



# 10,000 CONNECTIONS CAMPAIGN MENTORING EVENT ACTIVATION GUIDE



# 10K CONNECTIONS CAMPAIGN OVERVIEW

In March 2018, Starbucks and LinkedIn partnered with [MENTOR: The National Mentoring Partnership](#) to create the [10K Connections](#) campaign which was announced at the Annual Starbucks Shareholder meeting in Seattle. This unique and powerful collaboration had three primary goals:

1. To inspire greater public understanding and support for mentoring
2. To recruit and connect 10K mentors with youth
3. To increase social capital and create / expand opportunity for youth and adults

To do this, these influential brands used the respective strengths of their technology and in-store presence, supporting both our online and offline mentorship activation strategies. Starbucks, LinkedIn, MENTOR and MENTOR Affiliates joined forces to support organizations like Big Brothers Big Sisters of America, YMCA of the USA, City Year, Year Up, and other local mentoring organizations in raising the profile of mentoring and recruiting new volunteers to serve as mentors in closing the mentoring gap.

## 10K Connections Campaign Accomplishments

Our digital strategy included InMail recruitment messaging to LinkedIn members which sparked the largest mentor recruitment spike in the history of the [Mentoring Connector](#), a national database managed by MENTOR of over 2,000 mentoring programs searchable by zip code, type of mentoring program and more. Throughout the year-long campaign, we generated 228,894 visits to the Mentoring Connector, 60,671 searches, and 13,195 inquiries direct to mentoring programs. Based on valuable insights gathered from mentors and mentoring programs, enhancements were made to the Mentoring Connector platform to strengthen the user experience.

Offline, we hosted 26 in-person events in mostly in Starbucks locations across 15 cities which raised the profile of mentoring, recruited volunteers to local mentoring programs, and expanded networks and connections for over 500 youth and adults. See the events in action on our [website](#) or on Twitter and LinkedIn by searching **#10KConnections**. Our campaign hashtag reached one million impressions on Twitter and Instagram and generated 2,300 interactions on LinkedIn.

Through our online and offline strategies, we connected more than 10,000 youth and adults to mentoring opportunities nationwide.

**“This was an amazing opportunity to not only share my story with motivated individuals but connect with them so that I could assist them with their story.” Ashley, 10K Connections Birmingham Mentor**



*10K Connections Seattle*



*10K Connections Dallas*



# 10K CONNECTIONS EVENT STRATEGY OVERVIEW

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There were four types of activities for the 10K Connections mentoring events.

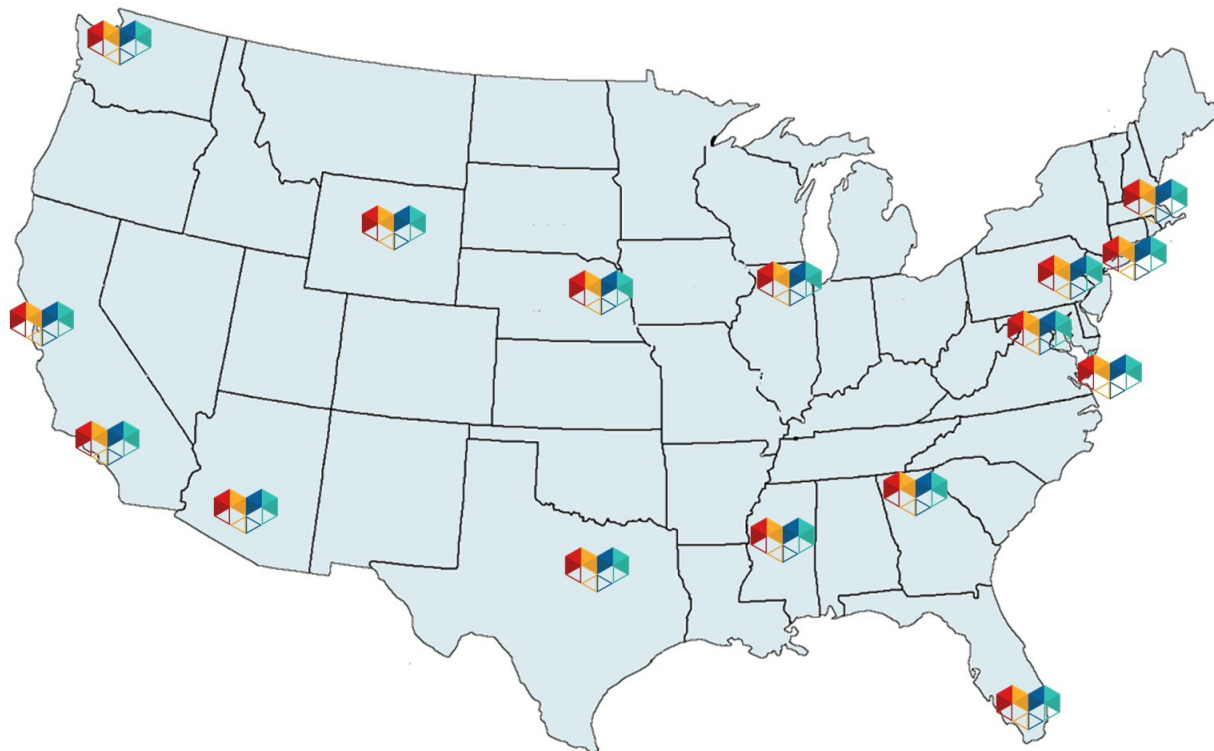
1. One to one or group career mentoring conversations
2. Panel discussions with local professionals discussing their career journey and best advice
3. Design thinking challenge engaging youth and adults in project-based mentoring
4. Mentor recruitment

We hosted the events at a local Starbucks store or at Starbucks and LinkedIn corporate offices. The events opened with a guest speaker – typically a senior leader from a nonprofit organization, business, or the community sharing their personal mentoring stories and their views on the power of relationships. Events were typically two hours ensuring plenty of time for formal and informal networking and programming. We promoted the events leveraging social media and outreach to media outlets, celebrating our partnerships and elevating the overall 10K Connections campaign.

**This guide is intended to offer an overview of the process we followed, materials leveraged, and lessons learned so that these events can be replicated by businesses, mentoring programs, schools and community partnerships across the country to spark more connections for youth as they pursue their academic, career, and life goals.**

*“10K Connections transformed my understanding of the importance of having mentors in the communities we serve. As I reflect on the connections and faces of the mentees over the past few months, they left me inspired. I know now more than ever that mentors make a difference and can spark hope for the future of so many. I felt honored to have hosted these events at my store but the true heroes are the mentors that give their time to make a difference.” – Dane, Starbucks Store Manager, Atlanta*

**26** local market events in **16** cities with **549** total participants



# ONE TO ONE / GROUP MENTORING

The one to one / group mentoring event format is a series of three, 20-minute career conversations with mentors and mentees. We provide attendees with a brief in advance of the event to help them prepare, and we also facilitate the event with a career mentoring conversation guide to help everyone engage in a meaningful experience.

This format can be run with existing mentor / mentee matches or with youth from local mentoring programs matched with community volunteers recruited via LinkedIn, young professional networks (i.e. Urban League Young Professionals, Chambers of Commerce, alumni networks). Typically, this event format engages 12-24 youth and adult participants depending on the space available.

## Effective Practices and Lessons Learned

- **Eliminate barriers to attendance** and **provide incentives** for attending. Poll youth and select date and time based on their availability, provide transportation when needed, determine reasonable accommodations for youth with disabilities, provide gift cards to participants, and raffle off a bigger draw item.
- Consider **timing and location**. Build in time for travel for participants, consider work / school schedules and identify central locations accessible to public transportation where possible.
- **Youth prep** is important in determining levels of engagement. The more time and materials you are able to provide the partner agency for prep in advance, the better!
- Share **points of contact** with local partners. Include cell phone numbers for day of event communications.
- **Define what success looks like**. Know your objectives for the event and how it will benefit participants and partners.
- **Leverage the events** to build deeper relationships with partners and participants. Have a post event communication or activation plan in place to build on the momentum of the event.
- List only **first names on nametags** to maintain youth privacy in photos and videos.

“Having been a part of 10K Connections was very inspiring. To see so many local business professionals under one roof empowering our future leaders was amazing. As a community we came together to let these young leaders know that they are special and with hard work they choose who they want to be.” - **Felicia**, Phoenix Starbucks Community Store Manager



*10K Connections Chicago*



*10K Connections Los Angeles*



# ONE TO ONE / GROUP MENTORING

## Materials:

[Sample Run of Show](#)

[Sample Invite Email](#)

[Mentor Brief](#)

[Mentee Brief](#)

[Conversation Guide](#)

[Event Planning Checklist](#) & [Communications Toolkit](#)



Group	Responsibility	Corresponding Tool
Project Manager	Recruit partner agencies Liaison with event host Provide materials and incentives Facilitate the event	<a href="#">Sample invite email</a>
Partner Agencies	Recruit and prepare participants Travel coordination Last minute reminders to participants	Send <a href="#">mentor</a> and <a href="#">mentee</a> guides
Event Host	Reserve space Coordinate refreshments	
Mentors	Arrive prepared and review mentor brief Follow up with connections post-event	<a href="#">Mentor prep guide</a>
Youth	Arrive prepared and review mentee brief Follow up with connections post-event	<a href="#">Mentee prep guide</a>

“Our students and community members enjoyed participating in a purposeful event intended to connect our college freshmen with the community in a familiar space like their local Starbucks! We are incredibly grateful for the opportunity to partner on 10K Connections to intentionally connect students in our program to mentors. Having the site, agenda, and materials covered allowed our team to focus on specific outreach to students ahead of time and to identify mentors in their particular fields of interests.” - **Martha**, Manager, Work Based Learning, Dallas County Promise



10K Connections Birmingham



10K Connections Boston



# CAREER MENTORING PANEL DISCUSSION

The career mentoring panel discussion event format allows for all participants to have a deeper dive into the experiences, networks, and lessons of three to four local professionals. This guided conversation might allow you to prompt lessons around the importance of mentors in career readiness or feature more prominent professionals who may not otherwise participate in a one to one mentoring event. Typically this event format is facilitated in two hours. Leave plenty of time at the end of the panel for an open conversation amongst mentors and youth in attendance with the panelists through Q&A and informal networking over refreshments.

## Effective Practices and Lessons Learned

- Consider the **space required for the style** of event. Panels work best in private community rooms. This allows for maximum engagement without noise disruption.
- Recruit and engage panelists that can **speak to diverse career pathways** and advice. It's important that the youth can relate to the panelists and their experiences.
- **Eliminate barriers to attendance** and **provide incentives** for attending. Poll youth and select a date and time based on their availability, provide transportation when needed, determine reasonable accommodations for youth with disabilities, provide gift cards to participants, and raffle off a bigger draw item.
- **Youth prep** is important in determining levels of engagement. The more time and materials you are able to provide the partner for prep in advance, the better!
- Prep panelists with questions in advance and explain your goal of **communicating the power of relationships and mentoring**.
- Share **points of contact** with local partners. Include cell phone numbers for day of event communications.
- **Define what success looks like**. Know your objectives for the event and how it will benefit partners and participants.
- **Leverage the event** to build deeper partnerships with partners and participants.
- Consider **timing and location**. Build in ample time for travel for participants, consider work / school schedules and select centralized locations with access to public transportation when possible.
- List only **first names on nametags** to maintain youth privacy in photos and videos.

"I thoroughly enjoyed my experience with mentoring young professionals at the 10K Connections event at Starbucks in Los Angeles. I was inspired by the potential of new leadership being developed by City Year. Not only was I able to mentor but was able to network with other likeminded community members. The opportunity to stay connected post event on LinkedIn is also a plus. Great win-win experience." - Syd, 10K Connections Los Angeles Mentor



10K Connections Atlanta



10K Connections Miami



# CAREER MENTORING PANEL DISCUSSION

## Materials:

[Sample Run of Show](#)

[Sample Invite Email](#)

[Mentor Brief](#)

[Mentee Brief](#)

[Event Planning Checklist](#) & [Communications Toolkit](#)



## Panel Discussion Questions:

- Within a minute, share an overview of who you are.
- Where are you in your career journey?
- What are you good at? What comes naturally to you? What do you enjoy doing? How does this align with your career?
- What do you want to achieve in your career in the next 6-12 months? 5-10 years?
  - ◊ Why are these goals important to you? What motivates you to achieve them?
- What action steps can help you move towards your career goals?
  - ◊ Who are the people that could support you in achieving these steps?
  - ◊ If you didn't know who that person was, how would you find them?
- Can you share a story of mentoring or being mentored?

Group	Responsibility	Corresponding Tool
Project Manager	Recruit panelists and partner agencies Liaison with event host Provide materials and incentives Customize panel discussion questions Facilitate event	<a href="#">Sample invite email</a>
Partner Agencies	Recruit and prepare participants Travel coordination	Send <a href="#">mentor</a> and <a href="#">mentee</a> guides
Event Host	Reserve space Coordinate refreshments	
Panelists / Mentors	Arrive prepared Follow up with connections post-event	<a href="#">Mentor prep guide</a> <a href="#">Run of Show with Panelist Questions</a>
Youth	Arrive prepared Follow up with connections post-event	<a href="#">Mentee prep guide</a>



# DESIGN THINKING CHALLENGE

The design thinking challenge brings together mentors and youth for a project-based mentoring experience. Whether the participants are creatively generating solutions to a community issue or reflecting on what they would do if they were mayor for a day, this event format is highly interactive and supports skill building in the areas of creative and critical thinking, teamwork, and problem solving- all critical skills for today's workforce. This event format can be facilitated in two hours and typically engages 12 to 24 participants.

## Effective Practices and Lessons Learned

- **Eliminate barriers to attendance** and **provide incentives** for attending. Poll youth and select date and time based on their availability, provide transportation when needed, determine reasonable accommodations for youth with disabilities, provide gift cards to participants, and raffle off a bigger draw item.
- Consider **timing and location**. Build in time for travel for participants, consider work / school schedules and select centralized locations accessible by public transportation where possible.
- **Youth prep** is important in determining levels of engagement. The more time and materials you are able to provide the partner agency for prep in advance, the better!
- This style of event requires **strong facilitation** to keep it moving from one step of the process to the next.
- Leverage this style of event with community leaders, including elected officials and their staff, to **promote youth voice and engagement in strengthening communities**.
- Share **points of contact** with local partners. Include cell phone numbers for day of event communications.
- **Define what success looks like**. Know your objectives for the event and how it will benefit partners and participants.
- **Leverage the events** to build deeper partnerships with partners and participants.
- List only **first names on nametags** to maintain youth privacy in photos and videos.

“The Baltimore Community Store had a GREAT time supporting Maryland MENTOR and the 10K Connections Campaign! Even more special was our community showed up BIG TIME for the youth. City Councilman, Robert Stokes, was able to speak during the activity. Major Wells and the Baltimore Eastern Division PD showed up in full force. And we had the local Baltimore ViewFinders After School Program DJ'ing throughout. Not to mention partnerships with HEBCAC and YoBaltimore! In the building.” - **Robert**, Baltimore Community Starbucks Store Manager



*10K Connections Baltimore*





# DESIGN THINKING CHALLENGE

**Materials:**

[Sample Run of Show](#)

[Sample Flyer](#)

[Design Thinking Guide](#)

[If I Were Mayor for a Day Activity](#)

[Event Planning Checklist](#) & [Communications Toolkit](#)



“Mentoring is something that I look forward to every week. I can't imagine my weeks without the benefit of being connected to a student. It provides me a new view of the world and encourages me to **grow right alongside my mentee.**” - Lisa, Mentor, LSS of South Dakota

Group	Responsibility	Corresponding Tool
Project Manager	Recruit partner agencies Liaison with event host Provide materials and incentives Facilitate event	<a href="#">Sample invite email</a>
Partner Agencies	Recruit and prepare participants Travel coordination	Send <a href="#">mentor</a> guide
Event Host	Reserve space Coordinate refreshments	
Mentors	Arrive prepared Follow up with connections post-event	<a href="#">Mentor prep guide</a>
Youth	Follow up with connections post-event	



*10K Connections Philadelphia*



# MENTOR RECRUITMENT

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Recruitment events engage program partners in recruiting volunteers that they would not otherwise connect with in the community. These events require partnership and coordination with local mentoring programs and businesses to activate public spaces to recruit mentors. Recruitment has to be dynamic and quick in order to get people to engage with you. The bigger the splash you make, the more attention and volunteers you will ultimately recruit.

For example, MENTOR Nebraska engaged 23 Starbucks stores across the state for their recruitment event. The MENTOR Nebraska team capitalized on a relationship with a local store manager which grew into a connection with the regional manager. The recruitment campaign tied in with National Mentoring Month in January and MENTOR Nebraska's rebranding. Each store handed out branded 10K Connections event materials with every order. Generally, recruitment events varied in success, but the more stores and programs that participated, the more of a splash it made.

## Effective Practices and Lessons Learned

- Consider **location of store for a recruitment** event. Busy business locations are often difficult to engage customers in a rush / on the move.
- **Recruitment events rely on your engagement.** People likely won't approach you behind a table! Stand up, walk around, and introduce yourself. Engage the customers. Great recruiters are great promoters, and the role is not best for everyone.
- **Engage multiple locations** to maximize reach and evaluate results across locations. Create a splash by tying the recruitment into a media campaign.
- Include **branded giveaways** for those that register or inquire using the Mentoring Connector.
- Avoid logo soup with too many partners all combined in signage as it's confusing for customers.
- **Leverage** the table tent signage and post cards provided in the **communications toolkit**.
- **Plan from the customer experience perspective** from the time they walk in to the time they exit (greeters, signage to read while in line with local stats / quotes from mentors and mentees, postcards at check out, signage on tables, give-away at exit, et cetera).
- **Define what success looks like.** Know your objectives for the event and how it will benefit partners.
- **Leverage the events** to build deeper partnerships with partners and participants.



*10K Connections Nebraska*



*10K Connections Seattle*



# MENTOR RECRUITMENT

## Materials:

[Postcard](#)

[Event Planning Checklist](#)

[Communications Toolkit](#)

## Other Materials to Consider:

Mentoring program overview

Mentor applications

Tablets or laptops for online applications

Balloons and eye-catching visuals

Signage with logo, website, social media

Postcards for those in a rush

Registration giveaways



“The Mentoring Connector has really helped us gain some great leads. Specifically, the outreach MENTOR has been doing via LinkedIn has been really fruitful. We got quite a few applications...and a good amount of them have converted into mentor candidates. We are really appreciative!” - Jan, Director of Volunteer Engagement, Denver Urban Scholars

Group	Responsibility
Project Manager	Liaison with store and partner agencies
Partner Agencies	Send representatives to recruit
Event Host	Reserve space, coordinate with recruitment efforts



# OVERALL CAMPAIGN

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## BEST PRACTICES AND LESSONS LEARNED

- Include **regular partner check-ins** in the planning process to ensure that partners are aligned in vision, expectations, and collaborative problem solving.
- **Build inclusivity** in your events to accommodate youth and mentors with disabilities. Provide sign language interpreters when appropriate, provide written instructions and clear direction. Offer attendees the opportunity to request their accommodation needs. Consider these [recommendations](#) from the National Disability Mentoring Coalition, [free guides](#) from Partners for Youth with Disabilities, and this [Disability Etiquette Guide](#) from United Spinal Association.
- Use the communications toolkit to **spark media interest** before the event, promote the partners and activities via social media during the event, and capture photos, video clips and stories to further amplify mentoring after the event.
- **Align to current events** (back to school, women's history month), build off of other community activities / initiatives (i.e. festivals or fairs), engage celebrity baristas for the event, amplify human interest stories to draw attention and engagement, and engage youth in designing the mentor recruitment activation.
- Engage **program partners in social media promotion**. Be sure to include social media info on each partner in the run of show.
- **Define what success looks like**. Know your objectives for the event and how it will benefit partners and participants.
- **Leverage the event** to build deeper partnerships with partners and participants.

## EVENT PLANNING SUPPORT

The 10K Connections campaign was successful in engaging a business to business partnership with Starbucks and LinkedIn, connecting youth and adults and supporting mentoring programs nationwide. As you leverage this guide to spark connections for youth in your community, we encourage you to incorporate what works and help us further evolve and expand this guide based on your unique experiences.

Check out these additional resources which may support your local mentoring events:

### [College and Career Readiness Resources from MENTOR](#)

[Finding the Greatness Within](#) — This guide, released in partnership with JPMorgan Chase & Co. assists mentors in helping youth prepare for college and their careers, highlights research on the systemic barriers that young men of color have to overcome and helps mentors be more effective.

[Top 10 Tips for College Readiness](#) — Quick list and resources for mentors to leverage in supporting youth on their path to college.

[LinkedIn Coaches](#) — Empowers job seekers facing barriers to grow their careers and expand their networks through career conversations and LinkedIn platform trainings.

[Resources for Job Seekers](#) — Advice on how to build your network and advance your career on LinkedIn.

[LinkedIn for Students](#) — Advice for students on how to build your brand, network, and advance your career on LinkedIn.

We are always happy to answer questions and would love to hear how you are using this guide. Reach out to the MENTOR team: [Matt Meyersohn](#), Senior Director of External Affairs and [Erin Souza-Rezendes](#), Director of Communications.



# 10K CONNECTIONS CAMPAIGN PARTNERS

**We extend the utmost gratitude to partners who collaborated with us nationally to reach 10,000 Connections.**



**Starbucks:** Virginia Tenpenny and Sean Greenlee

**LinkedIn:** Meg Garlinghouse, Cammie Erickson, Bari Saltman

**MENTOR:** Daniel Horgan, Bridget Donovan, Matt Meyersohn, Erin Souza Rezendes, Heather Coyne, Saakshi Suri, Shylana Roman, Abbie Evans, Adriane Alicea

## **Atlanta**

Per Scholas, Urban League, AT&T | Starbucks Ponce City Market, Dane Lambkin

Big Brothers Big Sisters, Hearts to Nourish Hope | Starbucks Ponce City Market, Dane Lambkin

## **Baltimore**

Maryland MENTOR | YMCA | Baltimore Community Starbucks, Robert Lamb Jr.

Maryland MENTOR | HEBCAC, Center for Urban Families | Baltimore Community Starbucks, Robert Lamb Jr.

## **Birmingham**

Mayors Division of Youth Services, TAP, Urban League Young Professionals | Birmingham Community Starbucks, Tammy Hudson

## **Boston**

Mass Mentoring Partnership | Year Up & LinkedIn | Faneuil Hall Starbucks, Rory Dugan | Featured Guest: Pedro Martinez

Mass Mentoring Partnership | Snowden International School & LinkedIn | Faneuil Hall Starbucks, Rory Dugan

## **Chicago**

MENTOR Illinois | Year Up & LinkedIn | Hyde Park Starbucks, Akeisha Walker

MENTOR Illinois | Big Brothers Big Sisters of Metro Chicago | Hyde Park Starbucks, Akeisha Walker

## **Dallas**

Dallas County Promise, Dallas Regional Chamber, Dallas County Community College District | Dallas Community Starbucks, Vania Perez

## **Denver**

MENTOR Colorado | YMCA | Lakewood Starbucks, Ryan Simmons

## **Los Angeles**

City Year LA & Urban League Young Professionals | Starbucks at 28th & Figueroa, Ashley Real

## **Miami**

City Year Miami | Miami Gardens Community Store, DJ Mitchell Jones |

## **New York**

MENTOR New York | Bigs & Littles NYC, WealthX | Harlem Community Starbucks, Kirk Brewster

## **Omaha**

MENTOR Nebraska | Ten Local Mentoring Programs | 23 Starbucks Stores across Nebraska

## **Philadelphia**

MENTOR Independence Region | BBBS Independence Region | Starbucks at the Bellevue | Featured Guest: Former Attorney General Eric Holder

## **Phoenix**

Omega Youth Leadership Academy | Phoenix Community Starbucks, Felicia Barrios

## **San Francisco**

Year Up, YMCA, LinkedIn Coaches | LinkedIn HQ

Marriot Foundation Bridges from School to Work, Enterprise for Youth, LinkedIn | 66 Kearny Starbucks, Jaime Perez

## **Seattle**

MENTOR Washington | Starbucks employees, LinkedIn, BBBS Puget Sound | Starbucks HQ

MENTOR Washington | Big Brothers Big Sisters of Puget Sound, SW WA, & Snohomish County; Year Up Puget Sound, YMCA of Jefferson County | Seven Starbucks Stores

## **Washington DC**

National Disability Mentoring Coalition, Girls Inc., U.S. Dream Academy, Youth Collaboratory, YMCA of the USA, YWCA USA, Boys & Girls Clubs of America, Congressional Staff & Leaders | Capitol Hill

Partners for Youth with Disabilities, National Disability Mentoring Coalition, Gallaudet University | DC Starbucks Signing Store, Matthew Gilsbach





# MENTOR

THE NATIONAL MENTORING PARTNERSHIP

[mentoring.org/10kConnections](https://mentoring.org/10kConnections)

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#MentorIRL

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