



IT'S TIME FOR A NEW NORMAL

Every Monday Matters (EMM) is a not-for-profit committed to inspiring a new normal where all individuals and organizations understand how much and why they matter to themselves, the community, and the world. We provide the platform and programs that inspire and mobilize people to create this new normal... one person, one Monday, one action at a time.

OUR THEORY OF CHANGE

At EMM, we believe personal and societal change happens both from the inside out and from the outside in. People who FEEL better about themselves DO more good for others and their community. At the same time, people who DO more good for others and their community FEEL better about themselves. In other words, self and social transformation are connected at the hip.

The reason this is so powerful is that, more than anything, people want to know that their life matters... That they are loved, seen, heard, valued, and are living a life of meaning and significance. Knowing this changes everything for people and the world. When we connect to our "matterness," we feel more deeply, we think bigger, and we connect and contribute differently. Our role, as an organization, is to create programs, messaging, and experiences to drive positive change, both internally and externally. The work we do at EMM is the catalyst to creating a new normal for our world.

OUR SECRET SAUCE

There are two main ingredients to our personal and social transformation model:

1. We design all of our programs around three perspectives:

I MATTER



"I FEEL GOOD ABOUT MYSELF & HAVE A LOT TO OFFER."

YOU MATTER



"I APPRECIATE & POSITIVELY IMPACT THOSE AROUND ME."

WE MATTER



"TOGETHER, WE CAN DO AMAZING THINGS."

2. We drive these perspectives through our annual EMM calendar, which features 12 monthly themes each year and 52 weekly (Monday) actions and activities that tie directly back to the monthly themes.

For example, the monthly theme of "Monday Gets Positive" includes weekly activities such as "Give a Compliment" and "Take the High Road." Or, the month of "Monday Gets Healthy" includes activities such as "Chews Wisely" and "Move Your Body."

The EMM calendar changes yearly and offers fresh and relevant content that focuses on what we can do for ourselves, for one another, and together to create positive change and to matter.

JANUARY	FEBRUARY
MONDAY GETS FRESH	MONDAY GETS CIVIL
2 SEARCH YOUR SOUL	5 BE AWARE
9 BE A TEAM PLAYER	13 MAKE THE FIRST MOVE
16 BEGIN WITH THE END	20 TAKE PRIDE
23 PUSH YOUR ZONE	27 USE YOUR MANNERS, PLEASE
30 INAUGURATE YOU	

PROGRAM DESIGN

At EMM, we are committed to creating programs that are innovative, scalable, economical, measurable and, most importantly, life and world changing. Our approach to program development is consistent and proven:



REACHING PEOPLE

Currently, EMM reaches over 600,000 constituents in four unique audiences with four specialized programs: Schools (K-12), National and International Corporations and Employees (CSR initiatives), Non-profit Agencies (Serving special populations, such as transitioning homeless families and foster youth), and the General Public.



OUR GOAL IS TO REACH 1 MILLION PEOPLE BY 2018.

KNOWING IT WORKS

In all cases, EMM strives to clearly articulate and achieve outcomes that matter for each client for whom we serve. For education, it is showing positive progress towards the nationally-adopted standards for Social and Emotional Development, student engagement, health and well-being, and academic achievement. In corporations, it might be increasing employee engagement, improving culture and retention, or achieving Corporate Social Responsibility goals. From our education to non-profit to corporate partners, we have earned gold seals of approval in these areas:



JOIN US

Changing the world only happens by changing the way people feel, think, act, and connect to how much and why they truly do matter. It starts with people. With you and I. With Us. We at EMM believe it is within all of us to create a world where goodness is cool, authentic is real, what matters most actually matters, honesty is a universal truth, and doing the right thing is the only thing. Join us and individuals and organizations around the world that want to affect positive change from both the inside out and outside in.

To learn more, email us: contact@everymondymatters.com