



# January is NATIONAL MENTORING MONTH

## National Mentoring Month 2019: Corporate Engagement Guide

### Get Involved in National Mentoring Month!

Corporate engagement is critical to helping us build momentum for [National Mentoring Month](#).

### What is National Mentoring Month?

Launched in 2002, [National Mentoring Month](#) focuses national attention on the need for mentors. It exhibits how each of us—individuals, businesses, government agencies, schools, faith communities and nonprofits—can work together to increase the number of mentors to assure positive outcomes for our young people. Follow #MentorIRL and #MentoringMonth on social media to keep up with National Mentoring Month activities and updates.

### Why should I participate?

Companies can use National Mentoring Month as an opportunity to showcase the impact of their corporate youth mentoring initiatives and partnerships. By engaging in National Mentoring Month activities, companies can:

- Gain visibility
- Build staff morale
- Recognize employee volunteers and inspire other companies to get involved in the mentoring movement



Participating is easy! Here are five simple ways you can participate in National Mentoring Month:

**1. *Share your stories! Leverage digital storytelling to highlight the mentoring initiatives occurring at your company:***

- Feature an employee mentor/mentee story on social media, company intranet, employee newsletter or website
- Write a blog or co-author an op-ed with a local mentoring program about why mentoring is a priority for your company and showcase some successes
- Share your social media plan with your local nonprofit partners and MENTOR and invite them to retweet/share to help elevate your posts (See below for suggested social media messaging)
- Submit your mentoring story to the [Storytelling Repository](#) to be included in a national record of the mentoring movement

**2. *Support local mentoring programs' efforts!***

- Reach out to current partners or new nonprofit programs and ask how you can partner and support their initiatives and events throughout the month. Be sure to share this National Mentoring Month guide with them as well.

**3. *Help recruit mentors!***

- Host a mentor fair or brown bag lunch at your office showcasing local mentoring programs to employees
- Email employees and/or clients sharing why your company supports mentoring initiatives. Consider announcing a challenge to recruit a specific number of mentors during National Mentoring Month. Select a mentoring program partner to work with or direct people to MENTOR's national database of mentoring opportunities, [The Mentoring Connector](#). (MENTOR can work with your company to embed this database directly into your website and set up a tracking code to show the success of your efforts)
- Our [10K Connections](#) campaign is an excellent example of Starbucks and LinkedIn partnering with MENTOR to recruit more mentors

**4. *Recognize your employee volunteer mentors!***

- Host an event for employees who mentor. Invite your mentoring program partner(s) to share a few words about their work and your partnership. As part of the program, recognize a few employees who have gone above and beyond as mentors. Be sure to engage their mentees where possible!
- Send a thank you e-mail from the CEO or President to employee mentors. Share why mentoring is important to the company and how their service is making a difference both in their workplace and in their communities.



## 5. Participate in the National Mentoring Summit

- Learn from leaders in the field and share your experience at the only national convening of mentoring professionals, researchers, investors, and government and civic leaders.
- Learn more about the ninth annual National Mentoring Summit [here](#).

### Social Media Messaging

Official Hashtags: **#MentorIRL #MentoringMonth**, Tag **@MENTORnational**

Link for NMM Website: [bit.ly/NationalMentoringMonth](http://bit.ly/NationalMentoringMonth)

Social Media Graphics Package: [bit.ly/NMM2019SocialGraphics](http://bit.ly/NMM2019SocialGraphics)

### Simple Ways to Help Spread the Word!

Use our suggested messaging below to participate on social media. Remember to include pictures or graphics when posting on social media.

#### Facebook/LinkedIn/Instagram:

- Companies that engage their employees in youth mentoring have higher levels of employee satisfaction and retention. [COMPANY] is proud to be a part of the mentoring movement by partnering with [NAME OF MENTORING PROGRAM] to cultivate our future workforce and support our communities. Check out how companies are engaging in the mentoring movement: <http://bit.ly/2fFGXc9> #MentorIRL #MentoringMonth
- [COMPANY] is excited to celebrate National #MentoringMonth! At [COMPANY], over [#] of our employees are mentors to young people. We are proud that so many of our employees are supporting young people. Join [COMPANY] and become a mentor In Real Life today! #MentorIRL <http://bit.ly/BecomeAMentorIRL>
- At [COMPANY], our employee mentoring initiative [INSERT DESCRIPTION OF INITIATIVE]. The young people being mentored by our employees [INSERT COMPELLING METRIC OR DATA]. During #MentoringMonth help [COMPANY] support young people at home, school and work by becoming a mentor In Real Life! <http://bit.ly/2bJZFfn> #MentorIRL

#### Twitter:

- This National #MentoringMonth, [COMPANY] challenges everyone to become a #MentorIRL. Visit <http://bit.ly/BecomeAMentorIRL> to learn more!
- One in three American youth will grow up with a mentor in their life. [COMPANY] is proud of our employees who are helping to close the mentoring gap. Become a #MentorIRL <http://bit.ly/BecomeAMentorIRL> #MentoringMonth
- Corporate employees can make a huge impact by mentoring youth. Check out how [EMPLOYEE NAME] has helped [his/her] mentee: [LINK TO TESTIMONIAL OR BLOG POST FROM EMPLOYEE, IF APPLICABLE] #MentorIRL #MentoringMonth
- Companies are making a huge impact on the mentoring movement. Check out what the private sector is doing: <http://bit.ly/2e4xJGI> #MentorIRL #MentoringMonth

