



## Advocating for the Mentoring Field

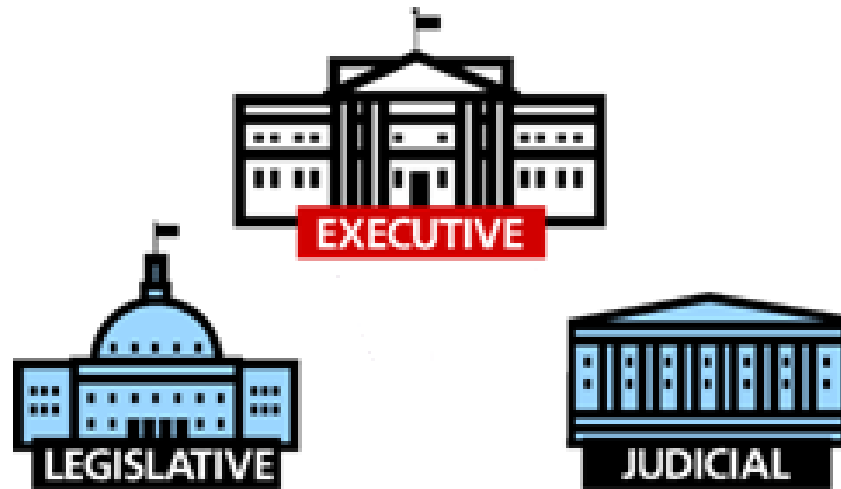
## Agenda

- Overview of the Massachusetts State Government
- The Guiding Principles of Lobbying
- Building Relationships with Key Stakeholders
- How to Advocate Effectively
- Mentoring Legislative Agenda
- Mentoring Matching Grants line item
- Other Policy Initiatives
- Youth Mentoring Day
- What's Next?
- Recap/Resources

# Overview of MA State Government

Like the federal government, the government of the Commonwealth of Massachusetts has three branches:

**Executive, Legislative and Judicial.**



# Overview of MA State Government



The Administration



Governor Baker



Lt. Governor Polito

## The Cabinet

**Administration and Finance- Sec. Kristen Lepore**

**Education- Sec. Jim Peyser**

Energy and Environmental Affairs

**Health and Human Services- Sec. Marylou Sudders**

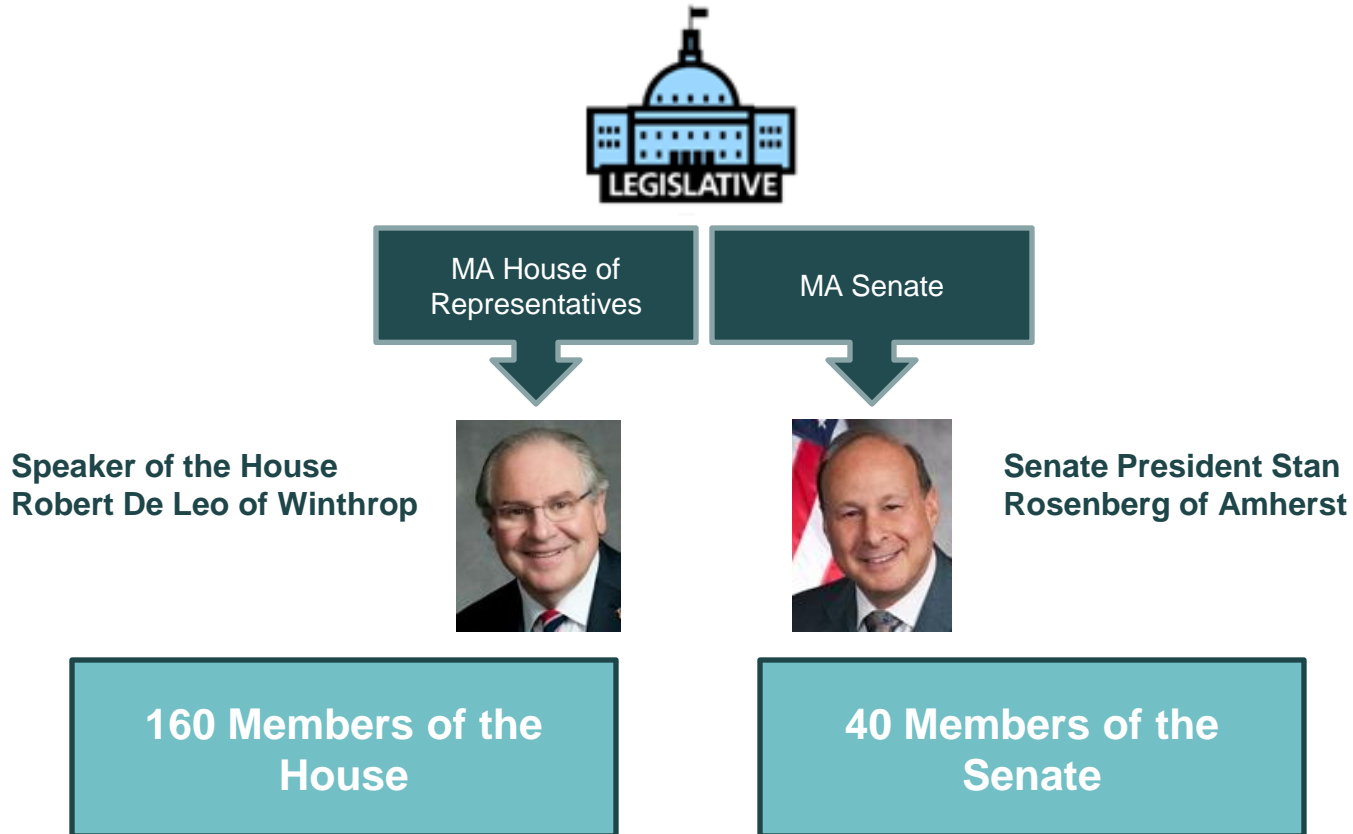
Housing and Economic Development

Labor and Workforce Development

Public Safety and Security

Transportation

# Overview of MA State Government



## Key Committees:

House and Senate Ways and Means , Joint Committee on Education, Joint Committee on Children, Families and Persons with Disabilities

# The Guiding Principles of Lobbying



## Principle 1

Elected and appointed officials as well as community leaders make different decisions when they are being watched by the residents who live in their districts.

# The Guiding Principles of Lobbying



## Principle 2

In order to influence policy you have to get the right information (a compelling problem and an effective solution) to the right person (individual that has the power to get you what you want) at the right time (before a formal decision needs to be made).

## How to Advocate Effectively

Always communicate your message clearly to public officials and know what you want/ “the ask”

- 1) Make calls, send emails, or letters to your legislators
- 2) Mobilize your own constituents, such as mentors, youth and their families, to advocate on behalf of your programs
- 3) Have face-to-face meetings / attend events
- 4) Engage the media
- 5) Engage in the political process
- 6) Youth voice matters



# How to Make the Pitch for Mentoring

## The Mentor Effect

- Youth who have mentors are 52% less likely to skip school
- 64% of students with mentors develop a more positive attitude toward school
- Youth in mentoring relationships are more likely to graduate from high school
- 63% more likely to reduce high-risk behaviors like violent tendencies, and drug, alcohol and tobacco use
- Mentoring doesn't just impact youth, but also serves communities well
- For every dollar invested in effective mentoring programs, there is a return of \$2.72 to the state*

# MMP's Mentoring Legislative Agenda for 2017

## Budget Item

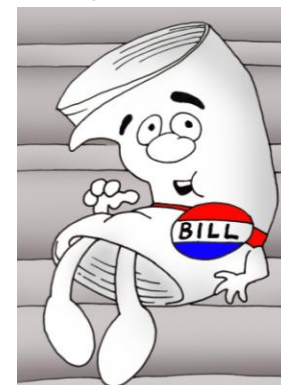
Fund Mentoring Matching Grants (7061-9634) at \$750,000 for FY 18



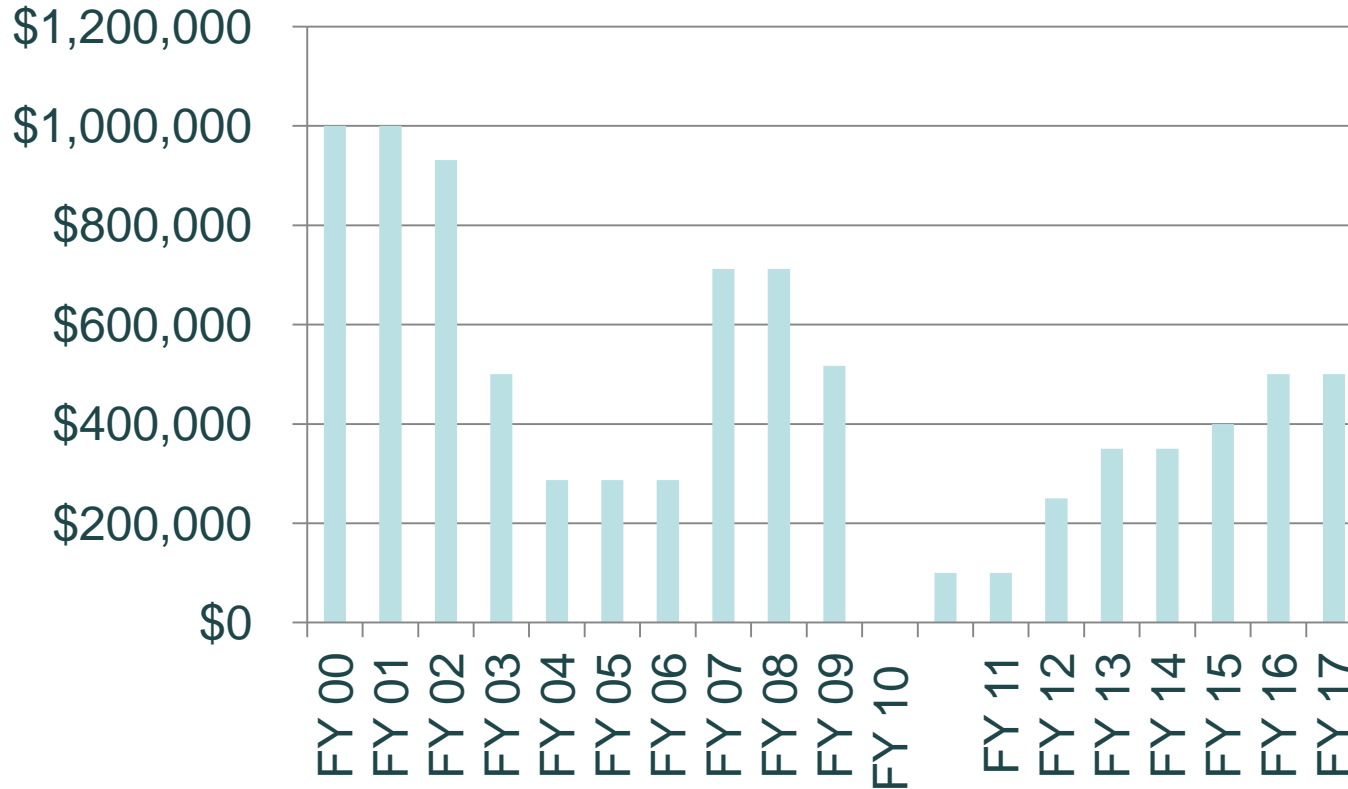
## Policy Items

### Dropout Prevention and Recovery Recommendation

- Expand the DESE Early Warning Indicator Index to help better identify students at risk of dropping out with ACE indicators
- Creates the Massachusetts Graduation Coach Initiative



## Mentoring Matching Grant



## FY18: The “Ask” for the upcoming fiscal year

We are requesting \$750,000 for the Mentoring Matching Grants line item. This is an increase of \$250,000 over last year.

### This level of investment will...

Create at least **2,000** empowering youth-adult relationships through mentoring programs in Massachusetts, increasing the odds that these youth will graduate high school on time, make responsible choices and be prepared to join the workforce

Leverage **\$750,000** from the private sector through a dollar-for-dollar match requirement for grantees

Improve mentee attitude towards school and other outcomes related to school success, such as increased school attendance and improved grades

Yield an almost **3:1 return on investment** of **\$2,040,000** through dollars saved in reduced juvenile delinquency and crime, and youth engagement in risky behaviors such as drug, alcohol and tobacco use

Where are we with  
dropout prevention  
policy?

Graduation  
Coaches

- Social- emotional, wraparound support for students in school building
- Adults with trauma-informed and cultural competency training
- Connection with an adult that is not strictly related to academics
- Person to engage with on issues outside of the school building- about issue at home and in the community

# Your Youth Mentoring Day Meeting- 1/18/17

## Before the meeting:

- Your concise message, knowing “the ask”
- Put together materials
- Do your research
- Be prepared to meet with staff instead of your legislator

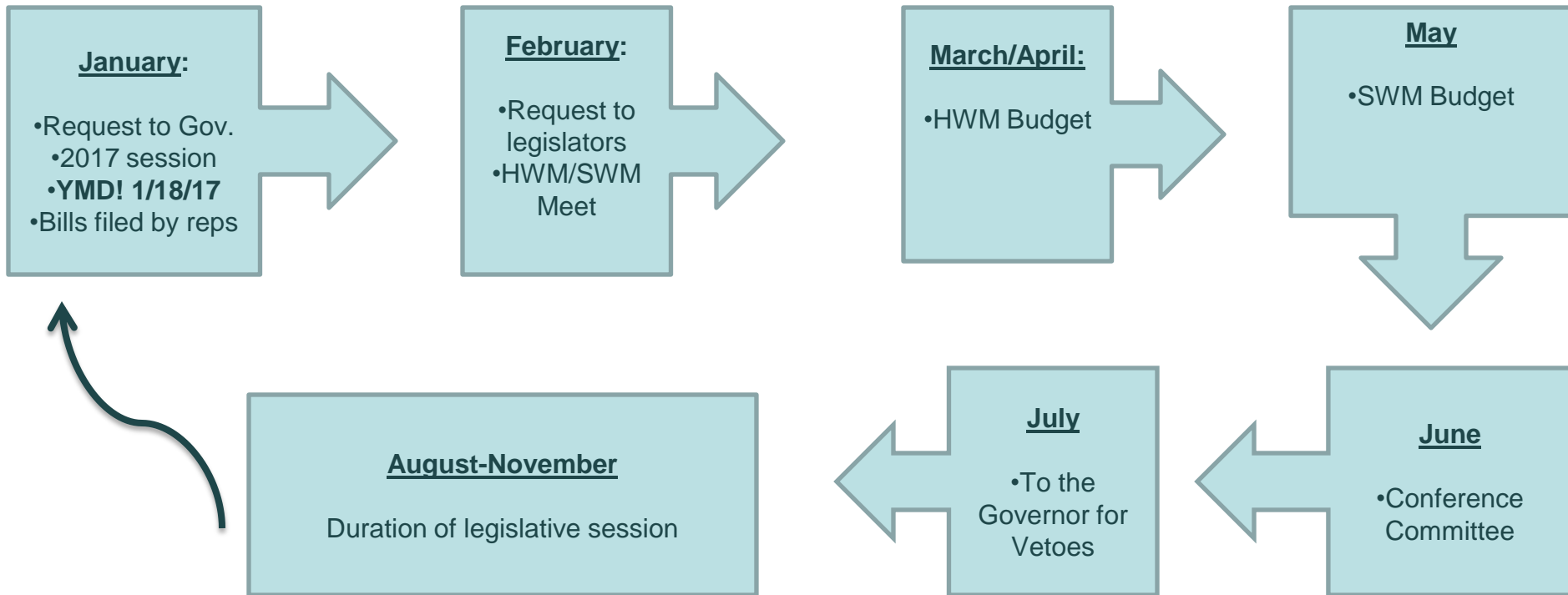
## During the Meeting:

- Elevator pitch
- Promote your program and the value of mentoring
- Provide an overview of the Mentoring Matching Grants and the impact
- Make the FY17 budget ask/ 2017 policy ask
- Leave behind materials

## After the Meeting:

- Utilize social media
- Thank you notes
- Keep the relationship going

# Where are We Now and What's Next?



## Recap: How You Can Be an Effective Advocate!

- Set the foundation
  - Know the major steps of the legislative process
  - Know legislators and staff
  - Build relationships, educate and be a resource
  
- Act! Lobby Directly and Organize
  - In person meetings- Youth Mentoring Day or In-District
  - Make calls
  - Letter/ Email campaigns
  - Organize friends, other mentors, mentees and families, use social media
    - Provide good information and make it personal!



## Key Takeaways

1. Building relationships with your legislators outside of the budget process is critical. Introduce your program and keep in touch!
2. The budget process has many opportunities for programs and mentors to advocate, so keep an eye out for alerts from MMP which will tell you when to act and how.
3. Use Youth Mentoring Day as an opportunity to tell your story and help get more funding for mentoring programs across the state.
4. Make the most of MMP resources. Use our fact sheets, templates, and me!

# Advocacy Resources

## Nonprofits and Lobbying

Alliance for Justice- <http://www.afj.org/for-nonprofits-foundations/resources-and-publications/about-advocacy-lobbying.html>

## Massachusetts General Court

<http://www.malegislature.gov/> (Legislator Profiles, Contact Info, Leadership, Educational Resources for Teachers and Youth)

## Who are My Elected Officials (Individuals)

<http://www.wheredoivotema.com/bal/myelectioninfo.php>

## Who are My Elected Officials

<http://www.malegislature.gov/People>

## Resources for Mentoring Programs on MMP's Website

<http://www.massmentors.org/advocacy>

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## Connect with me on all things advocacy!



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www.massmentors.org