



Vision for a Tutor/Mentor Lawyer Connection - TMLC

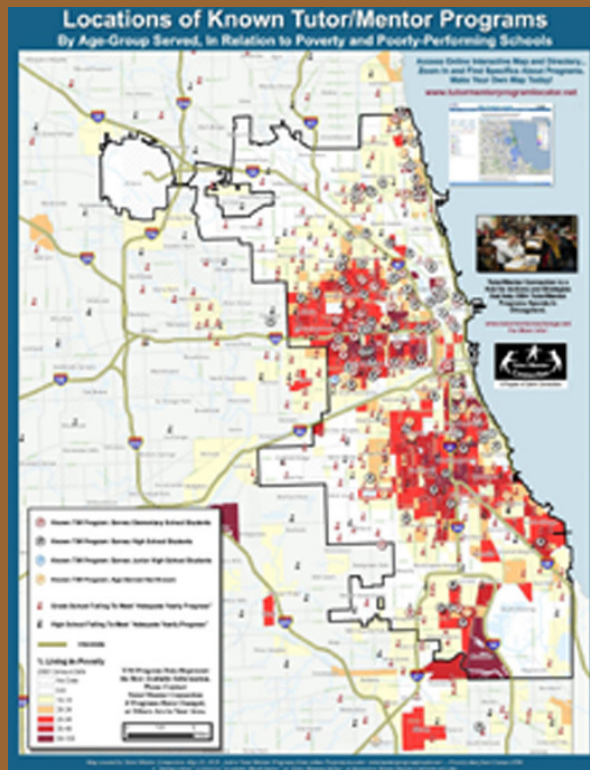
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TMLC Values

Adult tutors & mentors can make a life-enriching difference in the lives of inner-city children and youth.



TMLC Vision

- The Tutor/Mentor Lawyers Connection (TMLC) will be the most valuable resource for Chicagoland law firms and professional associations to enable creation and facilitation of constantly improving volunteer-based tutor/mentoring programs in their communities.

Mission

- To build awareness of TMLC among Chicagoland law firms, lawyer associations and individual lawyers
- To encourage members of the legal community to embrace and evangelize the tenets of TMLC, including mentoring-to-legal career support for disadvantaged children.
- To create a partnership with the Tutor/Mentor Connection to make this vision, mission and strategy a reality.

Mission

- To create and support internet and face-to-face learning forums to share ideas, best practices, and increase understanding of tutoring and/or mentoring concepts among members of the legal community and the broader business community
- To encourage members of the legal community to view “tutoring/mentoring programs” as part of a long-term strategy aimed at increasing social capital and the network of adults helping kids move through school and into jobs and careers --- in the legal community--- and in other industries

Mission

- Provide a consistent distribution of critically needed resources that volunteer-based tutor/mentor programs need to operate effectively, constantly improve, and maintain long-term connections between youth and volunteers.
- Assure a distribution of these resources and the involvement of members of the legal community at tutor/mentor programs in every high poverty neighborhood of the Chicago region.

TMLC Strategic Goal, #1

Build Advertising/Public Awareness Campaign that attracts members of the corporate and professional legal community and increases member involvement in TMLC activities and as volunteers, leaders and donors at Chicago area Tutor/Mentor programs.

Public Awareness Activities

- Overall Media Campaign, press releases, letter to editors - staff/ consultant -
- Tutor/Mentor Week (May, Nov,), Tutor/Mentor Conference, Lawyers as Leaders Seminars, and similar TMLC events
- Newsletter, Web sites, blogs, eMail marketing
- Collaboration with Tutor/Mentor Connection in events such as May & Nov. Conferences & Tutor/Mentor Week
- Aug/Sept Volunteer recruiting campaign
- January National Mentoring Month

Create New Events/ PR

- Launch two (2) seminars for lawyers, judges, law firm administration staff
 - Propose 1/2 day seminars on public health and juvenile justice issues
 - Work with law firm staff to facilitate
 - Suggest workforce issue be included
 - Provide panelist to discuss solution = TMLC

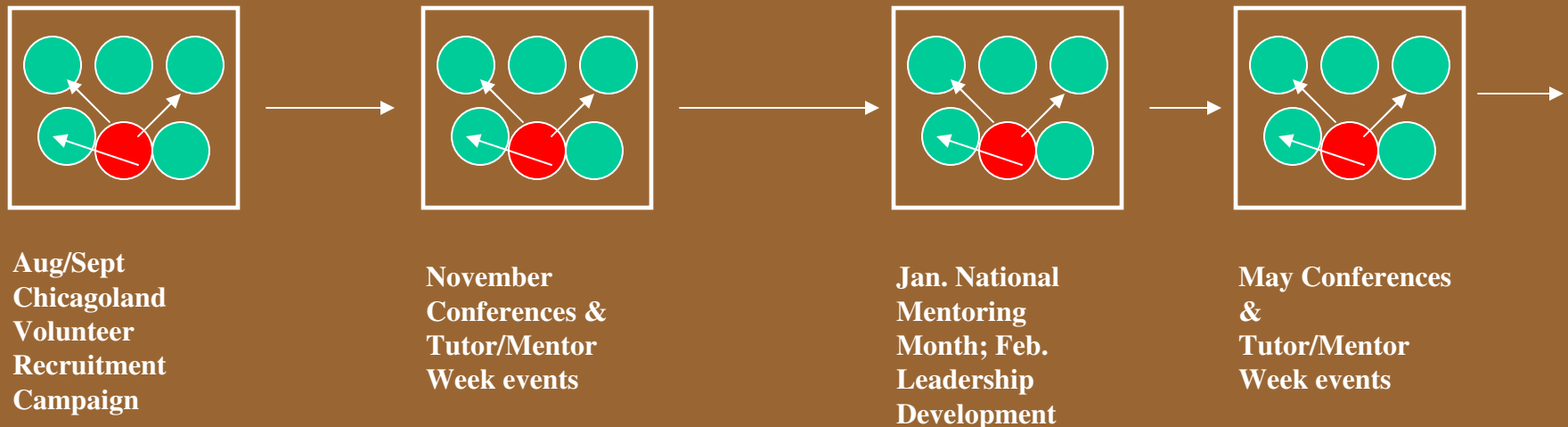
Create New Events/ PR

- Co-host Tutor/Mentor Week events with T/MC in November and May, during the period of the T/MC conferences
- Co-host new “State of Tutoring/Mentoring” event with T/MC, where information showing where programs are needed, what programs already exist, what funding is available, etc. is presented to corporate and public leaders. This could be a fund raiser, too.

Build Public Awareness

- Create a “tutor/mentor lawyer connection program in a box”
 - Use examples of existing lawyer involvement and diversity programs as models
 - Re-purpose as step-by-step guidelines
 - Include brief video of testimonials

Create Events, in partnership with T/MC, that support key public awareness goals in specific timeframes



Building public awareness requires consistent message delivery during each year, which repeats from year to year. Over time a small event, becomes a major event, because of how it grows from year-to-year. Since 1994 the T/MC has been building a calendar of event that starts in August with efforts that help programs recruit volunteers continues through the year as it helps programs train those volunteers and convert them into leaders. As the May conference celebrates the good work done during the year, it points everyone toward the work needed to start the next year.,

By leading this call to involvement within the legal community each year TMLC and partners create greater public awareness of tutoring/mentoring, and greater traffic to web sites of the Tutor/Mentor Connections, TMLC, and individual tutor/mentor programs in Chicago.

Connect with other law/poverty issues

- Establish network of Chicagoland and National law firm, legal association and corporate counsel public relations contacts
 - Higher-quality workforce
 - Cost saving through preventive health messages
 - Positive public relations - commitment to community
 - Illinois Juvenile Justice Initiative

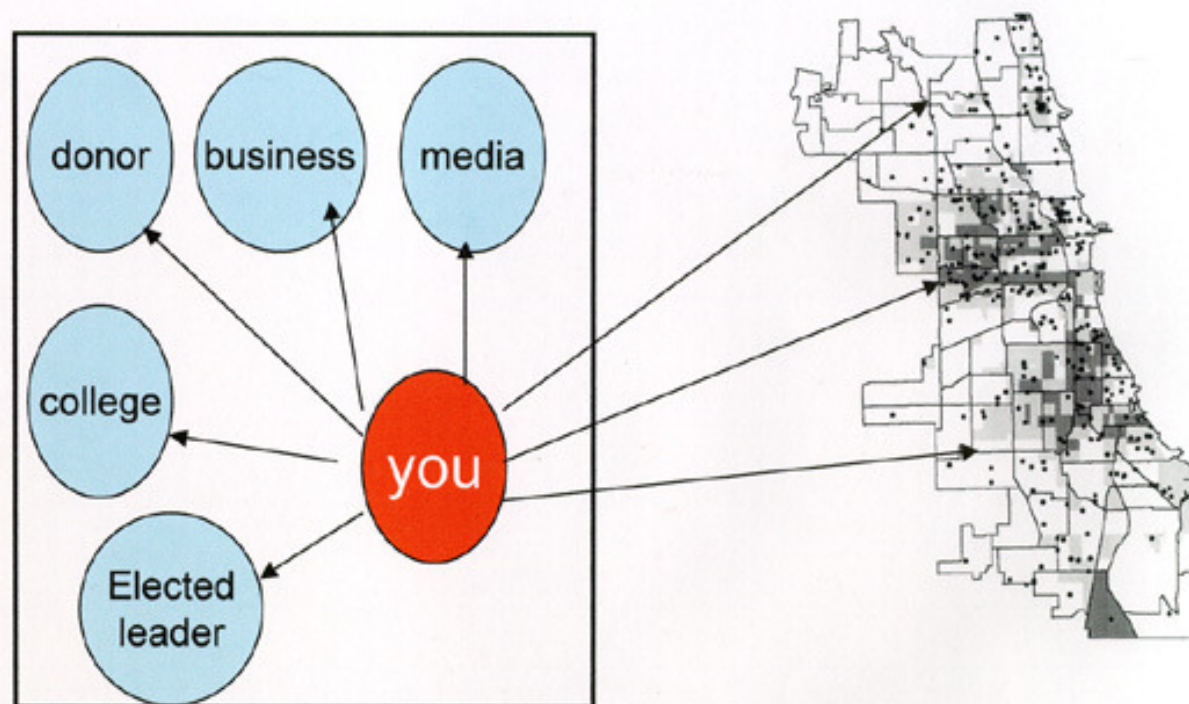
Use web for Public Awareness

- Web activity
 - On-line learning community connecting members of legal community with ideas and each other
 - Press Room link
 - Profiles of participants - contact information
 - Fast facts
 - Links to national stories/studies
 - Links to www.tutormentorconnection.org and www.tutormentorexchange.net

Increase Resources, Goal #2

- Use Public Awareness/ Advertising/ Events and other forms of revenue creation to draw volunteers and donors to support TMLC, T/MC, and general operations of existing and newly formed tutor/mentor programs throughout the Chicago region.

Can you take this role?



Can you connect your network to programs in other parts of Chicago? Can you help increase resources for all programs in a geographic region, and thus for YOUR program?

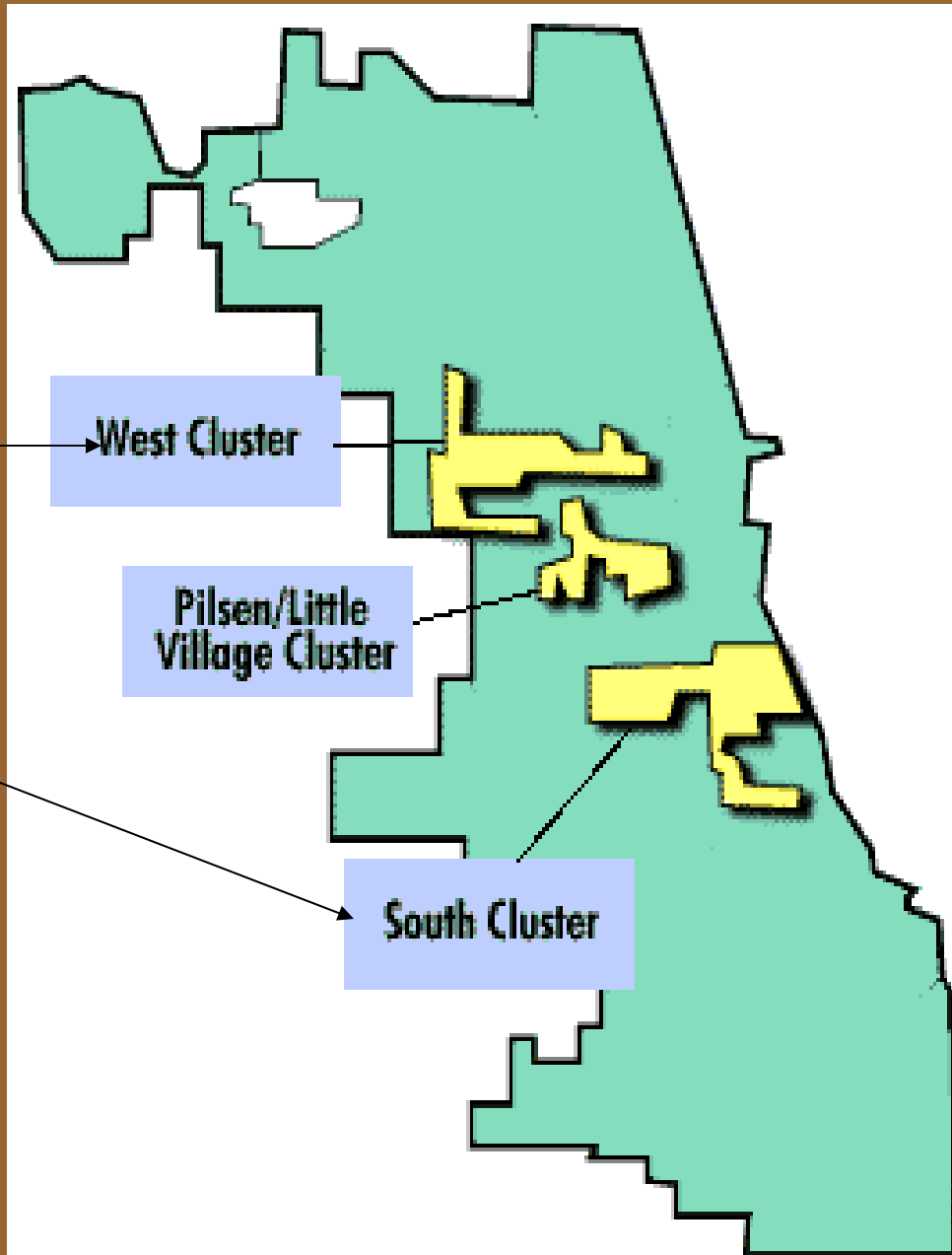
Raise money and recruit volunteers to support tutor/mentor programs in Chicago poverty areas

Future TMLC Impact

- Be a major funder of volunteer-based tutor/mentor programs in Chicago
- Focus on planned giving, bequests, and sy pres awards to raise major pool of funds to support growing percent of funding needs of each t/m program in Chicago.
- The growth of funds raised by Lawyers Lend A Hand (<http://www.lawyerslendahand.org>) demonstrates the potential of raising large sums of money via innovative leadership.

Neighborhood Impact

Lawyers Working in These areas may be able to raise funds from real estate developers. Grants may be available from foundations.



Other Revenue sources

- Use ABA and CBA in-house marketing and communications to draw donors and volunteers to tutor/mentor programs
- Create payroll deduction programs that encourage legal community to designate tutor/mentor programs, T/MC or TMLC for workplace giving.
- **Create social networking strategies that draw dollars through the internet to tutor/mentor programs.**

Involve Talent of Volunteers

- Connect Pro Bono lawyers with tutor/mentor programs
- Connect writers, web designers, PR experts with tutor/mentor programs.
- Encourage lawyers to take roles on Boards of tutor/mentor programs
- Endow university programs to train future leaders for tutor/mentor program staff, boards and volunteer corps

Internet Strategy, Goal #3

- Make TMLC Website the primary source of information for legal community volunteers and/or donors as well as media, business leaders, and elected leaders, to learn ways to be more strategic in using tutor/mentor programs and volunteer involvement to reduce poverty, lower crime, improve education outcomes and help more kids reach jobs and careers.

Internet Strategy

- Articles on juvenile justice, poverty law, violence prevention and healthcare issues.
- Links to law groups participating in the TMLC.
- Create awards to recognize outstanding involvement of business leaders, and law community
- Create press releases regarding lawyer involvement in tutoring/mentoring.
- Case studies regarding students who have been mentored to careers through the TMLC.

Internet Strategy

- “One stop shopping” for law firms and associations interested in pursuing a TMLC program.
- Visibly reinforce the need for involvement from the legal community.
- Link members of the tutor/mentor community with each other and with advocacy groups such as the Illinois Juvenile Justice Initiative
- Resource links for how to start a TMLC with list of references, such as links to T/MC web sites

Internet Strategy

- Create a mechanism that will evangelize TMLC's vision for the Chicagoland legal community.
- Creating links between the Chicagoland TMLC and similar groups in other cities
- Provide forum for sponsors and partners to achieve recognition for contributions to TMLC; sales tool for increasing provider network.

Strategic Goal #5

- Create and maintain an alliance with other legal associations, such as the Illinois Bar and the American Bar Association (ABA).
 - Evangelize the TMLC program to Chicago-based members.
 - Leverage ABA and IBA publications

Build Productive Alliances

- Engage estate planning groups (accountants, financial planners, bankers, etc.) as partners in TMLC so that future planned giving decisions include TMLC, the Tutor/Mentor Connection, and individual tutor/mentor programs as a choice

Build Productive Alliances

- Build alliances with the law schools at various universities
 - Increase number of TMLC mentors in various programs.
 - Solicit interns to support TMLC, TMC and individual programs
 - Build ongoing professional development and training to the TMLC graduates

T/MC Partnership, Goal #4

- **The TMLC is a formal** partnership with the Tutor/Mentor Institute, LLC, which supports the operations of the Tutor/Mentor Connection (T/MC) in Chicago, and similar intermediary networks in other cities.

T/MC Partnership, Goal #4



The TMLC supports the web platform being developed by Tutor/Mentor Institute, LLC and will not seek to create a competing platform on its own web sites.

T/MC Partnership -

- T/MC events, maps, public awareness, etc. provide support for LAH actions. By drawing upon these resources TMLC lowers the costs of its own leadership and provides a greater percent of funds it raises to directly support the growth of one-on-one tutor/mentor programs in the Chicago region.

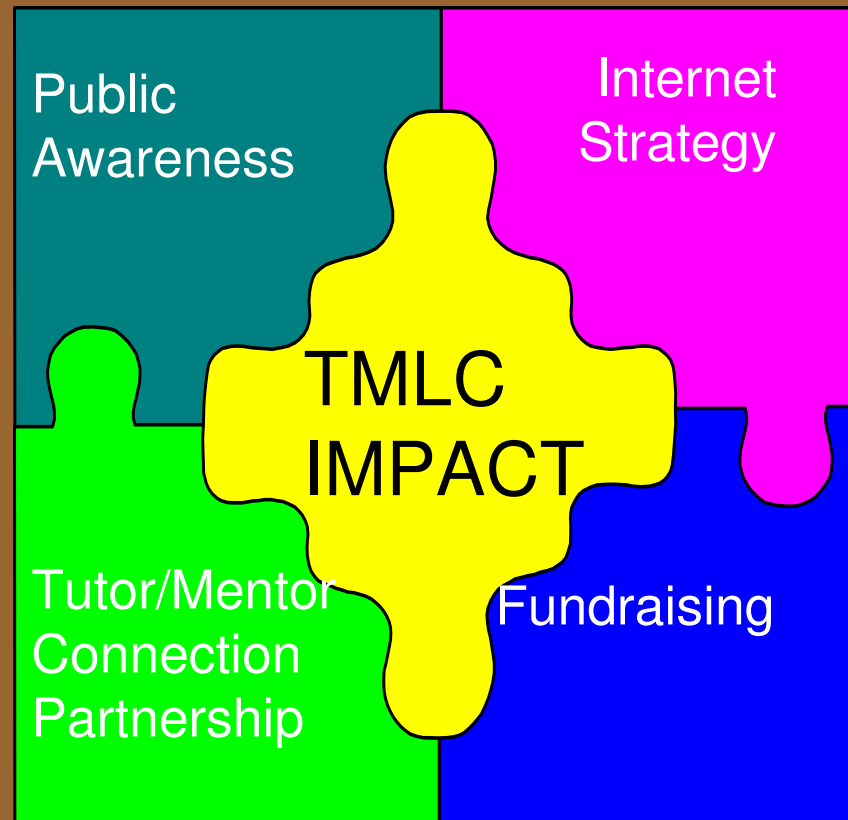
T/MC Partnership -

- TMLC shares responsibility with Tutor/Mentor Institute, LLC and other intermediary organizations of supporting the growth of quality, long-term, mentor-rich programs in every poverty neighborhood
- By partnering with T/MC a Lawyers Tutor/Mentor Connection only bears part of the costs associated with achieving this result.

T/MC Partnership -

- Secure joint TMLC and T/MC funding for Grants Administration, Tutor/Mentor Research so that the TMLC leaders are better able to know which programs in Chicago have one-on-one matches, are constantly improving and should receive annual TMLC funding

Success = All Pieces Fitting Together





A Tutor/Mentor Lawyer Connection - TMLC

This does not yet exist in Chicago or any other city. (if you want to take this role, contact the Tutor/Mentor Institute, LLC
<http://www.tutormentorexchange.net>

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