

The Function of Policies and Procedures

- Documentation that defines your program
- Clear guidelines for staff
- Risk management – safety, effectiveness, consistency
- Staff turnover
- Blueprint for program replication
- Baseline for continuous improvement

What are policies?

Policies are program statements that embrace the goals of your program and define *what* is acceptable to ensure program success, youth safety, effective and consistent program operations.

What are procedures?

Procedures are brief statements or descriptions of step-by-step processes indicating **how** a particular operational function is to be implemented and managed within your program.

Policy & Procedure Comparison

Policies

Widespread application
Non-negotiable, changes infrequently
Expressed in broad terms
Statements of “what” and “why”
Answers major issues
Approved by board

Procedures

Narrower focus
Open to change
Detailed descriptions
Statements of “how”, “when”, and “who”
Describes processes
Managed by program staff

What to Include?

Your Policies and Procedures Manual should include the following sections:

- Organizational background
- Program policies
- Program procedures
- Associated forms

Organization Section

- Agency History
- Mission Statement
- Organizational Chart
- Job Descriptions
- List of Board Members
- Organizational Documents (i.e., MOUs)

Policy Section

- Recruitment Policy
- Eligibility Policy
- Screening Policy
- Training Policy
- Matching Policy
- Match Support and Supervision Policy
- Recognition Policy
- Confidentiality Policy

Policy Section (cont.)

- Mandatory Reporting of Child Abuse and Neglect Policy
- Use of Alcohol, Drugs, Tobacco, and Firearms Policy
- Unacceptable Behavior Policy
- Evaluation Policy

Procedures Section

- Recruitment Procedure
- Inquiry Procedure
- Mentor Screening Procedure
- Mentee Referral Procedure
- Training Procedure
- Matching Procedure

Procedures Section (cont.)

- Match Support and Supervision Procedure
- Recognition Procedure
- Mandatory Reporting of Child Abuse and Neglect Procedure
- Closure Procedure
- Evaluation Procedure

Forms Section

- Mentor Job Description
- Annual Recruitment Plan
- Mentor Orientation Session Outlines
- Volunteer Inquiry Tracking
- Mentor Application
- Mentee Referral
- Parent Consent
- Mentee Interest Survey

Forms Section (cont.)

- Mentor Acceptance and Rejection Letters
- Mentor Contract
- Mentee Contract
- Mentor Report Log
- Child Abuse and Neglect Report

Risk Management for Mentoring

Risk is a measure of the possibility that the future may be surprisingly different from what we expect.

If you had to go to court, they will ask...

- **What would a REASONABLE person or program have done in your shoes???**

A judge or jury will consider...

- The standards and best practices of the field
- What you should have known based on your credentials
- Whether you could have prevented harm
- Was Due Diligence practiced?

Common Sense Strategies

- Plan thoroughly
- Develop sound written policies & Follow those policies
- Document
- Carry Insurance

Plan Thoroughly

- Do your research
- Seek expertise

Develop Sound Written Policies

- Organization
 - Personnel policies
 - By-laws
 - Board documents
 - Internal financial controls

Develop Sound Written Policies

- Volunteer Mentors
 - Mentor manual
 - Mentor commitment
 - Screening procedures
 - Mentor training
 - Mentor supervision

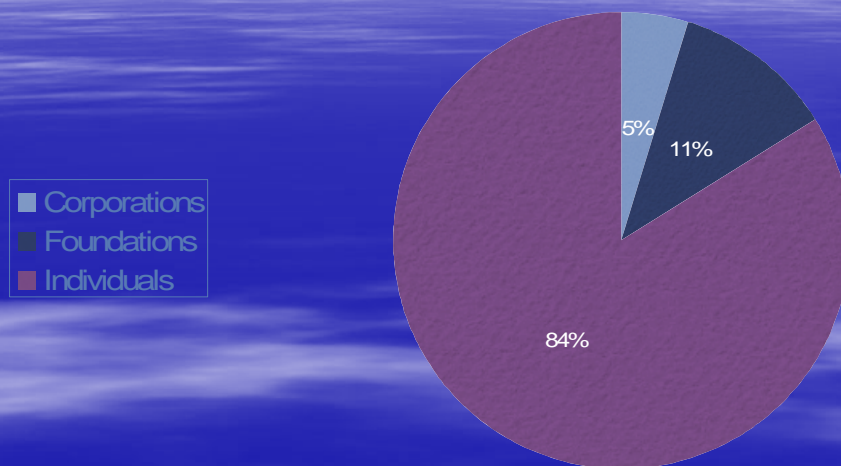
Document

- Organizational actions
- Mentor screening
- Mentor activity

Carry Insurance

- Protect volunteers and youth
- Protect your board members & staff
- Protect your funding
- Protect the good will you've built

Financial Plan



Individual Contributions

- Don't overlook your mentors
- Board members & staff
- Annual appeals

Fundraising Events

- Pros & Cons
- Collaboration
- Effort versus Profit
- Exposure



Corporate Support

- Monetary
- In-kind support



Grants

- Foundations
- State & Local Government
- Federal Government

United Way & Combined Federal Campaign

- Worth the effort
- Often overlooked

Marketing Your Program

- Is this really important?
- Who are the target audiences?
- What am I marketing?
- What is branding?
- What are the methods?
- Give me some ideas!
- Do I need a marketing professional?

Is this really important?

- Do you want volunteers?
- Do you want donations?
- Do you want credibility?
- Do you want to have to explain who you are and what you do forever?



Who are the target audiences?

- Young people
- Parents
- School staff
- Potential volunteers
- The business community
- Donors



What am I marketing?

- The chance to make a difference
- Involvement with young people
- Organized effort



What is branding?

- Identity for your organization
 - Logo
 - Tag line
 - Mission & Vision statements

Brands are more than names. They are value beliefs and service expectations. A brand is a memory of everything you remember about a company from its advertising to every interaction.

-James Bergvail, Sophisticated Branding



What are the methods?

- Presentations
- Publicity
- Printed materials
- Direct mail
- Banners, Posters, Billboards, Magnetics
- National Mentoring Month Activities



Give me some ideas!

- Brochures
- Fliers
- Posters
- Banners
- News releases
- Civic presentations
- Booths at fairs
- Website
- Newsletter
- Gas pump ads
- Bank statement stuffers
- Library bookmarks
- Theater advertising
- Email
- Vehicle signs
- Public Service announcements

Do I need a marketing professional?

No...you are, in fact, the most qualified!

Implement the Program

- MOU with school(s)
- Recruit volunteer mentors
- Screen, orient, train & supervise mentors
- Orient the mentees
- Supervise & support the match
- Recognize the mentors
- Establish a plan for match closure

Lessons Learned

TWO KEY PROGRAM COMPONENTS:

- *Strong infrastructure of organization*
- *Reliable mentors who show up when they say they will*

Lessons Learned

- Kindergarten teachers can predict who will drop out emotionally and socially before the end of elementary school and who will drop out physically before the end of high school
- We need to listen to them more

Lessons Learned

Teachers report students in their classes are

- Taking more risks

IMPROVING:

- Attendance
- Peer relationships at school
- Social Skills
- Work Habits
- Interest and Mastery of subjects

Mentor Consulting Group