This year, MENTOR is focused on sourcing and elevating inspirational stories that highlight the impact mentoring has on transforming our young people and our communities.

**WE WANT TO HEAR FROM YOU!**

MENTOR has created mentoring themes in hopes to help unite the narrative for the mentoring field throughout the year.

**JANUARY**  
National Mentoring Month

**FEBRUARY**  
Black History Month

**MARCH**  
Women’s History Month

**APRIL**  
Financial Literacy

**MAY**  
Getting Active

**JUNE**  
Youth Voices

**JULY**  
College Access & Career Readiness

**AUGUST**  
Advocacy August

**SEPTEMBER**  
Back to School

**OCTOBER**  
STEM Mentoring Month

**NOVEMBER**  
Thank Your Mentor

**DECEMBER**  
Celebrating All Abilities

**DEADLINE:** Submit all content or ideas in advance, by the 15th of the prior month

Each month, we’ll feature content from:  
PROGRAMS - CORPORATE PARTNERS  
MENTOR AFFILIATES - REAL LIFE MENTORS AND MENTEES

Content will be promoted in different ways:  
**BLOG POSTS - PRESS RELEASES - VIDEO STORIES**  
**ADVOCACY ALERTS - SOCIAL MEDIA - EMAIL**
ADD YOUR VOICE
SHARE YOUR STORIES BY CONTRIBUTING OR AMPLIFYING CONTENT THROUGHOUT THE YEAR

Below are just a few examples of how you can share your own stories with us and In Real Life via different content channels. We welcome your input and new ideas! Contact Heather Coyne at hcoyne@mentoring.org to discuss or submit your content.

**IN REAL LIFE BLOG SERIES: MENTORING IN THE MIDDLE GRADES**

**Guest Author:** Jaren Ganzarino, Chief Executive Officer: Spark

*March 31st, 2016*

*Posted In: Education, In Real Life*

Throughout March, we are focusing on the role education plays in Real Life. Visit MENTOR’s blog to read weekly blog posts on the unique ways education intersects with mentoring, including program stories, real life mentoring features, and announcements on initiatives supporting our efforts to building a strong foundation for all young people to reach their potential.

Years ago, Andrew was an eighth grader in Los Angeles and admittedly felt unprepared to move on to high school. He didn’t feel engaged or motivated in school, and he was falling behind. That year, he was paired with a mentor in the Spark program. Spark partners with schools in disadvantaged communities across the country to offer youth like Andrew a yearlong opportunity to work one-on-one with a professional in a workplace environment. Andrew was interested in drawing and this

**BLOG:** Share a mentoring story and we’ll post it on our blog. Or, contact us to help you author or co-author a post!

Example: Program partner Spark guest authored a blog post about Middle Level Education Month to support our Education theme in March.

**PHOTOS:** Share a great mentoring photo to be featured on In Real Life materials. Contact us to discuss licensing requirements.

Example: Our Affiliate provided us with real life photos of mentors and mentees to use throughout our website. This one from the Mentoring Partnership of Southwestern Pennsylvania was used in March to highlight the role mentors play in supporting mentees in school.

**VIDEO:** Repurpose a video you’ve shot by adding a slide at the end co-branded with In Real Life, or contact us to discuss creating a video!

Example: Corporate partner AT&T shot a series of videos featuring their mentors to celebrate a their millionth hour milestone. We worked together to incorporate In Real Life messaging and featured this as a part of our Education theme in March.

**SOCIAL MEDIA:** Create social message featuring statistics or information about In Real Life themes that we can share with our partners, or cross promote our tweets, Facebook posts, Instagram photos or LinkedIn messages for maximum amplification. Use #MentorIRL throughout your posts!

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