



## Making the Most of National Mentoring Month Toolkit

*This toolkit was created to help OJJDP grantees create a plan to promote mentoring during the month of January in conjunction with National Mentoring Month. While not an exhaustive list of ideas and resources, this toolkit should help programs start to think about how to get involved and spread the word about mentoring.*

### RECRUITMENT IDEAS

National Mentoring Month is a great time to promote your organization and gain new mentors and supporters for the work that you do. You can use the month of January to cover your entire community with information about mentoring and ways to get involved. Below are several ways to start getting the word out. Just remember that you can also recruit new partners to support your work while there is a lot of buzz going on!

#### **Print Marketing**

- For churches and other faith-based communities, create church bulletin covers/inserts to share with church members during services.
  - Develop creative ways to highlight the theme, “*Invest in the Future: Mentor a Child.*”
- Use Vista Print to print thousands of flyers and postcards for less than \$200.
  - Click [here](#) to learn more about the resources from Vista Print

#### **Using Technology**

- Create your own YouTube channel for your mentoring program. Use this channel to promote events, highlight achievements, and create awareness about the need for mentors.
  - Having your own YouTube channel gives you:
    - Advanced features that you don’t get with a normal YouTube video at no additional cost
    - More exposure because you are listed on YouTube’s nonprofit page
    - New outreach and fundraising opportunities with a Call-to-Action ad or a Google Checkout “donate” button
    - The opportunity to utilize skilled volunteer videographers through the YouTube Video Volunteers platform
  - Click [here](#) for instructions on how to get started creating a YouTube channel.
  - For an example of what it looks like to embed a YouTube channel in your website, visit the [Boys & Girls Clubs of America](#) or contact [Perry Cooper](#).

- Use your program’s Facebook page to create events and promote your Mentoring Month activities.
- Encourage your mentors to Tweet about what mentoring has meant to them.
- Starting in the fall, put a tagline on your email.
- Update your website to include information about events, PSA, etc.

**SAMPLE EMAIL TAGLINE:**

Katy White  
[khw@mentorsaregreat.org](mailto:khw@mentorsaregreat.org)

**MARK your Calendar!**

January is **National Mentoring Month**  
**Plan an event to recognize mentors!**

**Mentor Speaker’s Bureau**

- Give staff, volunteers, board members, and mentors a Speaker’s Kit to use for outreach events. Using current mentors to recruit other mentors is a great way for people to see who a mentor really is and picture themselves being involved.
- Schedule members of your Speaker’s Bureau to address community groups, schools, college campuses, and churches at meetings of all sizes.
- For more information about what should be included in a Speaker’s Kit and how to set up your Mentor Speaker’s Bureau, click [here](#) for a checklist of the Elements of an Effective Speaker’s Bureau.

**Building Partnerships**

- Engage current partners through featured activities.
  - Invite them to use taglines for internal and external communications to highlight National Mentoring Month and your agency’s name.
  - Recognize and thank them as part of Thank Your Mentor Day events.
- Recruit a local celebrity, sports figure, or political leader to be a month-long spokesperson for your agency.
- Work with the largest radio advertiser in the market for your key radio/TV stations and ask them to sponsor Mentoring Month by tagging all their radio/opening spots with 10- to 20-second tags.
  - For help, see [this Guidebook](#) from MENTOR on developing a PSA.
  - Check [www.nationalmentoringmonth.org](http://www.nationalmentoringmonth.org) for a PSA created specifically for this year’s theme, *“Invest in the Future: Mentor a Child.”*
- For school-based mentoring programs, consider recruiting teachers and school staff through local teachers unions and retired teachers associations.

**Building Partnerships with Local Business**

- ✓ Seek top management endorsement
- ✓ Get management to promote internally
- ✓ Feature partnership in internal newsletter
- ✓ Secure release time from supervisors for employees to volunteer
- ✓ Conduct mentor training at the worksite

**CELEBRATING EXISTING MATCHES**

Getting new mentors is important, but it’s also important to celebrate the mentors who have been serving your program for the past year. January 26<sup>th</sup> is set aside specifically for honoring and thanking mentors for what they do in the lives of youth and children across the country.

## Thank Your Mentor Day (January 26<sup>th</sup>)

- Host an appreciation event for all your mentors and ask them to invite ten people they know.
  - Offer plaques or prizes for the mentor who:
    - Invited the most people
    - Has been mentoring the longest
    - Had the highest number of hours with their mentee
- Order thank you cards [here](#) for mentees to share with their mentors.
- Invite people to thank their mentors through the [Who Mentored You?](#) program.

## KEY SPONSORS

To learn more about National Mentoring Month and how to get involved, visit these three key partners:

- Corporation for National & Community Service
  - Here you will find National Mentoring Month posters, bookmarks, and thank you cards to download and/or order to promote National Mentoring Month in your community.
  - Visit [www.serve.gov/mentor](http://www.serve.gov/mentor).
- Harvard School of Public Health
  - This website has links to local partners. It also offers the most recent PSA announcements and other news and events information.
  - Visit [www.nationalmentoringmonth.org](http://www.nationalmentoringmonth.org).
- MENTOR/National Mentoring Partnership
  - This is the place to go for resources and toolkits to promote your program. MENTOR has guidebooks for creating press releases and PSAs.
  - Visit [www.mentoring.org](http://www.mentoring.org)
    - Contact: Cathy Jenkins ([cjenkins@mentoring.org](mailto:cjenkins@mentoring.org))

### *Seek out local partners!*

Harvard School of Public Health has a list of local partners on their website. Look at who else is doing things in your state and see if you can work together. The more people working together, the louder their voice!

Contact [Simone Bess](#), a fellow OJJDP grantee, about working through partnerships.