

Marketing Concept Scenario

You work for You Lead Youth Follow (YLYF), a nonprofit organization partnering with a local university to design and implement a comprehensive training program for mentors who participate in your organization’s group youth mentoring program. The mentor training program incorporates new tactics designed by university researchers and has been piloted among a subset of your organization’s mentors with promising results. To launch the training program in full will require additional financial resources.

The US Department of Justice (DOJ) Office of Juvenile Justice and Delinquency Prevention (OJJDP) has released a \$250,000 funding opportunity aimed at alleviating issues, including drug abuse and truancy, among underserved youth through strengthening mentorship programs. Key goals of the OJJDP program include:

- ✓ Expanding mentoring strategies;
- ✓ Improving system efficiency; and
- ✓ Improving outcomes of at-risk youth mentoring programs.

You are the lead staff person bringing together a team comprised of YLYF and the local university assisting with the training program design to develop this proposal. To clarify your thoughts as you prepare for this work you write a 25 word-marketing concept:

(25 words --- can be a run-on sentence--- what each party gives and receives)
