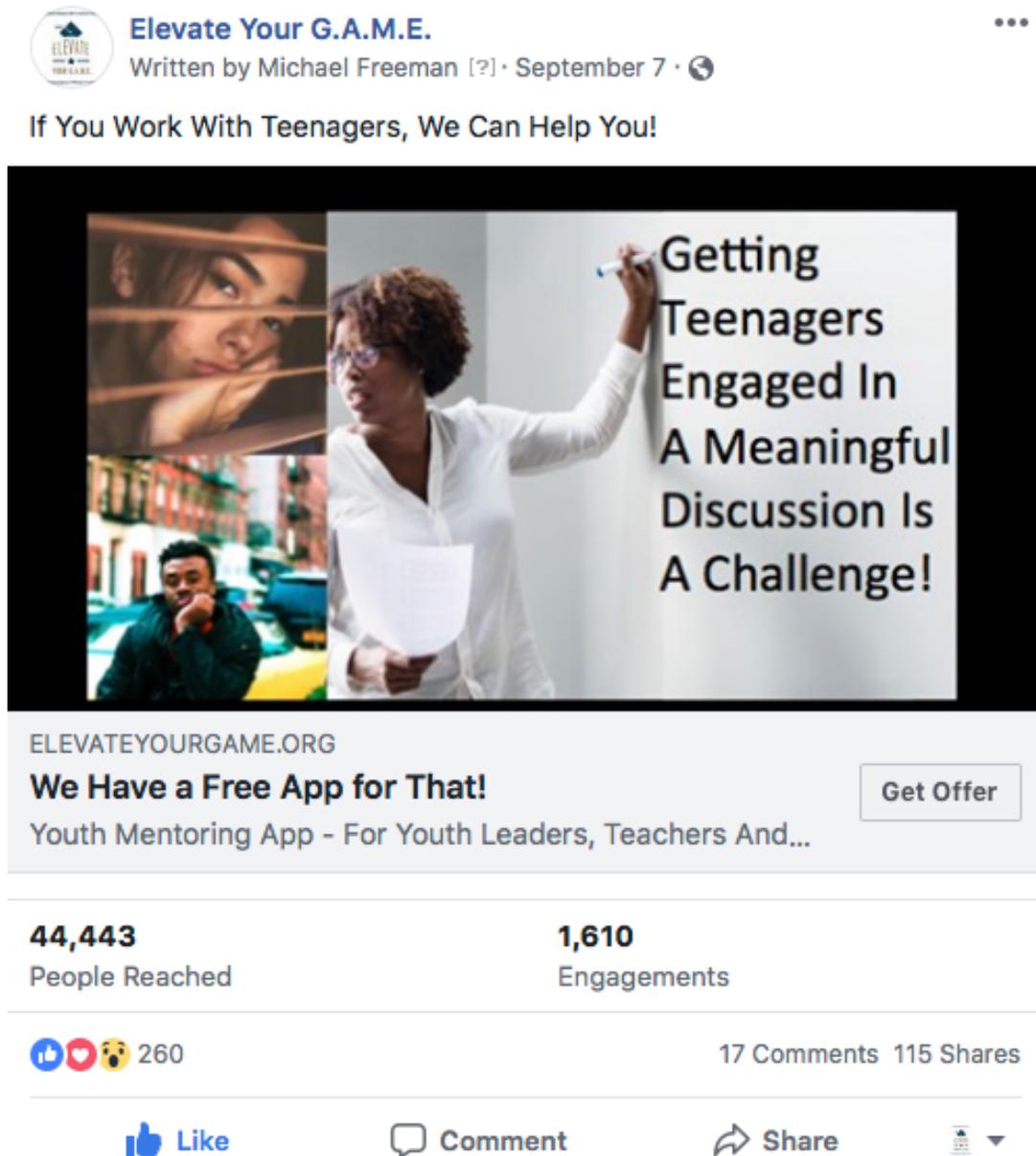


# Sparking A Movement Of Mentoring

It has been our goal since 2008 to be a catalyst that sparks a movement of mentoring that spreads into every urban community in America. We now believe that we are beginning to achieve that vision.



**Elevate Your G.A.M.E.** Written by Michael Freeman [?] · September 7 · 🌐

If You Work With Teenagers, We Can Help You!

**Getting Teenagers Engaged In A Meaningful Discussion Is A Challenge!**

ELEVATEYOURGAME.ORG

**We Have a Free App for That!** [Get Offer](#)

Youth Mentoring App - For Youth Leaders, Teachers And...

**44,443** People Reached      **1,610** Engagements

👍❤️😱 260      17 Comments 115 Shares

👍 Like      💬 Comment      ➦ Share      🏠

On August 21st of this year we posted (for the first time) a Facebook Ad (shown above) to announce that our organization has an app that anybody anywhere could use to mentor the youth in their circle of influence. Those who responded to the ad were directed to download the free app, and many did just that!

The Facebook Ad was so successful that we decided to keep the ad running continually. We change the ad photo periodically to keep it fresh. Thousands of people have now seen the ad and hundreds have responded to it. The ad is primarily targeting people who live in every major metropolitan area in the United States, such as New York, Chicago, Philadelphia, Washington D.C., Detroit, Atlanta (every city that has a professional football or basketball team).

Here is the second version of the ad:

 **Elevate Your G.A.M.E.** ...  
Written by Michael Freeman [?] · October 5 · 🌐

**Need To Talk To Your Youth About Bullying?**



ELEVATEYOURGAME.ORG  
**We Have a Free App for That!** Get Offer  
Free Youth Mentoring App - For Youth Leaders, Teachers...

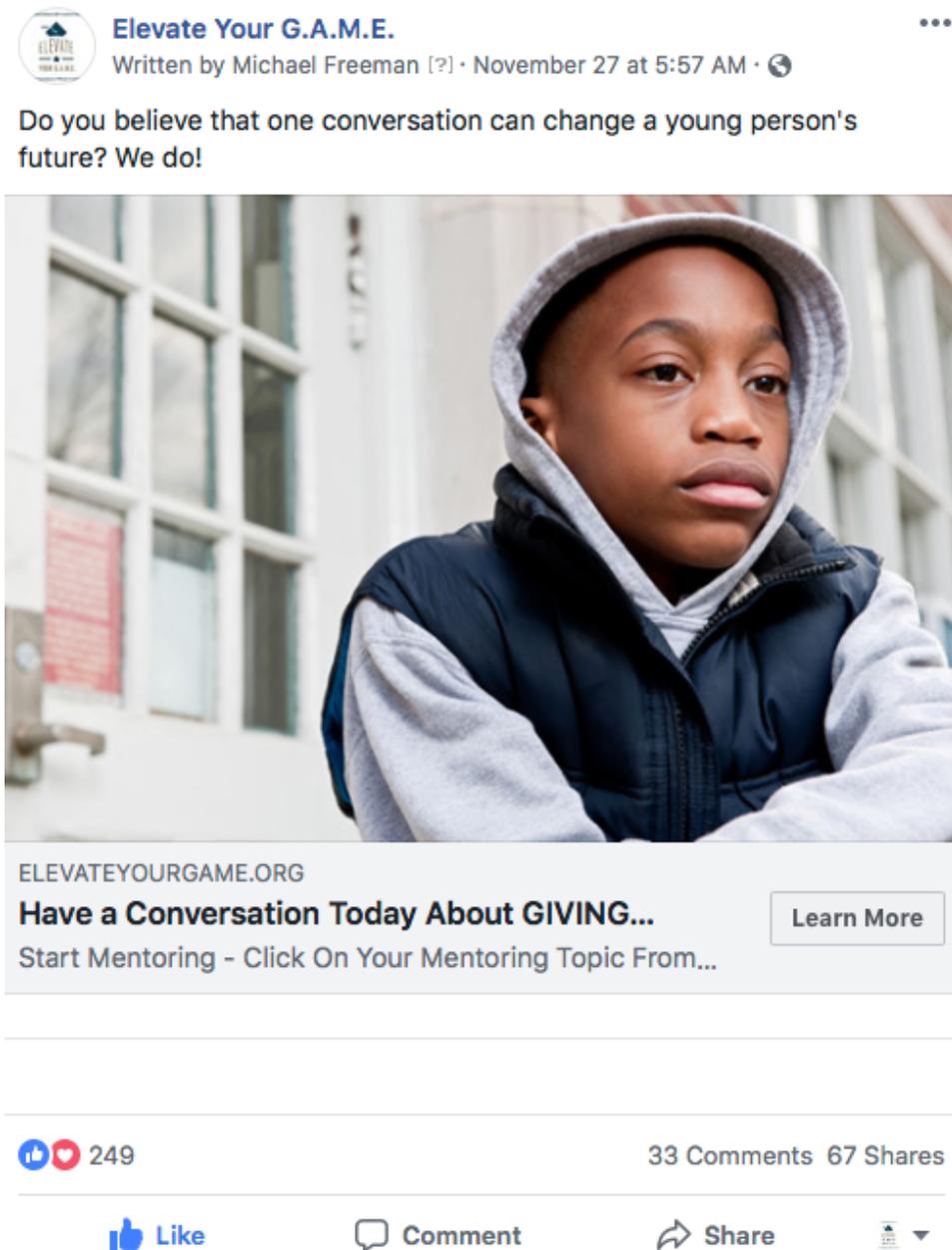
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   142 15 Comments 90 Shares

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 Like  Comment  Share  ▼

And this is the current version of the ad:



**Elevate Your G.A.M.E.** Written by Michael Freeman [?] · November 27 at 5:57 AM · 🌐

Do you believe that one conversation can change a young person's future? We do!



ELEVATEYOURGAME.ORG

**Have a Conversation Today About GIVING...** [Learn More](#)

Start Mentoring - Click On Your Mentoring Topic From...

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  249 33 Comments 67 Shares

 Like  Comment  Share 

As a result of the ads, we have been able to identify respondents who are also involved in working with urban youth. We plan to contact some of them to ask them to host or attend a presentation in their city that will encourage their organizations to participate in our Go Mentor Campaign in March of next year. We hope to make presentations in Philadelphia, Baltimore, Washington D.C. and Chicago.

Our mentoring campaigns for the past two years have been conducted in the Los Angeles urban area. This past February and March, our Elevate Your G.A.M.E. youth had life-changing conversations with almost 600 of their peers and siblings. Next year the plan is to **go national** in which the campaign will be done in various major cities.

If all goes according to plan, through our Go Mentor Campaign hundreds of youth will be trained and mobilized to use our app to have mentoring conversations with thousands of their peers, **nationwide**. As we say in the ad above, “We believe that one conversation can change a young person’s life?”

If you are involved in a youth organization or youth ministry and you want to learn about how your organization or church can participate in our Go Mentor Campaign, please contact me at 310-780-4263 or at [mfreeman@elevateyourgame.org](mailto:mfreeman@elevateyourgame.org).

God Bless and Merry Christmas!

Michael Freeman  
Executive Director