



## Week for the Kids Ambassador Toolkit February 22 – 26, 2021

[Week for the Kids](#) is a weeklong celebration of mentoring and a time when our chapters, board members, alumni, supporters, and volunteers across the nation join together to promote College Mentors for Kids and raise funds to support our mission. Each day of the week has a theme and there are two FREE virtual events to celebrate why mentoring matters. **During the week, we're raising \$20,000 to support mentoring relationships between college student mentors and their little buddies!** All gifts up to \$15,000 will be matched by the Ackerman Foundation. An additional match will be unlocked during Thursday's Inspire Celebration.

### Day 1: Mentoring Matters Webinar, February 22 at 12:00 PM EST

[RSVP and join College Mentors for a webinar with David Shapiro; CEO, MENTOR:](#) the national organization unifying and elevating the youth mentoring field through expertise, advocacy, and recruitment. David will lead a discussion reflecting on the past year of mentoring, how mentoring organizations have adjusted during COVID-19, and why mentoring is more important than ever. The event will be moderated by Elizabeth Odle, College Mentors for Kids board member, and Victoria Petriskey, student board representative and president of the Ball State University chapter of College Mentors for Kids.

### **Social media:**

Ambassadors are invited to change their Facebook cover photo with the following graphic:



### **Sample profile update caption:**

This week is College Mentors' Week for the Kids! College Mentors for Kids is a national, youth-mentoring organization serving kids through weekly afterschool activities focused on higher education & career, culture & diversity, and community service. We inspire growth, confidence, and brighter futures in the lives of kids and college students. My personal goal for this week is

to raise [insert amount](#) to support mentoring relationships between college students and little buddies. Thanks to a gift from the Ackerman Foundation, all gifts up to \$15,000 will be matched this week! [individual fundraising page link](#) I invite you to learn more during today's [free Mentoring Matters webinar at 12:00pm](#).

### Day 2: College Chapters Takeover Tuesday: "Day in My Life"

Throughout the day, we will share stories from mentors and chapter leaders about a day in their life. Follow College Mentors for Kids' social media pages for updates, content, and more: [Facebook](#) - [Twitter](#) - [Instagram](#)

If you're a program alum, we encourage you to follow your chapter's social media pages too. [You can find them here](#).

### Day 3: "Why" Wednesday

Share your "why" or reason for being a part of College Mentors for Kids and believing in the power of mentoring. If you're a program alum, sharing a photo with your former little buddy or friends you met at your chapter is encouraged. This post can be short and sweet or long and heartfelt. What's your "why" for dedicating yourself to College Mentors?

#### ***At the end of the post, you may wish to include a caption:***

"The past year might have been different at College Mentors for Kids, but I love seeing college student mentors continue to create engaging virtual activities for mentors to do alongside their little buddies. From activities on culture and diversity to a paper airplane competition, little buddies set on the path of discovery at each activity. I'm working to raise [fundraising goal](#) to support these incredible mentoring relationships between college student mentors and little buddies. Will you help me reach my goal? [individual fundraising page link](#). Thanks to a gift from the Ackerman Foundation, all gifts up to \$15,000 will be matched this week!

### Day 4: Virtual Inspire Celebration and Thank You Thursday

**Join College Mentors for Kids virtually on February 25 at 7:00PM EST** for our first-ever national Inspire Celebration. Inspire 2021 will highlight the important work of mentoring, how chapters have adjusted to a virtual program delivery model, and honor our chapter leaders, partners, and mentors who are going above and beyond. **Register for the FREE event in advance [here](#)**.

We also encourage you to share a post thanking the mentor(s) in your life. Feel free to be creative in your post by sharing a personal story, short anecdote, or genuine words of thanks to a mentor who has affected your life. You could also include a photo of you and your mentor(s)!

### Day 5: Flashback Friday

Post your favorite College Mentors memory! This can be a favorite event, activity visit, or a story about your chapter/little buddy if you're a program alum.

**Thank you for participating in College Mentors for Kids' Week for the Kids.  
We are grateful for you!**