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# NATIONAL MENTORING MONTH

2017 TOOLKIT

#MentorIRL  
[www.nationalmentoringmonth.org](http://www.nationalmentoringmonth.org)

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*Special thanks to [Midlands Mentoring Partnership](#) for the photos in this toolkit and accompanying graphics!*



# INTRODUCTION

National Mentoring Month (NMM) is the largest-scale mentoring campaign nationwide, culminating each year with the [National Mentoring Summit](#). The campaign was launched by the [Harvard T.H. Chan School of Public Health](#) and MENTOR: The National Mentoring Partnership.

This year's theme will reflect on the past 15 years of National Mentoring Month, real life mentoring relationships that have been formed and are thriving, and the incredible impact mentoring has had.



We thank our National Mentoring Month and *In Real Life* supporters for their investment.



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# THE MENTORING CONNECTOR



## WHAT IS IT?

- Each year, mentoring programs leverage National Mentoring Month to initiate a dialogue on the importance of quality mentoring programs and to recruit volunteer mentors through [MENTOR's Mentoring Connector volunteer database](#).

## WHY IS IT IMPORTANT?

- The Mentoring Connector allows thousands of prospective mentors across the country to search for mentoring opportunities through MENTOR's website and MENTOR's national partner sites, including the White House's My Brother's Keeper, LinkedIn, NBA Cares, National CARES Mentoring, [Mentor.gov](#), and many more.
- Searchers find a list of mentoring opportunities in their area, and can contact programs to inquire about becoming a mentor.

## SUBMIT YOUR PROGRAM

- Nearly 100,000 searches have been completed in the past seven months! Don't miss out on this opportunity as you're recruiting mentors during National Mentoring Month!
- [Submit your program information](#) today to get in on all the action!

[SUBMIT YOUR PROGRAM](#)

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## THE CAMPAIGN

This January marks the second year of MENTOR's public awareness and recruitment campaign, [In Real Life](#). *In Real Life* focuses on the real life benefits of mentoring to young people, as well as real life benefits to mentors themselves.

## “MENTORING FLIPPED” VIDEO SERIES



Feeding off the [viral video](#) where President Obama is teaching Steph Curry how to shoot a basketball in this comedic mentoring video, MENTOR is creating a new video series promoting mentoring. This series will feature high-profile individuals being “mentored” by a young person on the thing they are best known for in the world. This

approach is designed to make mentoring more accessible and encourage adults to become mentors and elevate young people's role in the relationship.

This video campaign will launch in January as part of National Mentoring Month and MENTOR's *In Real Life* campaign with the first three videos, with more planned throughout the year. Follow our [YouTube channel](#) and check back in January to see and share each one as they are released!

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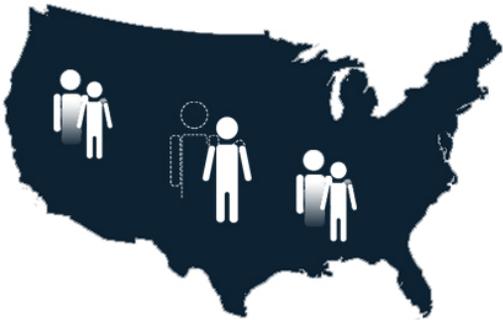


# KEY MESSAGING

*Throughout January and year-round, key messaging shares that mentoring is a critical component in young people's lives, helping them make the decisions that ultimately lead to improved opportunities and connections, which has an impact in real life.*

**One in three young people are growing up without a mentor.**

This is the mentoring gap in America.



## WITH A MENTOR, AT-RISK YOUTH ARE:

-  **52%** less likely than their peers to skip a day of school
-  **55%** more likely to be enrolled in college
-  **46%** less likely than their peers to start using drugs
-  **81%** more likely to report participating regularly in sports or extracurricular activities
-  **78%** more likely to volunteer regularly in their communities
-  **130%** more than twice as likely to say that they held a leadership position in a club or sports team
-  **90%** Respondents who had a mentor said they are now interested in becoming mentors

**9 million kids** in America grow up without a mentor to offer real life guidance.

- Having a mentor empowers young people to make smart choices that put them on a path to making better life decisions.
- Students who have mentors are more likely to stay in school.
- Hashtag activism can raise awareness for important issues, but mentoring delivers real-life impact.

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# CALENDAR OF CAMPAIGN DATES



*There are five important dates to mark during National Mentoring Month that provide built-in hooks for online engagement, community outreach, and local activities.*

*[Mark these dates on your planning calendar](#) and see the online engagement guide on the next page for tips and sample messaging to help you get started on planning!*

## **January 4, 2017 - National Mentoring Month Kick-off Twitter Chat**

(3 p.m. ET/1 p.m. PT)

- A social media opportunity to discuss all things National Mentoring Month and how mentoring is impacting local communities.

## **January 12, 2017 - I Am A Mentor Day**

- A day for volunteer mentors to celebrate their role and reflect on the ways mentees have enhanced their world.

## **January 16, 2017 - Martin Luther King, Jr. Day of Service**

- A day to share in the inspirational words of MLK, Jr. and elevate the spirit of service through volunteerism.

## **January 17, 2017 - International Mentoring Day**

- A day of international conversations on social media where photos, video and powerful mentoring stories messages are shared.

## **January 19, 2017 - #ThankYourMentor Day**

- A day for all who have real life mentoring experiences to thank those who helped them on their path to adulthood and beyond.

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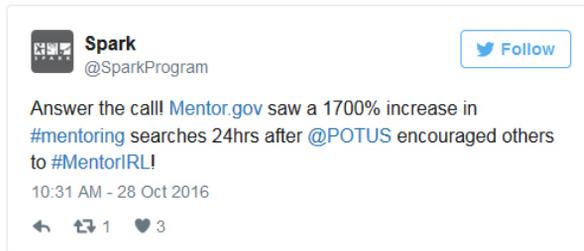


# ONLINE ENGAGEMENT & SOCIAL MEDIA ACTIVATION



## CAMPAIGN HASHTAG: **#MentorIRL**

*This is the most impactful way you can lend your voice to the mentoring movement! Our online engagement guide shares sample social media messages for each platform and includes content for partners to take advantage of key campaign dates and appeal to a diverse audience.*



## DOWNLOAD ONLINE ENGAGEMENT GUIDE

- [National Mentoring Month Logos and Graphics](#) – Download our great digital asset package for use on social media, marketing emails, printed guides and posters and more!
- [15 Years of National Mentoring Month YouTube Playlist](#) – Share these throwback National Mentoring Month videos on social media or email marketing!
- [Collaborative Mentoring Webinar Series “National Mentoring Month In Real Life”](#) – In November 2016, several mentoring recruitment resources were shared as part of this compelling webinar you can watch now.

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# MEDIA OUTREACH



*These tips will help you engage with local, regional and national media outlets to cover mentoring and report on youth issues.*

- ❑ **Track media outlets** that cover mentoring stories and feature articles in support of youth success.
  - *Ex. Google search “mentoring + [outlet name] to see which reporters have public contact information.*
- ❑ **Send a social media message to reporters** who are interested in writing about mentoring and youth.
  - *Ex. Thanks for this great article on mentoring [reporter]! I’d love to connect with you to share more about our work at [organization name].*
- ❑ **Write an op-ed/press release** on mentoring and submit to several local/regional outlets.
  - *Ex. Pick a relevant topic that ties into the current local mentoring/youth landscape to appeal to the outlet.*

You can use & customize the sample press release template to reach out to local and regional media outlets to gain traction and celebrate your work during National Mentoring Month.

## [NATIONAL MENTORING MONTH PRESS RELEASE TEMPLATE](#)

- ❑ **Ask your local/regional outlet** for donated airtime or print-ad space for use during National Mentoring Month.
  - *Ex. Come up with creative copy on a relevant topic, highlight an event you’re doing to discuss on air, or generally discuss why mentors support healthy communities.*
- ❑ **Invite media contacts** to any special events or activations you are doing in the local community.
  - *Ex. Gaining coverage for special events will provide an opportunity to elevate mentoring and volunteer recruitment!*

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# PUBLIC OFFICIAL OUTREACH & ADVOCACY



*Getting to know and building relationships with elected leaders and other VIPs in your community can result in positive and helpful relationships in support of mentoring. You can help your elected officials publicly celebrate quality mentoring programs by encouraging them to use their platform to elevate National Mentoring Month in January!*

## 5 Ideas for Connecting with Your Local Public Official

1. Reach out to your governor and mayor and request they issue a proclamation honoring National Mentoring Month.
  - *Ex. Use the template proclamation form included below!*
2. Invite your Members of Congress, state and local elected leaders to visit community mentoring programs.
  - *Ex. Take photos during each legislative visit and share them on social media tagging your local official!*
3. Invite statewide elected officials from across your state to present awards to outstanding volunteers for their contributions to youth and their community.
  - *Ex. Holding a community event in January? This is the perfect opportunity to present an award!*
4. Tweet your public officials a note, or thank them for their work on mentoring by sending a message on Facebook, Instagram or LinkedIn!
  - *Ex. This is an opportunity to start an important conversation with them on mentoring!*
5. Request a meeting with your Members of Congress to talk about your organization's efforts, and the community need for mentoring.
  - *Ex. Don't forget to take photos during your visit for social media!*

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# PUBLIC OFFICIAL OUTREACH & ADVOCACY

*Engaging leaders on multiple fronts contributes to developing close working relationships with public officials and their staff that can ultimately lead to increased support, funding and other opportunities. Presenting elected officials with a variety of ways to engage with you – from celebrating NMM on their social media to releasing a proclamation honoring the contributions of mentors and mentoring in their state or city – increases the odds these leaders can find a way to celebrate NMM in a way that feels most comfortable to them while connecting this important campaign to the work you are doing in their communities.*

Use National Mentoring Month to your favor and reach out! To learn more about MENTOR's policy and advocacy efforts go to <http://www.mentoring.org/get-involved/advocacy/>.

*Using the sample public official templates we've developed, you can help your elected leaders celebrate the outstanding efforts to support young people happening throughout the country.*



[General Outreach Template Letter To Public Official](#)

["Dear Colleague" Support Letter For Public Official](#)

[Public Official National Mentoring Month Proclamation Template](#)

[Elected Official Press Release Template](#)

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# CORPORATE ENGAGEMENT & PARTNERSHIP BUILDING

*Corporate engagement in youth mentoring is multifaceted; companies bring business acumen, experience in managing and developing talent, offer financial investment, and provide human capital in the form of thousands of volunteer mentors across the US.*

*National Mentoring Month provides a unique opportunity to engage and recognize your corporate partners on a national stage. You can foster relationships with current or prospective partners by taking some of the following actions during National Mentoring Month.*



## 7 Ways You Can Engage with Companies During National Mentoring Month

1. Make it easy for companies to lend their voice to the movement by sharing this [Corporate Engagement Guide](#) with sample activities and social media messages!
2. Invite corporations to share why youth mentoring is important to them and feature these testimonials on social media, on your website, or in newsletters and blog posts throughout the month.
  - *Tip: Let companies know in advance when they will be featured and invite them to retweet/share to get the most leverage from your posts.*
3. Send a thank you letter to each of your corporate partners mentioning National Mentoring Month and showing your appreciation for their loyalty. Include a handwritten note and a photo or story from a mentee. (*Continued on next page*)

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# CORPORATE ENGAGEMENT & PARTNERSHIP BUILDING

## 7 Ways You Can Engage with Companies During National Mentoring Month (*Continued*)

4. Host an event during National Mentoring Month. Ask a company to host, sponsor, or invite representatives to attend. Present an award to a corporate employee who has demonstrated passion and commitment to mentoring a young person.

5. Send an e-mail with a recap of your 2016 accomplishments (as related to the partnership, if applicable). Include a copy of [\*Mentoring: at the crossroads of education, business and community\*](#) to show how companies are making an impact on the mentoring movement.

6. Invite your corporate partners to an open house or site visit to see your work in action.

7. Solicit a corporation to offer a special challenge grant during the month of January to inspire others to engage in your efforts (i.e. \$1 for every mention of your Twitter handle during National Mentoring Month; or 1:1 match for every dollar raised during National Mentoring Month).



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# MEASURING SUCCESS

*In any campaign, goal setting is important to measure your success, track progress toward those goals, and evaluate strategies and tactics that worked and those that didn't.*

## Sample Measurements of Success

- One-to-one interactions at events
- Phone calls from people seeking information
- Website traffic
- New volunteers from the [Mentoring Connector](#)
- Donations
- Sign-ups for email list
- New fans and followers on social media platforms
- Earned Media impressions
- Number of elected officials demonstrating public support for mentoring



By recording milestones on a weekly basis and writing a brief analysis of the results you will be able to refine your efforts year-to-year for maximum effectiveness.

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# CONCLUSION

As we reflect on 15 years of National Mentoring Month, we thank you for continuing to elevate the mentoring movement with your work each day in an effort to close the mentoring gap and ensure each young person has a caring adult in their life, helping them reach their full potential.



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