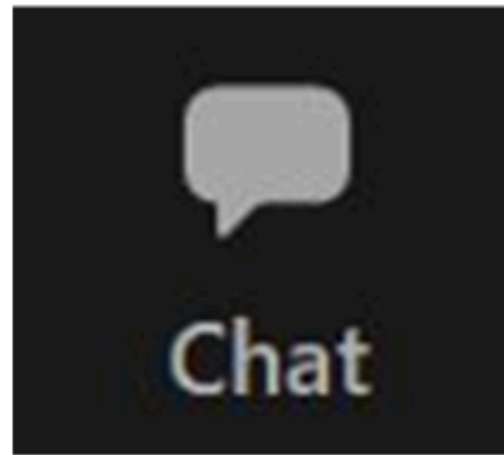


# **CMWS: Power of the P's – Rethinking Recruitment and Building Powerful Mentorship Communities**

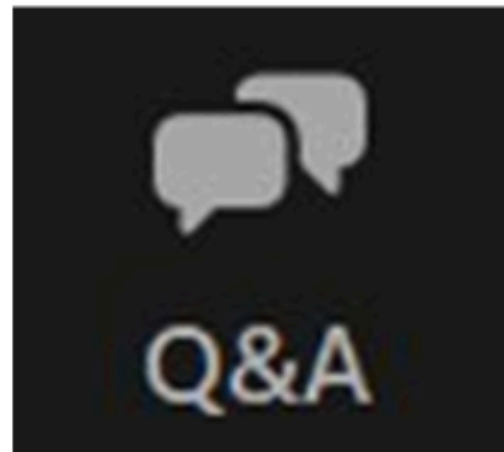
*April 30, 2026*



# Tips for Engagement



- Introduce yourself!
- Talk with one another
- Share resources
- Respond to presenters



- Ask the presenters questions
- Upvote questions you'd like to see answered

- **Live captions** available in the panel by clicking on the "**CC**" at the bottom of the screen
- Who is with us today?
  - Type in the **Chat** to introduce yourself - name, organization, what do you hope to learn today?
  - For all participants to see your message, change to "All panelists and attendees" in the Chat

**\* This webinar is being recorded, and will be sent out in one week with the slides.**



# 3-Part Series!

**April 30** – Today!

**May 21** – Governor's Prevention Partnership covers relationship development and deepening

**June 30** – MENTOR Nebraska and Governor's Prevention Partnership discuss different modes of partnership, and ensuring sustainability over time.

# Marisa Hattab

Marisa Hattab serves as the **Chief Culture Officer at Heartland Family Service**, where she leads initiatives that strengthen organizational excellence and embed core values across **19 locations and 400+ staff**. She is the creator of **The Mentor 360 Way**, a program designed to equip mentors and mentees with practical tools for success, and she played a key role in **developing a peer-to-peer mentoring program for survivors of domestic violence**. With deep experience in culture strategy and leadership development, Marisa brings a **values-driven approach to building inclusive and effective mentoring networks**.



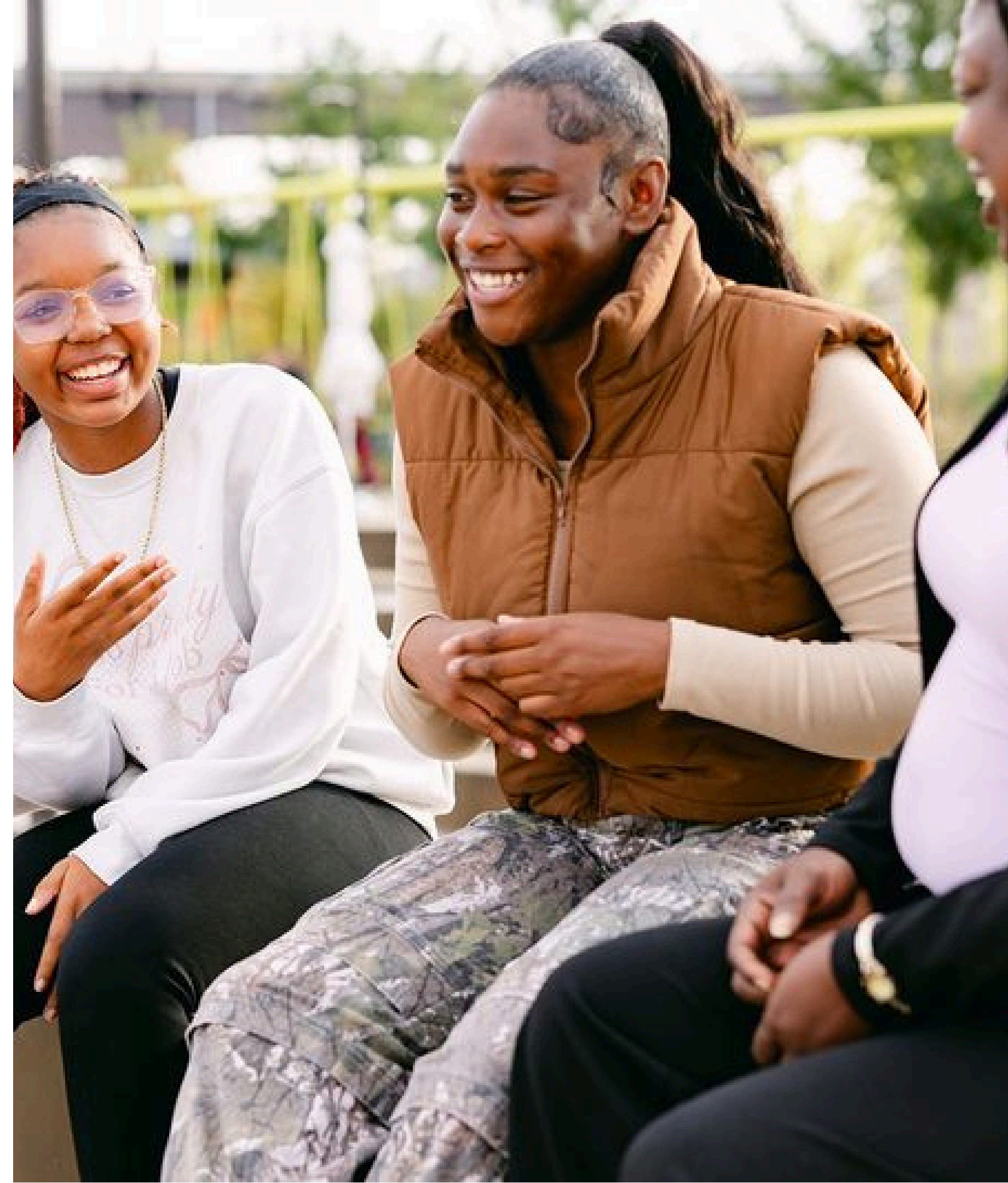
# Agenda

**1** Welcome + Objectives

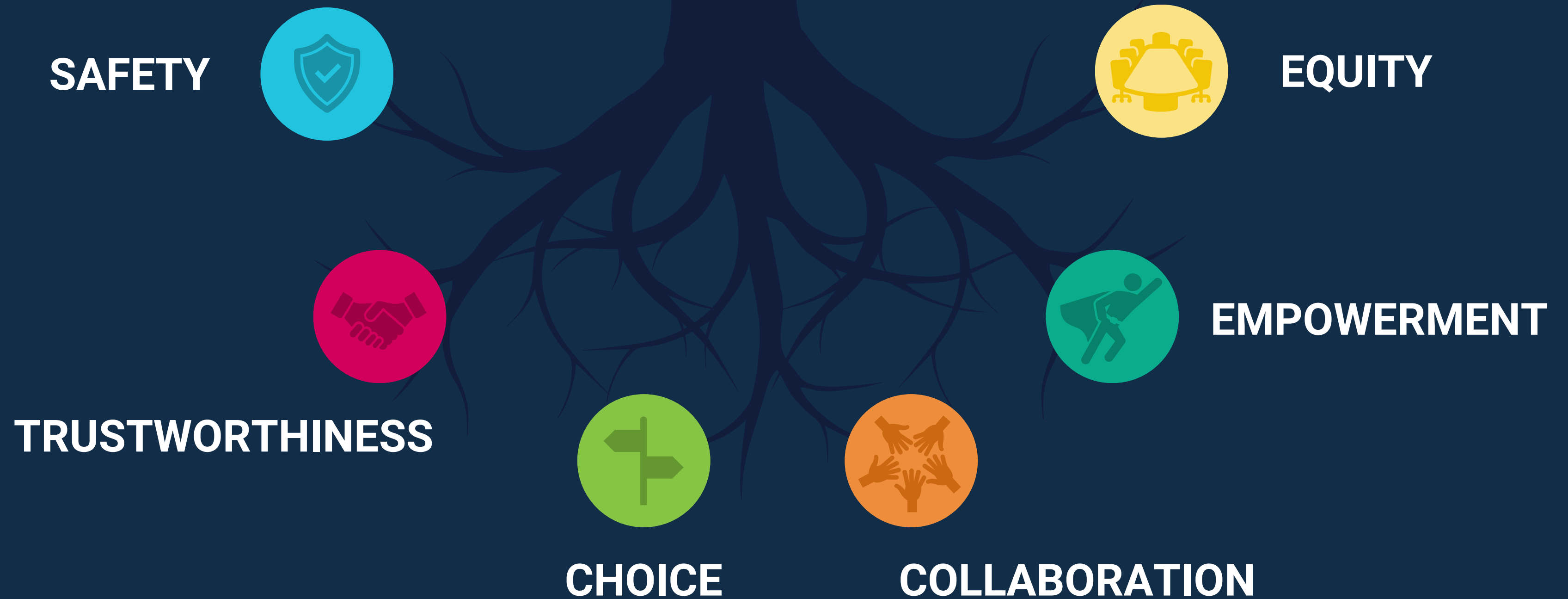
**2** Trauma-Informed Care

**3** The 5 P's Framework

**4** MENTOR National Wrap Up



# Values of Trauma-Informed Care



# Values of Trauma-Informed Care



**TRUSTWORTHINESS**

# A FOUNDATION OF TRUST

When your organization shows up in the community, what is most likely felt first by the organization/individual?

- A. Trust
- B. Curiosity
- C. Hesitation
- D. Skepticism
- E. I'm not sure



# A HARD PILL TO SWALLOW

**Often times organizations rarely engage with their community without asking for something.....FIRST.**





# Power of P's

**PERSPECTIVE:**  
HOW YOU SEE,  
UNDERSTAND, AND HONOR  
OUR COMMUNITY

**PEOPLE:**  
HOW WE ENGAGE, REFLECT,  
AND ELEVATE PEOPLE

**PURPOSE:**  
HOW WE CO-CREATE  
SHARED PURPOSE

**PASSION:**  
HOW WE CENTER TRUTH,  
AMPLIFY VOICES, AND TELL  
STORIES

**PRESENCE:**  
HOW WE SHOW UP  
CONSISTENTLY



**PERSPECTIVE:**  
*HOW WE SEE, UNDERSTAND,  
AND HONOR OUR COMMUNITY  
TO BUILD TRUST*



**At first  
glance,  
what do you  
see.....**

# *What Gets in the Way of Trust?*

- Assumptions over understanding
- Defining by needs, not strengths
- Internal voices over lived experiences
- Visibility mistaken for trust

# *The Shift*

- Check your bias, blind spots, and community  
Assumptions → Curiosity
- Expert → Learner
- Deficits → Strengths
- Talking → Listening

# *What This Looks Like in Practice*

- Host listening sessions (no agenda)
- Audit messaging + imagery
- Engage trusted community voices
- Ask: “Whose voice is missing?”



# PEOPLE:

*HOW WE ENGAGE, REFLECT,  
AND ELEVATE THE PEOPLE WHO  
ALREADY HOLD TRUST IN THE  
COMMUNITY*

# *What Gets in the Way of Trust?*

- Move from “more mentors” → “the right mentors.”
- Diversity = culture, lived experience, values, worldview.
- Recruiting from familiar, comfortable networks
- 
- Overlooking informal leaders and trusted voices



# The Shift

- Attracting → Reflecting
- Convenience → Intentionality
- Gatekeeping → Accessibility
- “Who can join?” → “Who holds trust?”



# *What This Looks Like*

- Partner with trusted community leaders
- Remove barriers to engagement
- Create pathways to lead, not just serve
- Build relationships before the ask



# *Assessing who is drawn to our organizations*

Who feels most welcomed in your current recruitment approach — and who might feel invisible?  
(employees + mentors)





# PURPOSE:

*HOW WE CO-CREATE SHARED  
PURPOSE THAT BUILDS TRUST  
AND OWNERSHIP*

# *What Gets in the Way of Trust?*

- Centering our goals over community needs
- Inviting participation without shared power
- “Helping” vs mutual growth
- Assuming alignment without asking



Purpose-driven people are drawn to  
purpose-driven missions.



# *The Shift*

- Our mission → Shared purpose
- Inviting → Co-creating
- Service → Partnership
- Control → Shared ownership



# *What This Looks Like*

- Co-design with community input
- Invite partners into decisions
- Align with community priorities
- Ask: “What does success look like for you?”



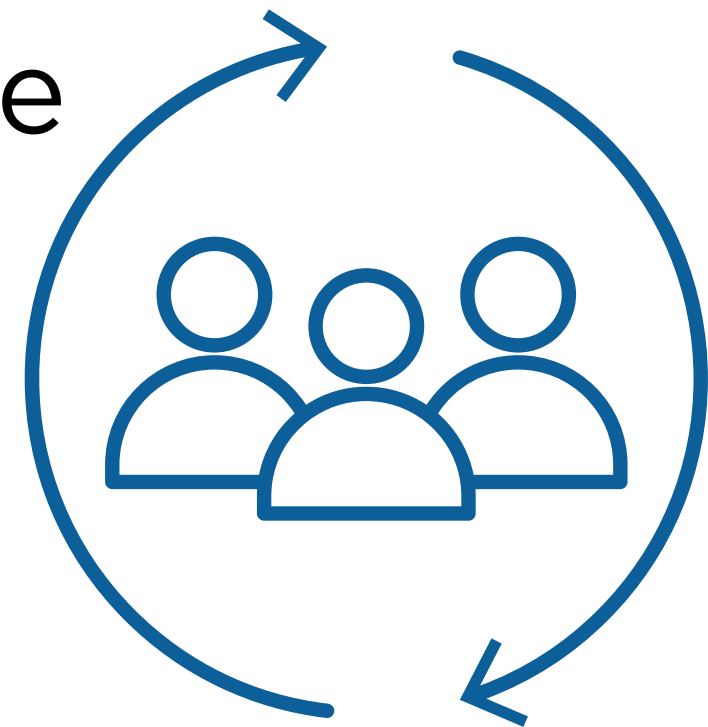


# PASSION:

*HOW WE CENTER TRUTH,  
AMPLIFY VOICES, AND TELL  
STORIES THAT BUILD TRUST*

# *What Gets in the Way of Trust?*

- Telling stories about, not with them
- Centering struggle over strength
- Organization-centered narratives
- Avoiding hard truths to stay comfortable



# The Shift

- Storytelling → Truth-telling
- Saving narratives → Empowering narratives
- Speaking for → Amplifying voices
- Polished stories → Honest stories



# *How we practice this*

- Co-create stories with participants and partners
- Use strength-based, culturally affirming language
- Share impact with community voices included
- Ask: “Whose story is this—and who is telling it?”





# PRESENCE

*HOW WE SHOW UP  
CONSISTENTLY TO BUILD,  
DEEPEN, AND SUSTAIN  
TRUST OVER TIME*

# Presence over Performance



# *What Gets in the Way of Trust?*

- Showing up only when we need something
- Prioritizing outreach over relationship
- Inconsistent engagement with community
- Viewing partnerships as transactional



# The Shift

- From transaction → relationship
- From inconsistent → consistent presence
- From agenda-driven → people-centered
- From extracting → investing in community



# *How we practice these things in real time....*

- Attend community spaces without an agenda
- Follow through consistently and communicate openly
- Support partner initiatives (not just your own)
- Practice humble proximity—be present, not positioned





# KEY TAKEAWAYS

# *TRUST is the key to Relationship Building*

- Shift from recruitment → relationships rooted in trust
- Partnerships that are reciprocal, consistent, and community-led
- Community members as co-owners and co-storytellers, not just participants
- Engagement grounded in trust before transactions
- Sustainable impact built through humble, consistent presence



The goal is NOT to be known in the  
community....  
it's to be TRUSTED  
by it.



Questions?

# Additional Resources

## National Mentoring Summit Workshop RFP Open!

Visit [mentoring.org/summit](https://mentoring.org/summit) to learn more about presenting a workshop at our annual conference in D.C.!

## Affiliates

MENTOR Affiliates can support with training, resources, public awareness and advocacy. [Find your local affiliate here.](#)

**\* Thank you to MENTOR Nebraska for organizing this! ([info@mentornebraska.org](mailto:info@mentornebraska.org))**

## Mentoring Connector

Recruit mentors by submitting your program to the [Mentoring Connector](#).

## Resource Library

Check out our [website here](#) for all of our publications, resources, templates, and blogs!

# Remember!

- Please take **2-3 minutes to complete the anonymous survey** that pops up on your screen to let us know how we did!
- Within a week, you will receive an email with information on how to access **the slides, recording, and resources** on the CMWS page on MENTOR's website.

# May 21, 2026

1PM – 2:30PM ET  
12PM – 1:30PM CT

## From Connection to Collaboration: Strengthening Partnerships in Mentoring Programs

Led by the Governor's Prevention  
Partnership



*See you next time!*