



IFA Social Sector Task Force

Mentorship Program

Guidelines for Mentors & Application

What is Social Sector Franchising and why does the International Franchise Association Social Sector Task Force have a Mentor Program?

Social sector franchising is the application of commercial franchising concepts to achieve socially beneficial ends rather than profit. Social sector franchising has been used in areas of health and other product and service distribution and has created opportunities for local entrepreneurs to deliver a variety of products and services in underserved communities worldwide.

The International Franchise Association Social Sector Task Force believes that IFA members can provide meaningful and needed advisory assistance to the devoted efforts of social sector franchisors and franchisees to expand their reach and enhance the quality of their services. Though these social franchise systems often operate in uniquely challenging circumstances, the goal of creating franchise organizations that can consistently provide consumers a sustainable level of quality products and services is a common goal every franchisor shares. It is the principles of franchising management and the support you can provide to social franchisors and franchisees where your talents can have life changing and often life-saving impact.

What is a Social Sector Task Force Mentor?

Social Sector Task Force Mentors share their knowledge of and experience in franchising with social sector franchisor management and franchisees. Areas of support social franchisors are seeking include:

- Franchise system management and development;
- Defining territories and working to achieve sustainable field support for franchisees;
- Consumer marketing;
- Pricing strategies;
- Operations support to ensure that franchisor's brand promise in areas like customer service, site environment, productivity, on-site record keeping and reporting can be achieved;

- Legal input including defining compliance standards with a goal of minimizing fraud and the maintenance of brand standards;
- Financial services including working with social franchisors to establish initial and continual fees and teach financial management best practices to their franchisees;
- Business analytics and MIS to facilitate communication and information sharing throughout franchise systems and with consumers;
- Creating a sense of community among franchisees;
- Leveraging the social sector network for the benefit of franchisees including reduced cost of goods, pricing and marketing strategies, lobbying, etc.

As a mentor you will offer the following:

- *Information:* Mentors share their knowledge and experience in franchising with no financial benefit.
- *Contacts:* Mentors facilitate personal contacts in franchising.
- *Ideas:* Mentors support social franchising by presenting new ideas, perspectives and opportunities.
- *Support:* Mentors provide their protégés open and supportive exchange.

How to Be a Social Sector Task Force Mentor:

Submit your application (below) along with talking to 1-2 existing mentors to be nominated by them to become a mentor.

Existing Mentors:

Michael Seid, CFE, Managing Director, MSA
Worldwide
mseid@msaworldwide.com

Lori Kiser-Block, CFE, President, Rapid Refill
lblock@rapidrefill.com

Aaron Chaitovsky, CFE, Partner, Citrin Cooperman
achait@citrincooperman.com

Mary Beth Brody, CFE, Counsel, Faegre Baker
Daniels LLP
marybeth.brody@FaegreBD.com

As a mentor, you are a valuable resource to your protégé as a guide, counselor, and potentially future friend. The challenges faced by social sector franchisors and franchisees can be eased and informed by your experience, wisdom, and guidance.

Requirements of a Social Sector Task Force Mentor:

1. A genuine desire to enhance the quality of life in underserved populations by sharing your knowledge of and experience in franchising.
2. Must be an officer or executive or be appointed or approved by a company executive of an IFA-Member Organization.
3. Must agree and follow a general code of conduct geared to foster the positive development of social sector franchising and hold yourself to a high standard of honesty and integrity.
4. Receive no direct, or indirect, compensation, remuneration, perquisites or incentives by any protégé, company they may join or invest in, or influence any parties involved to reach a conclusion based on fiduciary influence.

NOTE: Any wrongdoing or discovery of personal gain beyond the feeling of pride in helping underserved populations will result in immediate suspension from the Social Sector Task Force Mentor Program.

Becoming Oriented and Staying Active

All Social Sector Task Force Mentors are 100% volunteers. Be aware that mentoring can take significant amounts of time. The following are some participation guidelines to consider when you are evaluating whether you have the time and the willingness to be a mentor.

- Become oriented to the global health social franchise operating environment and challenges via two one-hour webinars
 - Get up to speed on your protégé's organization in one or more phone or Skype sessions to understand the challenges requiring your help.
 - Check in with active protégés at least once per month (more frequently depending on the timeframe and activities involved). Read and respond to electronic mail messages and phone calls within 24 hours whenever possible.
 - Send a greeting to new protégés within 24 hours of notification of the candidate.
 - Communicate with program participants and Social Sector Task Force Members when requested; act as a resource when possible.
 - Attend Social Sector Task Force events whenever possible.
 - Let us know how we can make the program more valuable. If you are too busy to help someone, speak up and we can assign them to another mentor; don't leave someone alone when they might need your help most.
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After completing the application:

1. Please contact one of the existing mentors listed in the above guidelines to be nominated.
2. Please return the signed application to Marla Rosner, CFE, Senior Training and Development Consultant, MSA Worldwide via email at mrosner@msaworldwide.com.

PLEASE DO NOT FILL IN – FOR OFFICE USE ONLY

Date Received

By

Acknowledged

By

Final Notification

Date
