



Engaging Youth Catalog



MATERIALS, TRAINING AND TECHNICAL ASSISTANCE On Engaging and Retaining Youth

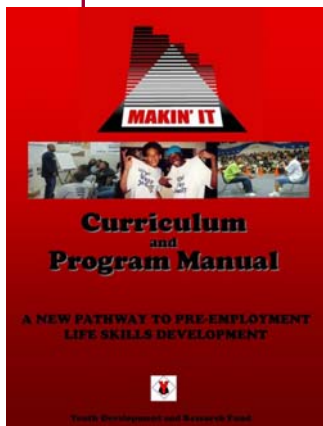


SUMMER WORK EXPERIENCE CURRICULUM

The MAKIN iT Summer Work Readiness Curriculum contains 12 units specially designed to get the message across about the importance of summer work experience. Each unit is 1.5 hours for a total of 18 hours of impactful, relevant and meaningful summer learning. Learning units include: Your Summer Job as a Pathway to Future Economic Opportunity, Working Effectively with Your Summer Work Experience Supervisor, Using Summer Work Experience to Build Opportunity Networks, Summer Work Time and Attendance Strategies for Future Economic Success and others

MAKIN iT Workbooks Purchase Separately—see page 2

Item Number: YSWEC
List Price: \$500.00



“MAKiN’ iT” Curriculum and Program Manual

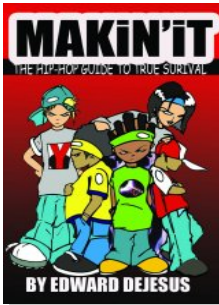
The MAKIN’ iT Curriculum is a workforce preparation/life skills program for young adults ages 14 – 24. It is a revolution in reaching youth because it organizes programs to take a look at their most valuable asset – youth. The curriculum is an entirely new method for connecting with youth and then using youth to produce positive program outcomes for their peers and programs alike. Consists of 40 learning units centered around building student skills and a program culture dedicated to long term economic success.

Item Number: YFEO
List Price: \$695.00

Phone Orders call: 301-216-2566
Credit Cards Accepted

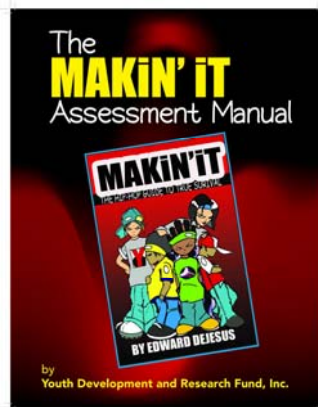


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Item Number: YMI
155 Pages, List Price: \$12.95,
0-49: \$12.95 each
50-200: \$8.95 each
201 plus: \$6.95 each

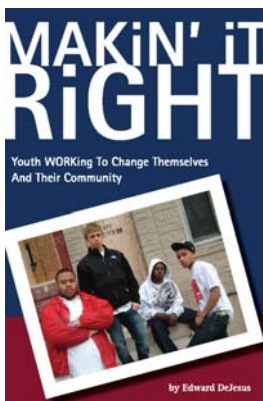
The “MAKiN iT” **Workbook** is a publication designed to teach young people about the realities of making the transition from youth to adulthood. Through thought provoking interviews with youth who overcame many barriers to success; hard hitting facts; and an experience and insight identifiable to millions of youth nationwide youth advocate and author Ed DeJesus, reveals the strategies used by many young people to get an education and achieve success.



Item Number: YMIPA
Price: \$279.50
Includes 50 Post Assessments

The **MAKiN' iT Book Assessment Manual and Post Assessment** is a great way to measure learning impact from participation in MAKiN iT activities. The MAKiN iT Assessment manual presents organizations three ways to get the MAKiN iT message (Life, Freedom and Future Economic Opportunity) through to youth and young adults:

- MAKiN iT Book Review and Assignments
- Portfolio Based Projects
- Staff Led Activities



Item Number: YMIR
List Price: \$12.95
0-49: \$12.95 each
50-99: \$8.95 each
100 plus: \$7.95 each

MAKiN iT Right - Youth WORKing to Change Themselves and Their Communities – a fictional tale of six young people who found jobs that allow them to make their communities a better place.

Killing two birds with one stone, DeJesus makes the case that we can resolve the issue of youth unemployment while also addressing many of the social ills that plague communities. MAKiN iT Right shows young people that they are our most valuable asset in addressing educational apathy, violence, and unemployment. It gives readers insight on what can be done to be the change agents where we live and work.



Phone Orders call: 301-216-2566
Credit Cards Accepted



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Item Number: YMIDAY
List Price: \$5000.00, plus expenses



Bring the Powerful MAKIN' iT Day to Your School/Program.

MAKIN' iT Day is a 3– 5 hour program designed for youth and young adults that allows the participants to engage in activities that challenge the notions of underachievement and complacency. MAKIN' iT Day is based on over 20 years of experience with at-risk youth and young adults.

MAKIN' iT Day's main goal - to develop a school/program climate of achievement and purpose by addressing the negative information and examples that affects youths' future. Participants engage in experiential, high energy activities centered on the importance of MAKIN' good decisions about life, education, and career development.

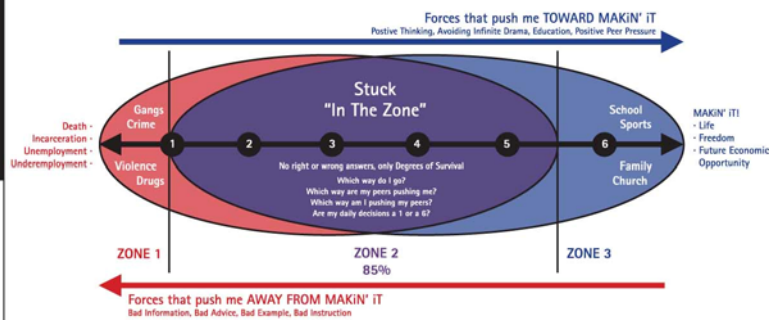
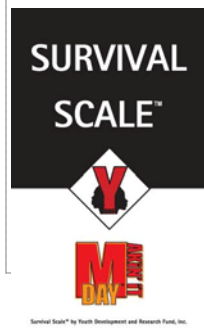
At the end of the MAKIN' iT Day, participants reported leaving with a new sense of motivation, a reinforced support network and the skills to successfully complete school and enter the workforce.

MAKIN' iT Day doesn't end there, we provide you with additional tools to sustain the impact of the program throughout the year. Upon initiation of the MAKIN' iT Day contract, each school becomes a MAKIN' iT Chapter and creates a MAKIN' iT Team to carry out the goals of MAKIN' iT Day throughout the community. The MAKIN' iT Team is charged with the purpose of planning and creating an environment that addresses and challenges anti-achievement values and creates an environment where every child can truly "MAKE IT".

Here's What You Get:

- Pre-program conference call and survey
- One five-hour program for a maximum of 100 participants
- MAKIN' iT Day Youth Leader and Staff Orientation (1 hour)
- 100 MAKIN' iT Books
- 20 MAKIN' iT Day T-Shirts for Youth Leaders and Staff
- MAKIN' iT Day Coordinator's Handbook and Team Guidebook
- KEEPING MAKIN' iT Day Alive Workbook
- One year Coaching Club registration

MAKIN' iT Survival Scale
5' x 2'
Item Number: YSS
List Price: \$150.95, each



MAKIN' iT Shirts
Item Number: YTSHIRT (T-Shirts)
List Price: \$10.95 Each
100 Plus: \$8:95 each

Item Number: YPOLO (Polo Shirts)
List Price: \$21.95 Each
100 Plus: \$15:95 each

MAKIN' iT Day T-Shirts and Polo Shirts: .



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Credit Cards Accepted



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Recruitment and Orientation.

YDRF has just released the Recruitment and Orientation Manual. In the manual you will receive:

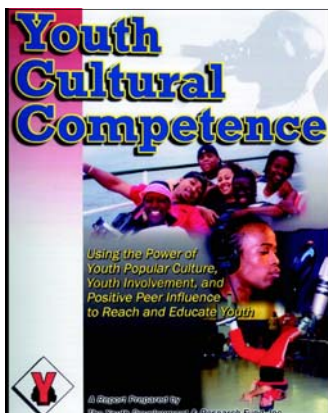
- 1. Signature YDRF Recruitment Activities
- 2. Creative Orientation Activities
- 3. Ongoing Activities to promote student retention and participation
- 4. Ten 1.5 instructional activities designed to promote student retention and engagement.

Let YDRF help you with recruitment. Order today and save.

List Price: \$350.00

Item Number: YROPM

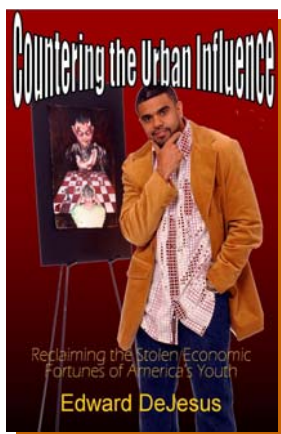
List Price: \$350.00



Based on in-depth research of ten programs that are effectively recruiting, retaining and engaging youth in workforce development, education and arts programming, the Youth Cultural Competence (YCC) Report provides a detailed look at how YCC is being used in programming to enhance program design and outcomes. The YCC Report was developed by YDRF after conducting interviews with program directors and front line staff, site visits and sampling of curricula; all of the information that was obtained was put together in a comprehensive report to provide a base of information on YCC and highlight specific best practices of the programs that were researched. YDRF's definition of YCC includes: 1) youth involvement –engaging youth in shaping and designing program offerings, 2) Positive Peer Influence – harnessing the influence of youth's peers through group activities and lessons to encourage youth to take part in program offerings and 3) Youth Popular Culture – utilizing young people's music, fashion, creativity, language and entrepreneurial spirit to engage them.

Item Number: YYCC

List Price: \$21.95



The new book by YDRF President, Edward DeJesus, *Countering the Urban Influence (CUI)* is a must-read for anyone working with youth aged 12 – 24. CUI is a personal narrative based of DeJesus' experience working with at-risk youth in New York City. It tells a story of inspiration, heartache and what it takes to help young adults make it beyond the streets. DeJesus speaks about the importance of positive peer groups, positive caring adults, genuine opportunities to work and learn, and the need for supportive organizations (the social protectors) in the lives of all youth.

Item Number: YCUI

List Price: \$15.95

250 pages

Bulk Prices

Box 44: \$393.85

Youth Development and Research Fund, www.ydrf.com—301-216-2566



Staff and Youth Training

One Day Workshops Available Are:

All workshops are available as a 2 – 4 hour seminar, See YDRF.com for program descriptions

Call for prices: 301-216-2566

1. Youth Engagement 101
2. Beyond Incentives
3. Power Recruitment
4. Radical Results through Youth Involvement
5. Youth Engagement through Youth Popular Culture
6. The Power of Peer Influence
7. Effective Practices
8. Labor Market Connections for Youth
9. Youth Cultural Competence (YCC)
10. Countering the Urban Influence

Two-Day Workshops – See YDRF.com for program descriptions

1. YCC Two-Day Youth Cultural Competence (YCC) Institute
2. Effective Youth Engagement Project: E-YEP

Youth Programs, includes 100 Books

1. MAKiN iT Day 2. Your FEO Years

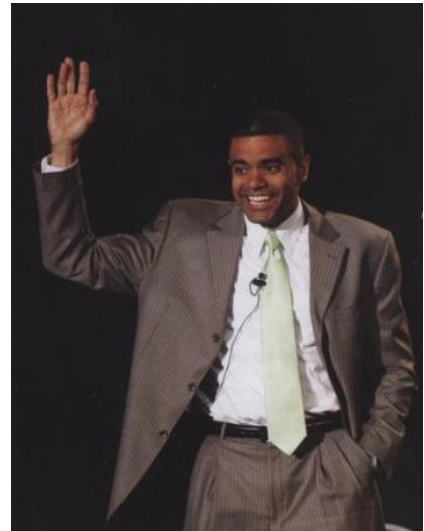
Conditions:

-Fifty percent of the “booking fee” must be paid within 7 business days of receipt of contract to schedule date; the balance immediately upon completion of the presentation/seminar/workshop. Same day travel restrictions apply

-Booking, when paid in full upon contract receipt, receives 5% discount.

-Training material will be sent to sponsor for reproduction at least five days before the scheduled date.

- Refund policy: -50% refund of deposit if canceled 90 days before event. -0% refund if canceled within 90 days of event.



WHAT PEOPLE ARE SAYING:

– Excellent presenter, enthusiastic, passionate about topic and kept the audience's interest.

– Excellent. Real world advice and examples; very motivational.

– Excellent with making it relevant to individual programs.

– Very dynamic! Relevant, realistic, rare.

– This workshop offered several great ideas for working with youth and embracing their culture to work for them rather than against them.

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YDRF Order Form

Item #	Description	Qty.	Price	Subtotal

Order total: _____

Shipping (see Below) _____

Total: _____

Name _____

Address _____

City, State Zip _____

Phone/Fax _____

E-Mail _____

Method of Payment:

Allow two weeks for Delivery

Credit Card: Circle one: Visa, MC, Amex

Card Number: _____ Exp date: _____

Check _____
3 digit code

Purchase Order (for orders only over \$500.00)

Shipping

For orders between:

\$10—\$100, add 10% of total

\$101-\$400, add 8% of total

\$401 over, add 6% of total

www.ydrf.com

Mail to:

YDRF
20405 Studio Place
Montgomery Village, MD
20886

Phone: 301-216-2566

Fax: 301-216-2307



Exp. date _____

06/30/09

Signature _____