



MBK COMMUNITY CHALLENGE

APPENDIX: Sample Materials

Tool #1: Sample email

Below is a sample email that you can use to send emails to stakeholders/individuals whom you are asking to support your MBK Community Challenge planning process and to attend your Local Action Summit. Please see a sample email below.

Hi [NAME],

This coming [DATE FOR YOUR LOCAL ACTION SUMMIT], my office will host a meeting of community leaders like you to discuss [COMMUNITY NAME]'s acceptance of the "My Brother's Keeper Community Challenge." I'm writing to request your attendance at our inaugural action summit, your input, and partnership on this effort to eliminate opportunity gaps, barriers, and challenges facing youth in our community, including boys and young men of color, to ensure that all young people in our community are positioned to succeed.

On September 27th, President Obama announced that more than 100 mayors, county officials and tribal nations have accepted the MBK Community Challenge, an initiative to encourage community leaders across the country to develop plans to improve life outcomes and open up opportunities for all youth in our neighborhoods.

A White House report issued in May of 2014 identified six areas of focus that are critical to ensuring youth can succeed from pre-K all the way up through college and their careers – regardless of who they are, where they come from, or the circumstances into which they are born. Here in [COMMUNITY NAME] are in the process of setting our goals and priorities, but the overarching goals recommended by that White House report are to ensure our young people are:

1. Entering school ready to learn;
2. Reading at grade level by third grade;
3. Graduating from high school ready for college and career;
4. Completing post-secondary education or training;
5. Successfully entering the workforce;
6. Safe from violence and provided second chances.

I know that this is an important issue for you, and I'm hoping that you will join us as we build and begin to execute our plan of action. To get started, we'd love for you to attend [CITY/COMMUNITY]'s Local Action Summit, and to join us throughout this effort to ensure we are meeting the needs of our entire community.

If you'd like to talk this through a bit before the Summit, let's be sure to find some time where I, or someone on my team, can go into more detail with you.

I hope you will join us and I look forward to working with you!

[NAME / SIGNATURE]

Tool #2: Sample Local Action Summit Agenda

Feel free to use this sample agenda to discuss plans to improve outcomes for all youth, including boys and young men of color, in your community. The overarching goals of the Summit should be to engage employers and community stakeholders who are committed to this issue – and have the capacity to lead this change.

Agenda Item	
1	Welcome & Introductions <u>OBJECTIVE</u> : Welcome the group and help them understand who is in the room.
2	What is the Issue? <u>OBJECTIVE</u> : Review the issue and align on goals.
3	What Do We Want to Accomplish? <u>OBJECTIVE</u> : Define objectives and specific community-level success metrics in the short-term and long-term. Determine the priority outcomes that the cross-sector partnership can commit to achieving.
4	What is my Role? <u>OBJECTIVE</u> : Identify specific organizations and the priority outcomes they can help to advance.
5	How can we work together? <u>OBJECTIVE</u> : Begin the process of defining staff roles and engaging partners.
6	What are Next Steps? <u>OBJECTIVE</u> : Recap key outcomes from the day and discuss tactical next steps – agree upon action items and responsible parties, and meeting schedule going forward.

Tool #3: Sample “Baseline Data” Template

BASELINE DATA			
FOCUS AREA			
KEY DATA POINTS/METRICS			
TOP TWO CHALLENGES			
1			
2			
EXISTING INITIATIVES/PROGRAMS			
Initiative/Program	Operating Organization	Target Outcomes	Evidence/Data/Metrics
1			
2			
3			
4			
5			
STAKEHOLDERS OR INDIVIDUALS TO ENGAGE WITH			
1			
2			
3			