

Imagine the impact of a single image: one mentor, one student, one powerful connection. The Men Who Mentor postcard invitation brought this vision to life with an impactful visual that emphasized the power of building relationships and sparking hope one student at a time. The male mentor was wearing a "Volunteer" badge, and the background included a photo from last year's event. To emphasize the purpose of the event, the mentor and student were presented on a larger scale, cutting out the photo to focus on them. Using Katy ISD Partners in Education's branding guidelines, the design was clean, minimalist, and visually compelling, with strong imagery that symbolized mentorship, leadership, and community support. By highlighting the mentor-student relationship with selective color accents, the graphic ensured that the message was clear, impactful, and inviting. This invitation wasn't just a call to action; it was an invitation to make a difference, engaging potential mentors and raising awareness of the Men Who Mentor event. The postcard's message on the back, "Ladies, share with the men of your life," directly encouraged women to reach out and invite men to participate and make a difference. By targeting both men and women, the invitation became a tool for spreading the word across households, workplaces, and other social circles. Women were empowered to take an active role in promoting mentorship, ensuring the campaign's reach extended beyond just the event itself. The Men Who Mentor event played a key role in recruiting mentors for the KEYS mentoring program. KEYS mentoring is the initiative within Katy ISD that connects volunteers with students to provide support, guidance, and encouragement. Men Who Mentor focused on attracting men to participate in KEYS mentoring. The postcard design showcased the mentor-student relationship, encouraging recipients to consider the benefits of mentorship for both students and mentors. Over 80 people attended the Men Who Mentor event, with 23 new male mentors signing up afterward, representing 28.75% of attendees. This was an impressive result, especially considering that mid-school year typically brings around 4 new mentor sign-ups per month. Following the campaign, an additional 14 new female mentors signed up, bringing the total to 37. This outcome highlighted the invitation's effectiveness in attracting attendees and converting interest into active participation. Positive feedback emphasized the invitation's role in sparking engagement and motivating action. Many shared it digitally, expanding its reach far

beyond the original audience. One attendee, who received a digital copy of the invitation, shared how the visual inspired his decision to attend: "Seeing the image of the mentor and student really made an impact on me. It reminded me how important it is to make a difference. I felt compelled to learn more and step forward to be part of the change." The invitation's impact went far beyond its design. It became more than just an invitation; it served as a call to action for the Katy ISD community to participate in the KEYS mentoring program, a long-term opportunity to make a difference in students' lives.