

Contest Requiring Bigs and Littles to Check-in to Location Visted



**Dr. Carl Cunningham, Jr.**  
Demographics

**Gender:** Male

**Age:** 37

**Ethnicity:** African-American

**Location:** Mobile, AL

**Occupation:** Director of Multicultural Student Affairs, University of South Alabama, Mobile, AL

**Affiliations:** BBBS Mobile Board Member, Kappa Alpha Psi Fraternity, Inc.

**Number of Siblings:** 3

Cary: What is your affiliation with Big Brothers Big Sisters?

Carl: Board member and Kappa Alpha Psi Fraternity, Inc.

Cary: How is the organization currently being marketed in your area?

Carl: Newspaper, Facebook, Pamphlets, etc.

Cary: How is the program actively seeking adult volunteers to get involved?

Carl: Through various community events in the area, presentation to companies and civic and social groups.

Cary: What recruitment efforts have been previously made to attract more males?

Carl: BBBS has linked up locally with Alpha Phi Alpha and Kappa Alpha Psi, two historically African American Fraternities.

Cary: What qualities do male volunteers offer that differ from female volunteers?

Carl: Males would of course offer similar qualities as female volunteers but from a male perspective. Research shows that when a male child is linked with a adult male, that exchange of knowledge is valuable for both parties but especially the male child.

Cary: How do you feel Big Brothers Big Sisters may better reach out to attract and recruit other potential Big Brothers?

Carl: The males that are currently Big Brothers will need to be a stronger force in telling their stories and experiences regarding their experience or experiences of not only serving as a volunteer for BBBS but the impact the program has made in their lives. Males must be a target and focal piece for BBBS.

# Appendix A

## Interview Transcriptions

### Interview Transcripts

Full-Length Interview with Dr. Carl Cunningham Jr.





**Kate Jacobs**  
Demographics

**Gender:** Female  
**Ethnicity:** Caucasian  
**Location:** Savannah, GA  
**Occupation:** Director of Programs, Big Brothers Big Sisters of the Coastal Empire, Savannah, GA

Cary: First question, how is the organization currently being marketed?

Kate: Well, we revamped our website, and we're hoping that may attract more interests. We've also got our Facebook page, so we try to tap into the social media. We do commercials on TV, but that always depends on funding. So, things like commercials on TV and ads in the newspapers, things like that it kind of depends if we have money. Unfortunately, we have to view it as an extra even though it's not, it's just not as essential as some of the other expenses.

Cary: How is the program actively seeking members to get involved? Do you all go out and visit the schools and churches, maybe?

Kate: We do, we try to visit all of the colleges to visit the students there. I've spoken at a couple of churches to let them know how the congregation can get involved. So, any time there's an opportunity to meet potential volunteers we'll send staff out there.

Cary: What recruitment efforts have been previously made to attract more males, if so, and what has actually brought male volunteers to the organization in the past? (What is working? What is not working?)

Kate: Probably what's been most successful is word-of-mouth, so talking to our current Big Brothers and letting them know, and asking them to talk to their friends. You know, you might not get a whole bunch of people on at once, but slowly but surely, we'll definitely get some more Big Brothers in. I spoke at a church here in town and really emphasized the need for men and we did have a fair number of men sign up there. So, I think those were both somewhat successful.

Cary: What is the typical ratio of male to female volunteers for your program?

Kate: I'd say 1 to 3, if I had to guess.

Cary: What would you say, what qualities do male volunteers offer that differ from female volunteers?

Kate: Well, I don't know actually. Because our volunteers come from many different backgrounds and have all different personalities, so I don't know if there's anything really that the male and female would differ from, it's just that we have so many Little Brothers and we really want some male role models for them. So, that's why we really need a Big Brother for them.

Cary: Do you know exactly how many Little Brothers are on the wait list?

Kate: Well, the number kind of changes on a day to day based on how many we get in and who all we can match. Between the two programs, the school-based and community, we have 150 Little Brothers. If we were to look at how many Big Brothers we have on the Ready-To-Be-Matched list, we have 17 Big Brothers. So, we have to make tough choices, for sure.

Cary: So, how do you pair individuals based on that list? Do you cater to those Littles who are more in need?

Kate: Right, we try to prioritize, because obviously we can't serve every child. So, well, we can't serve them immediately, anyway. So, we try to prioritize, so we look at things, you know a lot of people talk about, "Children at risk, children at risk", so we talk about children who are facing adversity. A lot of children are at risk, so we look at children who have incarcerated parents, because that is correlated with them eventually becoming involved in the juvenile justice and all these things. We also look at children in the foster care system, children with a deployed parent, these are all children that we really try and serve them first. Which is more general when we're matching, we look at personalities, and the interests of the volunteers and the child might share, we look at location, we don't want to ask our volunteers to drive, you know, three hours away to meet with their Little. So, there's a lot that goes into it definitely.

Cary: Ok, so are there any young females on the wait list?

Kate: We don't tend to have as many. So, in contrast to 150 (Little Brothers), we've got 33 Little Sisters.

Cary: Wow... that's a great contrast.

Kate: And then, let me see how many Big Sisters that we have. So, we have 17 Big Brothers and 86 Big Sisters. It's very lop-sided, we have too many Big Sisters and too many Little Brothers. We will occasionally do cross-gender matching. We do that more in the school-based program where we'll have a Big Sister and a Little Brother, but we only do that up to a certain age. We don't want any of the Little Brothers having crushes on their Big Sisters.

Cary: Yes, I can see how that can be beneficial for the school-based program. Instead of just having so many Little Brothers in need, why not pair them up with someone?

Kate: Right. Right!

Cary: Do you all have any partnerships with any local community organizations?

Kate: Well, we work closely with the colleges, because that is a fantastic source of Bigs. We work very closely with the school systems, because we do have a school-based mentoring program in their school. We have a partnership with the local Juvenile Justice. We do work with children that have already been involved with the juvenile justice system, so we work in collaboration with the judges, and the probation officers and all that. We are working with the City of Savannah for a program called "Fit for Reading" and it is to help mentor students and get them on the ball with grade-level reading in 2nd grade. And we work with the City of Savannah in that. Rape Crisis Center – there is a gentleman over there that we work very closely with because he's super knowledgeable about bullying and school violence, dating violence – all these different things, so we do work with folks from Rape Crisis. They help us train our volunteers. If we have a situation where there's some bullying or something like that we can count on him for some extra tips and insight. So, yeah we've only been here 3 or 4 years and we've pulled some really good relationships. Even the ladies at 211 right across the hallway, if we know of a family – you know, the child is in our program, but if we seek to help the family, and to support the family. So, we know that they have some needs in terms of light bills, or food or whatever it is; the ladies at 211 are very helpful. We can go to them, and check with them and refer our families and our clientele for other services that way.



**Quintin Williams**  
Demographics

**Gender:** Male  
**Age:** 22  
**Ethnicity:** African-American  
**Location:** Savannah, GA  
**Occupation:** Industrial/Footwear Designer (student), Savannah College of Art and Design

Cary: How did you hear about Big Brothers Big Sisters?

Q: I first heard about it my senior year of high school. An administrator came to me about this opportunity called Big Brothers Big Sisters. I really didn't hear anything about it until then, until he told me about the basis of what we were gonna do. We went to a site which was an elementary school and then they gave me a little brother and from there, we would go every Friday and spend time with him during school and do different activities, take them to different places with other school mates of mine. So, yeah that was my first time: senior year of high school.

Cary: Ok. So, what prompted you to actually join the organization?

Q: When I went and got more information about what was really going on, and the benefits of the little brother and the things that the little brother was going to improve on or get inspiration to be a better person, I mean, that really drove me to really join the organization and go from there.

Cary: Were there any hesitations about joining as a volunteer?

Q: Uh, no. Back then, you know in high school, you get the day off of high school, you're like "yeah! Alright, cool!" that's more motivation, really. But, at the time, no it wasn't any restrictions or anything like that, that would kinda hold me back from joining at all.

Cary: Did you feel prepared to be a mentor when you enrolled?

Q: Yes, definitely. Because, as a senior in high school, you wanna represent your school as best as possible. And at the same time, I was in school playing basketball on my high school basketball team, so I was the only person on the basketball team to join. So, I mean all of those combined: being a senior, basketball, student and everything else was more motivation to represent my school and myself personally, also.

Cary: Was there anything that surprised you about Big Brothers Big Sisters, either positive or negative, when you did become a member?

Q: Definitely, there wasn't any negatives. Off the top of my head, I can't think of any negatives. Positives – definitely, positives. Because, after it was all over with and done, I did talk to his teacher about how he was doing in class or whatnot, and actually he did improve on his studies and his activities in the classroom. He was more responsive to the different questions, he would raise his hand during different scenarios, so I was a little impressed by the results actually. I didn't know it was going to be as big of an impact, but it really was.

Cary: How much time did you all spend per week?

Q: Once a week, we would go Fridays and spend like an hour and a half. Like sometimes, we would be just in the classroom, and then we would do different activities and I would just be beside him to help him out. Sometimes we would go outside and play around, and I remember one time we went to a field day. Yeah, that was fun. But, within a week: about an hour and a half. So, within a month: almost about 6 hours.

Cary: So, how has the organization impacted you since you became a member?

Q: I would say it definitely opened my eyes as far as being a role model to younger to people in general. I think that kinda carried over even until now in college. If I see somebody younger than me within my major, I always wanna go help and see if I can help out, which might build up their confidence, or whatever it be. So, I think it just gave me the eyes as far as giving back to other people in the end.

Cary: Do you have any regrets about becoming a volunteer?

Q: None at all.

Cary: So, how was your experience at the Project MENTOUR workshop?

Q: Great man! Because, I haven't been involved with BBBS since I've been in college. So, that was kind of refreshing to get that motivation to help other people out again. So, yeah, it was great.

Cary: Were there any benefits of participating in the workshop activities? (The "M&M Challenge" and the "What Would You Do?" questionnaire)

Q: Yeah! I would definitely say networking – meeting new people that wants to do the same thing as you. That's always good to meet them because it kind of motivates you to get back in tune with it.

Cary: Ok, last question: How do you feel that BBBS can reach out to other potential Big Brothers in terms of recruiting?

Q: I mean, it's so many way, it like you have Facebook, Twitter, the actual mentor workshop – trying to invite them to it, but I mean at the end of the day, it's all up to them. You can always have some type of meeting, maybe like a sports meeting. Because, you know most guys like sports. So, maybe you can have some type of gathering where it could be like some football thing or basketball thing, and at the end or something, you can kind of tell them about this program and try to get them involved. But, I mean if you want to get a gathering, I think that would be a good outlet.





<b>Guests</b>	25+
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Volunteers	Name	Job	Labor	Hours	Proj. Budget	Act. Budget
	Kerri-Dale Smith	Photographer	\$0 per hr.	2	\$0.00	\$0.00
		Videographer	\$0 per hr.	2	\$0.00	\$0.00
<b>Total:</b>					<b>\$0.00</b>	<b>\$0.00</b>

Decorations	Quantity	Price (ea.)	Proj. Budget	Act. Budget	
Table Cloths	4	\$1.50	\$6.00		
Paper Plates	2 (pack of 25)	\$1.00	\$2.00		
Utensils	2 (pack of 50)	\$1.00	\$2.00		
Napkins	2 (pack of 25)	\$1.00	\$2.00		
Cups	4	\$1.00	\$4.00		
Gift Bags	2 (pack of 20)	\$1.50	\$3.00		
M&M Tins	3	3	\$1.00		
Serving Dishes	4	5	\$1.00	\$4.00	
Serving Bowls	5	\$1.00	\$5.00		
Serving Utensils	2	\$1.00	\$2.00		
<b>Total:</b>					<b>\$30.00</b>

Supplies	Quantity	Price (ea.)	Proj. Budget	Act. Budget
Dry Erase Markers	1	\$5.00	\$5.00	
Bic Crystal Ball Pens	2	\$1.00	\$2.00	
Glue Sticks	1 (6-pack)	\$1.97	\$1.97	
Crayola Markers	3	\$2.74	\$8.22	
Scissors	3	\$0.74	\$2.22	
M&M's Peanut Singles	4	\$0.69	\$2.76	
Rubberband Bracelets (gift bags)	15	\$0.25	\$3.75	
Square Canister (donations)	1	\$1.00	\$1.00	

Foam Core Board	1	\$1.00	\$1.00
Plastic Container (supplies)	1	\$1.00	\$1.00
White Binder	1	\$1.99	\$1.99
Unruled Large Notepad	1	\$9.99	\$9.99
<b>Total:</b>		<b>\$40.90</b>	

Refreshments	Quantity	Price (ea.)	Proj. Budget	Act. Budget
Ice	2	\$1.88	\$3.76	
M&M Packets (gift bags)	6	\$1.00 (8-pack)	\$6.00	
Laffy Taffy (gift bags)	30	15 for \$1.00	\$2.00	
Cookies	4	\$1.00	\$4.00	
Salsa	2	\$1.00	\$2.00	
Italian Dressing	2	\$1.00	\$2.00	
Bowtie Pasta	2	\$1.50	\$3.00	
Buttered Popcorn	1	\$1.00		
Parmesan Cheese	1	\$1.00	\$1.00	
Minutemaide Lemonade	1	\$1.00	\$1.00	
Gallon Water	1	\$1.00	\$1.00	
Pastel Dinner Mints	1	\$1.00	\$1.00	
Nuts	1	\$1.00	\$1.00	
Tortilla Chips	3	\$1.00	\$3.00	
Assorted Beverages	3	\$0.74	\$2.22	
White Bread	2	\$1.16	\$2.32	
Wheat Bread	1	\$1.16	\$1.16	
Olives (Green)	1	\$0.74	\$0.74	
Olives (Black)	1	\$0.74	\$0.74	
Shrimp	1	\$5.00	\$5.00	
Lettuce	1	\$1.12	\$1.12	
Cabbage	1	\$1.48		
Onion	1	\$1.28	\$1.28	
Cherry Tomatoes	1	\$3.37	\$3.37	
Cheese	1	\$1.21	\$1.21	
Croutons	1	\$1.00	\$1.00	
Ranch	1	\$1.00	\$1.00	



Pineapple Juice	1	\$1.19	\$1.19
Pimento Cheese	2	\$5.00	\$10.00
Mayonaise	1	\$1.42	\$1.42
Meat Variety Pack	1	\$7.97	\$7.91
<b>Total:</b>		<b>\$72.44</b>	

Miscellaneous	Quantity	Proj. Budget	Act. Budget
Project MENTOR Poster Print	1	\$5.00	
Old Magazines	10+	\$0.00	
<b>Total:</b>		<b>\$5.00</b>	
<b>Sub Total:</b>		<b>\$148.34</b>	
<b>Grand Total:</b>		<b>\$158.72</b>	

# SCAD

The University for Creative Careers®

Project MENTOUR  
 Cary M. Robinson, Design Management, MA  
 DMGT 748: MA Final Project  
 Prof. Verena Paepcke-Hjeltness

## photography / audio / video release

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PROJECT MENTOUR  
 project  
Cary M. Robinson  
 researchers

Frederick E. Curtis  
 please print your name  
Frederick Curtis 11/7/2011  
 signature date

Roland Roberson  
 please print your name  
[Signature] 10-2-11  
 signature date

Sarve Bowerman  
 please print your name  
[Signature] 11/7/11  
 signature date

ANDY LIN  
 please print your name  
[Signature] 11/7/11  
 signature date

 **PARTNERSHIP AGREEMENT FORM**

THIS PARTNERSHIP AGREEMENT is made this 2 day of Nov., 2011, by and between the following establishments:

Big Brothers Big Sisters Address: 428 Bull St.  
 City/State/ZIP: Savannah, GA 31401

Lenny's Sub Shop Address: 102 E. Broughton St.  
 City/State/ZIP: Savannah, GA 31401

**Nature of Business.** The partners listed above hereby agree that they should be considered partners in business for the following purpose: 10% off purchase, REGULAR PRICE  
Neat

 **PARTNERSHIP AGREEMENT FORM**

THIS PARTNERSHIP AGREEMENT is made this 7<sup>th</sup> day of November, 2011, by and between the following establishments:

Marcos Pizza Address: 4521 ~~Habersham~~ St  
 City/State/ZIP: Savannah, GA 31405

Big Brothers Big Sisters Address: 428 Bull St.  
 City/State/ZIP: Savannah, GA 31401

**Nature of Business.** The partners listed above hereby agree that they should be considered partners in business for the following purpose: 15% off for those with membership card

 **PARTNERSHIP AGREEMENT FORM**

THIS PARTNERSHIP AGREEMENT is made this 7<sup>th</sup> day of November, 2011, by and between the following establishments:

Marcos Pizza Address: 318 Johnny Mercer Blvd Suite A  
 City/State/ZIP: Wilmington Isl, GA 31410

Big Brothers Big Sisters Address: 428 Bull St.  
 City/State/ZIP: Savannah, GA 31401

**Nature of Business.** The partners listed above hereby agree that they should be considered partners in business for the following purpose: 15% off for those with membership card

 **PARTNERSHIP AGREEMENT FORM**

THIS PARTNERSHIP AGREEMENT is made this 7 day of November, 2011, by and between the following establishments:

BBBS of the Coastal Empire Address: 428 Bull St.  
 City/State/ZIP: Savannah, GA 31401

Brank Family Restaurant Address: 3718 Ogeechee Rd.  
 City/State/ZIP: Savannah, GA 31405

**Nature of Business.** The partners listed above hereby agree that they should be considered partners in business for the following purpose: 10% Discount on Regular Priced Meals

 **PARTNERSHIP AGREEMENT FORM**

THIS PARTNERSHIP AGREEMENT is made this 7 day of November, 2011, by and between the following establishments:

Big Brothers Big Sisters of the Coastal Empire Address: 428 Bull St.  
 City/State/ZIP: Savannah, GA 31401

Sisters of the New South Address: 2605 Skidaway Rd.  
 City/State/ZIP: Savannah, GA

**Nature of Business.** The partners listed above hereby agree that they should be considered partners in business for the following purpose: 10% Discount on Regular Priced Meals

 **PARTNERSHIP AGREEMENT FORM**

THIS PARTNERSHIP AGREEMENT is made this 9<sup>th</sup> day of November, 2011, by and between the following establishments:

Big Brothers Big Sisters of the Coastal Empire Address: 428 Bull St.  
 City/State/ZIP: Savannah, GA 31401

Levin's Spoons, LLC Address: P.O. Box 14541  
 City/State/ZIP: Savannah, Ga 31416

**Nature of Business.** The partners listed above hereby agree that they should be considered partners in business for the following purpose: offer 50% to "Littles" at all Levin's Spoons locations. Signature: [Signature] Date: 11/09/11  
 Signature: [Signature] Date: 11-8-11