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## Global Women's Mentoring Walk Fact Sheet

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The Vital Voices Global Mentoring Walk is an annual walk event that takes place on the same day in various communities across the globe.

### What is a mentoring walk?

A mentoring walk convenes established women leaders and rising women professionals to walk together in their community. As they walk, they engage in discussion regarding their professional challenges and successes to establish a mentoring relationship in which the seasoned leader guides, advises and supports their peer.

### What is the overall goal of the Vital Voices Annual Global Mentoring Walk?

Held on the same day, the culmination of each individual mentoring walk event unifies the Vital Voices Global Leadership Network and sends a clear message that:

- 1- We value women's participation in society.
- 2- We recognize the importance of "paying it forward" by giving back to others in the community.
- 3- We support and exemplify the transformative impact women have when we act in solidarity and raise our voices to promote positive change on a global scale.

### What is the goal of each mentoring walk event?

Mentoring walk events promote lasting mentoring relationships between emerging and established women leaders to:

- 1- Demonstrate a belief in the importance of women's leadership & participation in society.
- 2- Instill the values of mentoring in rising leaders who can give back to future generations.
- 3- Provide aspiring women professionals with the support & guidance they need to fulfill their goals.

### Who organizes Global Women's Mentoring Walk events?

Vital Voices solicits key members of its Global Leadership Network to organize Global Women's Mentoring Walks. These members include Businesswomen's Network leaders, Vital Voices Chapter leaders and alumnae of the



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FORTUNE/U.S. State Department Global Women’s Mentoring Partnership who are working to “pay it forward” in their communities and beyond.

### What is required of a Mentoring Walk Organizer or “Flagbearer”?

Mentoring Walk organizers, known as *flagbearers*, are responsible for organizing a mentoring walk event for a given calendar year. Flagbearers determine the size and scope of their mentoring walk event, recruit and organize participants, raise funding and plan logistics for the walk event.

Flagbearers are also responsible for communicating Mentoring Walk event activities and outcomes to Vital Voices staff. Below is the recommended timeline for organizers with reporting requirements noted in red.

DATE	ACTIVITIES
<b>August:</b>	<ul style="list-style-type: none"> <li>• Complete outline/sketch of mentoring walk event you hope to organize (including: participant criteria, event size, potential speakers, partners, and sponsors – if necessary)</li> <li>• Reach out to potential partners and sponsors</li> <li>• Complete a budget for the event</li> <li>• Reflect on the walk event you outlined and decide whether you will commit to become an organizer.</li> </ul>
<b>September 1:</b>	<b>Deadline: Apply to become a Mentoring Walk Organizer or “Flagbearer”</b>
<b>By September 9:</b>	Vital Voices approves your mentoring walk application and provides you with a mentoring walk toolkit to help you organize your event.
<b>By October 14:</b>	<ul style="list-style-type: none"> <li>• Coordinate Event Sponsors and Partners</li> <li>• Design Event Agenda</li> <li>• Arrange Event Venue</li> <li>• Finalize Participant Landscape (# of Participants, Mentee : Mentor ratio) &amp; Identify and recruit participants</li> <li>• Create Event Communications Plan</li> </ul> <p><b>Deadline: Send Vital Voices the details of your mentoring walk by completing our online survey.</b></p>
<b>October 21:</b>	Vital Voices sends final press release template & talking points.
<b>October 21 – November 25:</b>	<ul style="list-style-type: none"> <li>• Tailor and distribute press release template &amp; talking points</li> <li>• Send reminders and brief participants on walk agenda</li> <li>• Confirm and pay vendors, as needed</li> <li>• Prepare and review all walk logistics</li> </ul>
<b>November 26:</b>	Vital Voices Global Women’s Mentoring Walk
<b>December 1:</b>	Vital Voices sends post-walk survey, to capture information on each mentoring walk.
<b>By December 20:</b>	<ul style="list-style-type: none"> <li>• Collect Press Coverage</li> <li>• Collect Photos</li> <li>• Calculate Participation Numbers</li> <li>• Create Narrative of event highlights</li> <li>• Make list of best practices &amp; recommendations for 2012 walks</li> </ul> <p><b>Deadline: Details to be submitted to Vital Voices via online survey.</b></p>
<b>January 30:</b>	Vital Voices documents Global Women’s Mentoring Walk successes online.



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***Time Commitment:***

The time required to organize a mentoring walk will vary based on the number of partners you choose to work with and the number of participants you choose to invite. Mentoring walks can involve as little as 20 participants or as many as 400 participants based on your ambition and availability. Smaller walks (20-50 people) will require a commitment of a few hours a week over several months whereas larger walks (100+) can take up to 9 months to organize. On average, walk organizers spent less than ten hours per week in the first several months, but dedicated up to 30 hours per week in the weeks preceding the walk.

To ease the burden on each individual flagbearer, Vital Voices recommends that you seek partnership with other committed Vital Voices Network members in your community or with person(s)/organization(s) from your personal network who would like to get involved.

***Financial Commitment***

In 2009, the cost of mentoring walks events ranged from being \$0 USD to 3,714 USD. On average, a mid-sized mentoring walk for 70 individuals will cost around \$2,000 USD. Since the total cost of a mentoring walk will vary depending on location, it is important to decide on the size and scope of the mentoring walk event you wish to organize and estimate the costs based on Vital Voices' budget template. Below are some sample budgets from previous mentoring walks. A budget template is available upon request at [mentoringwalk@vitalvoices.org](mailto:mentoringwalk@vitalvoices.org).

Uganda 2009 Global Women's Mentoring Walk Budget				
Resource	Unit	Unit	Rate	Total Cost (USD)
Brochures and Media	1	1	1000	1,000
Publicity	1	8	150	1,200
Branding	1	1	800	800
Public Address(PA) System	1	1	500	500
Soft Drink	40	6	6	1,440
Snacks	400	1	3	1,200
T-shirts	400	1	10	4,000
Documentation (video, photography)	2	1	200	400
Tents	3	1	50	150
Chairs	400	1	1	100
Tables	5	3	1	15
Medical Facilities	1	1	100	100
<b>Total</b>				<b>10,905</b>
Contingency				545
<b>GRAND TOTAL</b>				<b>11,450</b>



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<b>Lagos - Nigeria 2009 Global Women's Mentoring Walk Budget</b>				
<b>Resource</b>	<b>Unit</b>	<b>Unit</b>	<b>Rate</b>	<b>Total Cost (USD)</b>
Brochures, Banners and Media	1	1	2100	2,100
Publicity	3	1	675	2,025
Branding	1	1	1000	1,000
Public Address(PA) System	1	1	450	450
Soft Drink	1000	1	1	1,000
Snacks	1000	1	1.5	1,500
T-shirts, Visor Caps	1300	1	7	9,100
Documentation (video, photography)	3	1	180	540
Tents	2	1	25	50
Chairs	500	1	1.8	900
Tables	12	1	4	48
Security Detail	15	1	100	1,500
Medical Facilities (Ambulance)	1	1	250	250
<b>Total</b>				<b>10,905</b>
Contingency (5% of Total)				545.25
<b>GRAND TOTAL</b>				<b>31,913</b>

### How will Vital Voices help me if I decide to be a flagbearer?

If you decide to participate as a flagbearer, Vital Voices will be with you every step of the way. A member of the Vital Voices staff will be in regular contact with you to track the progress of your event, coordinate your walk with others that are taking place internationally and provide support as needed.

More specifically, Vital Voices will provide you with the following:

- 1- Access to other Vital Voices network members who may be interested in acting as mentors and/or mentees;
- 2- Branding Materials including a Vital Voices logo for official materials, a press release template and talking points;
- 3- Event Planning tools including best practices for organizing a mentoring walk, template budget, timeline and agenda.
- 4- Online marketing to publicize your event and raise awareness about the Global Women's Mentoring Walk Initiative.