



## HOW TO ORGANIZE A BENEFIT EVENT WITH A BUSINESS IN YOUR COMMUNITY

January 2018 is [National Mentoring Month](#), and one way Vermont mentoring programs are celebrating is by working with local businesses to organize benefit events in their local communities! These events will spread awareness about mentoring and support local mentoring programs. Mobius is here to help mentoring coordinators plan and implement this type of event, and we encourage you to contact us with any questions at [benji@mobiusmentors.org](mailto:benji@mobiusmentors.org) or 802-658-1888.

### 1 FIND A PARTNER

Identify a few different potential local business partners and start reaching out. Make sure you collaborate with other mentoring programs in your area so you are not duplicating efforts.

- ◆ Reach out to a business that has supported your mentoring program in the past.
- ◆ Reach out to mentors and/or advisory council members who have connections to business owners or managers.
- ◆ Reach out to a business through its website information (research past benefits they may have done, find contact information, start a conversation).

### 2 CREATE A PLAN

Design a few ways for the business and you to benefit from the event. Pitch your ideas to the selected business partner and make sure you agree on a clear plan and a date.

- ◆ **Pitch:** The business donates a percentage (10-20%) of proceeds or amount of each item sold that day/night/week.
- ◆ **Pitch:** The business provides a space for program to highlight mentoring throughout the night (i.e. a display table with promotional material and more information sign-up sheet)
- ◆ **Pitch:** A restaurant includes a mentoring insert in each menu or check throughout the night. Mentoring programs should design the mentoring insert to include a quick pull (i.e. quotes, a mentoring story, pictures, etc.) and push (call to action and contact information).

### 3 PROMOTE YOUR BENEFIT EVENT

You did it! Now invite people to the benefit event at your business partner's location. Share with people the "who, what, when, where, why and how." Who is it benefiting? What do they need to do to *best* support you? When do they need to do it? Where do they need to go or be? Remind them why their support is important. How does your benefit event work? Give a shout out to your new business partner. *This is a great "benefit" for your partner: free PR.*

- ◆ Share with your mentors and advisory council members.
- ◆ Share in your personal and your mentoring program's social media posts, website blurbs, and e-mail blasts.
- ◆ Share through local outlets in your town (ex. school newsletter, local newspaper, Front Porch Forum).
- ◆ Share with word of mouth: show the people you share with easy ways for them to spread the word (i.e. invitations, social media posts, e-calendars, etc.)

### 4 USE MOBIUS AS A RESOURCE

We are here for you! And we are more effective the more you communicate with us. Feel free to contact the Mobius staff at any point for all of your Vermont Mentoring Month needs and support.

- ◆ Reach out to Mobius for help finding a partner.
- ◆ Pitch your plan of action to Mobius for advice, suggestions and guidance.
- ◆ Share it all with Mobius! Tell us about your benefit night so we can include your special event in our social media campaign, mentoring calendar, website and statewide e-newsletter. [Submit your event here.](#)
- ◆ Use us in your pitch! Mobius will include logos for all restaurants that participate in benefit dinners in January as a part of our Vermont Mentoring Month Sponsors lists on our website, and in our online outreach.