

-NIETO'S MARKETING CRASH COURSE-

How to Present and Market an NHI Leadership Program

First, thank you for joining our 2009 National Outreach Campaign (NOC, NOC). Without you, there's no way that NHI Maxwell can cover the nation with our limited human resources and amount of time required to visit all the schools and communities that we want to reach. Without caring members like you, NHI's vision would otherwise fall short of its goals. Your leadership will take the Institute's work to many first-time families, friends, and schools, and change the lives of hundreds of young people. Again our best wishes and most sincere appreciation

2009 John F. Lopez Junior Counselor

In participating with us in our outreach campaign, you are also indicating your interest in become a John F. Lopez Junior Counselor. Who was John Lopez? Today he is married, has three children, and is an attorney. Back in the day, however, he started as an LDZ participant in 1983, over 25 years ago. After the end of the program, John kept bugging NHI over and over about helping us the next summer as a volunteer. He would call almost daily, constantly drop us personal notes in the mail, and send us notes about watching him in his high school play. One day Gloria and I sat quietly in the auditorium of his high school in La Porte, Texas curiously watching John act in his senior high school play, "Oliver."

Today he works with the Travis County District Attorney's Office in Austin, Texas as a public prosecutor. He earned his undergraduate degree from Southwestern University in Georgetown, Texas and a Masters from the LBJ School of Public Affairs before receiving a law degree from the University of Texas. He also serves on our board of trustees and has been a loyal and faithful friend for years.

It was because John remained involved in different volunteer roles throughout high school, undergraduate studies, and even while attending graduate school that eventually we named all NHI youth volunteer programs in honor of his service. Anyone who serves as a John F. Lopez

Intern, whether a JFL junior counselor, senior counselor, or summer intern, should know that there was once this not too tall guy many years ago with a forever smiling face and inquisitive look in his eyes who one day determined that LDZ and NHI was not so much about him but instead serving others. Welcome aboard!

Developing An Audience

Before you conduct an actual presentation at your school, stop at your school counselor's office and find out when, during the week, it would be best to talk to eligible students about the YLC or LDZ experience. Also see if the school will help you by conducting a search to see how many students may be eligible. They should also assist you in locating an appropriate place and time for you to make a presentation. Be sure to pick dates and hours of the day that do not conflict with special student activities (i.e., pep rallies), testing days, or other important school sponsored events.

Sometimes the easiest way of "killing two birds with one stone" is to consider social opportunities like hosting a pizza party in the counselor's office during lunch time or at the end of the school day. When possible, you should keep the group small and personal. In other words, you don't need to meet with 20 or 30 students at a time. The best groups are always between 8 and 12 because you can tailor your answers to individual student questions and concerns.

Things You Need

- Plan Ahead...Before making a classroom presentation, plan ahead. Organize your materials in advance and have a sign-up roster that includes the student's name, home address, cell number, grade classification, and email.
- Target Eligible Students...Only invite students who have the academic grades for admission. If you just invite anyone, you will likely be disappointed and find that you many not get the response you desire.

- Arrange for Special Equipment Needs....If you plan to use the school's LCD projector, make certain that you can access Youtube to illustrate a program or that you have a DVD available for such purposes.
- Supply Yourself with Enough Materials....Have plenty of brochures to go around as well as applications for prospective students who may not have access to email. It is also advisable to wear a program T-shirt, i.e., YLC or LDZ for name branding purposes, including personal photographs that you may have taken during your experience.
- Organize Your Support in Advance....Finally, have a fellow student available who went to the program and is willing to make an endorsement statement during your presentation. And when possible, make certain that you gain the support of individuals like your counselor, principal, or even a parent who lives nearby.

Organizing Your Presentation

When you get up to speak in front of a student group, make sure we are never too talkative in our opening remarks. Save your best remarks for last. Once you're ready to begin, start by getting everyone to fill out your student roster for later reference. When you present, talk about your experience, what you got out of attending, what kind of students you met, and what made being there particularly meaningful to you. Keep the energy going by focusing on three to four points before someone else presents. When available, use Youtube to add to your message. In addition to remarks made by other presenters or the time used for video presentations, your remarks should never be too long or boring.

Keep in mind that presenting to a group of fellow students is only one point of contact. Once you submit your information to NHI, our offices will make several more contacts with student via email, text messaging, Facebook, snail letters, personal telephone calls, or post card reminders.

In presentations emphasize the fact that there are no lectures at NHI programs should be a strong selling point. Emphasize that activities are all student-run and student-managed by older peers in

high school and college. Also, remind them that their participation is competitive, filled with difficult challenges, and always adapting to different conditions and demands. In other words, dismiss any notions in their minds of your listeners that NHI programs are boring or school-like. And point out that will students have plenty of time to be with each other, socialize, and visit; but also that they will become life-lasting friends.

Describing the Great Debate or LDZ

When describing the Great Debate, focus on the importance of communications and learning how to compete with others through the expression of ideas and concepts. Convey the important roles that these skills play in college and the world of work. Make certain that students realize that practice is essential to the Great Debate competition they plan to attend, and that preparation, just like sports and other competitive activities, is an essential part of personal success. But also highlight the fun that comes from competing against other cities and towns, especially in pursuing individual and team honors.

When talking about the LDZ, emphasize how the drama goes from first making friends to suddenly having to deal with power and authority. Talk about how it feels to run for an office when competing against other equally competitive and qualified peers. Describe your feelings when you first got up in front of 200 students to state your ideas and defend your points of view. Finally, let them know how slippery it gets when running for office, only to find out that you might not make it. Describe the LDZ as an important juncture in the life of a young person as they start to make the transition from the familiarity of friends and family to a larger world of competitors and rivals. Let them know that the LDZ is a great opportunity to look into the future and preview what life will be once in the world of competing adults. Finally, make mention of the college fair at LDZ and how it is a platform for them to develop the contacts they will need in applying for college and getting the latest information and guidance from top experts.

Spend Time Describing the Application Process

Make certain that you set aside at least 15-20 minutes to review the student application process. Remember that the idea of having to pay a registration fee sometimes scares students off. To

diffuse these possibilities, focus on the benefits that students receive right off the bat, like having their food, housing, and facilities needs paid for in advance at no cost to them. They should also know that all of the services they receive, such as their personal academic histories being circulated to top colleges and universities, are also free. Finish your presentation by walking students through the application process and directing their attention to the schedules and deadlines required to attend an NHI program. Make certain students write down your name as the person who recruited them, once they submit an application for NHI review. When it comes to paying their student registration fees, let them know about NHI's Kintera program that makes it really easy to raise funds. However, also encourage them to ask for assistance through available school funds or conducting different fundraising projects like garage sales or finding temporary part-time employment.

Finally, let the students know that whatever applying to the YLC or LDZ, the amounts they pay represents less than 1/3 of the costs. Emphasize that the majority costs are underwritten by NHI and strategic partners and supporters.

Rounding-Off Your Presentation

If you make a presentation at your school writing a small note of appreciation to either the counselor or principal is always important. Let them know that you appreciate and value their assistance. However, before leaving a presentation, make certain the student's hand writing is clear and easy to understand for data entering purposes. Once home, you might want to create a constant contact e-mail, so that you can remain in touch with your prospects in order to personally remind them of approaching deadlines. Enter the students' names into an excel spreadsheet and email them to NHI for data processing purposes. Point out any special student needs that NHI staff may need to know about, such as, scholarship assistance. Stay in touch with NHI offices via email to track how many of your students applied and determine where they are in the admissions process.

Good luck and our best wishes in your efforts and candidacy to become John F. Lopez Junior Counselor in 2009!

Important Dates, Deadlines and Information

LDZ STUDENT APPLICATION FEE	\$20
LDZ STUDENT REGISTRATION FEE	\$675

What Student Fees Pay For

- Student outreach and recruitment nationwide by NHI professional personnel
- Student records development and management
- Mobilization of university hosts sites
- Brochure development, production, and circulation
- Student/parent communications services
- Curriculum design and development
- Field services and technical assistance

Early Admission Application	DEADLINE	October 10th
Student Registration Deposit	\$90	October 31 st
50% of Registration Fee	\$292.50	November 14 th
50% of Registration Fee	\$242.50*	December 1 st

*\$50 registration discount applies if you pay in FULL by Dec. 1st

Regular Admission Application	DEADLINE	November 14th
Student Registration Deposit	\$90	December 1 st
Remaining Registration Fee	\$585	December 19 th

Late Admission	December 1st – February 27th
Deadline	Entire Registration Fee of \$695 Due Upon Notice of Admission

Visit NHI's Kintera program

To visit please refer your recruits to: www.NHIyouthfund.Kintera.org.

HOW TO SIGN UP:

1. Visit the Web site
2. Click on "Register Here"
3. Click on "Join as an individual"
4. Enter in General Information and upload a picture
5. Create a personal username and password
6. Create your own weblink address (i.e. <http://nhiyouthfund.kintera.org/YOURNAME>)
7. Click LDZ in Fees Section
8. Enter your own personal donation to your account (optional)

9. **Check your fundraising goal (all contributions are sent to NHI directly)**
10. **Click continue and keep building your page – Edit pre-set text, enter a photo, use webtools!**
11. **Finally, send your personal link (<http://nhiyouthfund.kintera.org/YOURNAME>) to friends, family, and sponsors!!**

STUDENT ROSTER

HIGH SCHOOL _____

Recruiters Name _____

NAME _____

HOME ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

CELL _____

HOME TELEPHONE _____

HIGH SCHOOL _____

CLASSIFICATION Freshman __ Soph __ Junior __

EMAIL _____

NAME _____

HOME ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

CELL _____

HOME TELEPHONE _____

HIGH SCHOOL _____

CLASSIFICATION Freshman __ Soph __ Junior __

EMAIL _____

NAME _____

HOME ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

CELL _____

HOME TELEPHONE _____

HIGH SCHOOL _____

CLASSIFICATION Freshman __ Soph __ Junior __

EMAIL _____

NAME _____
HOME ADDRESS _____
CITY _____ STATE _____ ZIP _____
CELL _____
HOME TELEPHONE _____
HIGH SCHOOL _____
CLASSIFICATION Freshman __ Soph __ Junior __
EMAIL _____

NAME _____
HOME ADDRESS _____
CITY _____ STATE _____ ZIP _____
CELL _____
HOME TELEPHONE _____
HIGH SCHOOL _____
CLASSIFICATION Freshman __ Soph __ Junior __
EMAIL _____

NAME _____
HOME ADDRESS _____
CITY _____ STATE _____ ZIP _____
CELL _____
HOME TELEPHONE _____
HIGH SCHOOL _____
CLASSIFICATION Freshman __ Soph __ Junior __
EMAIL _____

NAME _____
HOME ADDRESS _____
CITY _____ STATE _____ ZIP _____
CELL _____
HOME TELEPHONE _____
HIGH SCHOOL _____
CLASSIFICATION Freshman __ Soph __ Junior __
EMAIL _____

NAME _____
HOME ADDRESS _____
CITY _____ STATE _____ ZIP _____
CELL _____
HOME TELEPHONE _____
HIGH SCHOOL _____
CLASSIFICATION Freshman __ Soph __ Junior __
EMAIL _____

NAME _____
HOME ADDRESS _____
CITY _____ STATE _____ ZIP _____
CELL _____
HOME TELEPHONE _____
CLASSIFICATION Freshman __ Soph __ Junior __
EMAIL _____

NAME _____
HOME ADDRESS _____
CITY _____ STATE _____ ZIP _____
CELL _____
HOME TELEPHONE _____
HIGH SCHOOL _____
CLASSIFICATION Freshman __ Soph __ Junior __
EMAIL _____

NAME _____
HOME ADDRESS _____
CITY _____ STATE _____ ZIP _____
CELL _____
HOME TELEPHONE _____
HIGH SCHOOL _____
CLASSIFICATION Freshman __ Soph __ Junior __
EMAIL _____

NAME _____
HOME ADDRESS _____
CITY _____ STATE _____ ZIP _____
CELL _____
HOME TELEPHONE _____
HIGH SCHOOL _____
CLASSIFICATION Freshman __ Soph __ Junior __
EMAIL _____

-duplicate more copies when needed-

**** Do not forget to send copies of roster to NHI at P.O. Box 220, Maxwell, Tx 78656**