NATIONAL MENTORING MONTH
2019 TOOLKIT

#MentoringMonth #MentorIRL
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INTRODUCTION

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

This year will reflect on the incredible growth of the mentoring movement, recognize the real life mentoring relationships that form and thrive each day, and offer opportunities to thank the mentors who inspired us.

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

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WHAT IS IT?

• Each year, mentoring programs leverage National Mentoring Month to recruit volunteer mentors through MENTOR’s Mentoring Connector, the only national database of quality mentoring programs that enables volunteers to search for local mentoring opportunities.

WHY IS IT IMPORTANT?

• The Mentoring Connector is a free volunteer referral service and helps quality youth mentoring programs across the country, regardless of size and capacity, recruit more volunteers to become mentors. Several of MENTOR’s national partners utilize and promote the Mentoring Connector to support their commitment to young people, including Nike, Starbucks, LinkedIn, NBA Cares, and the Corporation for National and Community Service. This helps make the mentoring field more equitable for smaller or rural programs that may otherwise not receive volunteers.

• Potential volunteers can search for local mentoring opportunities in their area using their zip code, and can contact programs to inquire about becoming a mentor.

SUBMIT YOUR PROGRAM

• Tens of thousands of searches were completed during last year’s National Mentoring Month! Don’t miss out on this opportunity to recruit mentors for the youth you serve!

• Submit your program information today to get in on the action!

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Become a Mentor In Real Life

MENTOR’s In Real Life theme focuses on the real life benefits of mentoring for young people, as well as the life-changing stories shared by mentors and mentees themselves.

THANK YOUR MENTOR

Your mentoring story can inspire others to mentor in real life! Join the #ThankYourMentor campaign and show your appreciation for someone whose guidance you value! Simply take a picture or video with a message about your mentor and then share with us on social media using hashtag #ThankYourMentor.

Click here to get started!

“MENTORING FLIPPED” VIDEO SERIES

The Mentoring Flipped video series features 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, encourage adults to become mentors, and elevate young people’s role in the relationship.

Follow our YouTube channel to see and share more videos coming this January!

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CALANDER OF CAMPAIGN DATES

There are 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 following pages for tips and sample messaging to help you get started!

January 4, 2019 - I Am a Mentor Day [Graphic]

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

January 17, 2019 - International Mentoring Day [Graphic]

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

January 21, 2019 - Dr. Martin Luther King, Jr. Day of Service

• A day to share in the inspirational words of Dr. MLK, Jr. and elevate the spirit of service through volunteerism. [Graphic]

January 31, 2019 - #ThankYourMentor Day [Graphic]

• This day concludes the #ThankYourMentor campaign! Anyone with real life mentoring experiences can thank those who helped them on their path to adulthood and beyond. Graphic

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Mentoring is a critical component in young people’s lives, helping them make the decisions and connections that lead to opportunity. You can help expand the mentoring movement by sharing the key speaking points below with your friends and followers throughout January and beyond:

• 1 in 3 young people are growing up without a mentor outside their family. This is the mentoring gap in America.

• That’s 9 million young people without a mentor outside their family to walk alongside them through their journey.

• Mentoring has tangible effects. We have the data to prove it. [Insert Mentoring Effect infographic]

• At a time when much of the focus is on what divides us, MENTOR research shows that there is something the majority of Americans agree on: mentoring relationships are powerful tools for connection and are critical to our country’s future.

• Americans are overwhelmingly crossing racial, economic, and other bridges to mentor young people outside their families.

• More than 80% of adults agree with government investment in mentoring, and more than two-thirds are already mentoring or willing to consider it.
ONLINE ENGAGEMENT & DIGITAL ASSETS

CAMPAIGN HASHTAGS: #MentorIRL & #MentoringMonth

Turn social activism into real life social action!

Help unite the mentoring narrative by posting on your social media platforms using hashtags #MentorIRL and #MentoringMonth to add your voice to the mentoring movement.

Share your favorite memories, videos, and graphics with your friends and followers to spread the power of mentoring and inspire new volunteers!

- **National Mentoring Month Logos and Graphics** – Download our digital asset package for use on social media, marketing emails, printed guides, posters, and more!

- **Power of Relationships Graphics** – Share these graphics on the power of mentoring relationships to help inspire others to become mentors.

- **National Mentoring Month Videos** – New videos will be added leading up to and throughout January

- **In Real Life videos** – Find your favorite videos promoting the power of mentoring in this playlist to share with your friends and followers!

- Missed the National Mentoring Month webinar on 12/5? Watch the webinar [here](#).

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[www.nationalmentoringmonth.org](http://www.nationalmentoringmonth.org)
CAMPAIGN HASHTAGS:
#MentorIRL & #MentoringMonth

Turn social activism into real life social action!

Now you can post with just a few clicks!

Click to Tweet: Click one of the messages below to open your Twitter! Make desired changes and post immediately!

• This National #MentoringMonth, you can make a difference in a young person’s life and help them to succeed. Become a mentor in real life today at bit.ly/BeAMentorIRL #MentorIRL

• Research shows that there is something most Americans agree on: mentoring relationships are powerful tools for connection & are critical to our country’s future. This #MentoringMonth, help inspire others to join the mentoring movement at bit.ly/BeAMentorIRL #MentorIRL

• This National #MentoringMonth, thank the mentors in your life by sharing your mentoring story using #ThankYourMentor! Share your story at www.mentoring.org/stories to help inspire others to join the mentoring field!

• Thank you @... for being my mentor. This #MentoringMonth I hope you’ll join me in #ThankYourMentor! #MentorIRL
Stories have power. Personal stories provide points of connection and remind us of the power of relationships to break down otherness, find common ground, and elevate shared humanity. That’s why MENTOR is collecting stories about mentoring in real life — stories from mentors, mentees, programs, and anyone willing to elevate their voice and personal connection to mentoring.

We know that mentors are the best recruiters, and their stories can inspire others to step up and join the movement. Will you share your story and encourage others to do the same?

Sharing your story is as easy as 1-2-3:

1. Visit www.mentoring.org/stories
2. Fill out the informational and story fields — you can upload your story or type it out in the text box
3. Make sure to include a photo or video to make your story come to life.

Hit submit and your story is one step closer to inspiring others!

Visit the Storytelling Repository

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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 elected leaders and other VIPs in your community can result in building relationships that can support mentoring policy and advocacy. You can help your elected officials publicly celebrate mentoring programs by encouraging them to use their platform to elevate National Mentoring Month in January!

6 Ideas for Connecting with Elected Officials

1. Request that your governor or mayor issue a proclamation honoring National Mentoring Month.
   • TIP: Use the template proclamation included in this toolkit.

2. Invite your members of Congress, state officials, and local elected leaders to visit community mentoring programs.
   • TIP: Use the resource on how to invite elected officials to your mentoring program included in this toolkit.

3. Invite the mayor or other elected officials to present awards to outstanding volunteers for their contributions to youth and their community.
   • TIP: Holding a community event in January? This is the perfect opportunity to present an award.

4. Tweet your members of Congress a note, or thank them for their work on mentoring by sending them a message!
   • TIP: You can use MENTOR’s grassroots platform VoterVoice to directly send a message to your Member of Congress about mentoring legislation.

5. Request a meeting with your members of Congress to talk about your program’s effort and the community need for mentoring.
   • TIP: See the resource for how to schedule a meeting in this toolkit and don’t forget to take photos during your visit!

6. Mayors for Mentoring is a campaign recognizing the outstanding contributions of mayors to mentoring. Learn more about what mayors are doing and consider nominating your mayor!
   • TIP: Email Abbie Evans if you have any questions about Mayors for Mentoring.

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Engaging elected leaders on multiple fronts contributes to developing close working relationships with these officials and their staff that can lead to increased support, funding, and other vital engagement opportunities.

Presenting elected officials with a variety of ways to engage with you — from celebrating NMM on their social media platforms 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 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/](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.

- Invite Elected Officials on a Site Visit Guide
- Schedule an In-District Meeting with your Member of Congress Guide
- Proclamation Declaration Letter Template
- Elected Official Press Release Template
- Elected Official Proclamation Template

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Corporate engagement is a critical component to closing the mentoring gap in our country. Companies of all sizes and industries are looking for meaningful ways to engage their employees and ensure future generations are prepared for the 21st century workforce.

You can work with companies to strategically leverage their employees, customers, financial resources, and marketing reach to scale quality youth mentoring initiatives aligned with their social responsibility goals. These initiatives dramatically increase the supports and opportunities for young people while also positively contributing to corporate culture, employee satisfaction, and brand experience.

10 Ways You Can Engage with Companies During National Mentoring Month

1. **Express your gratitude.** Whether you tweet a thank you message to your corporate partners or send them a handwritten note, they will appreciate being recognized for their commitment to mentoring.

2. **Provide sample content.** Make it easy for companies to celebrate National Mentoring Month by sharing sample messages that they can post on their social media channels and intranet sites.

3. **Spotlight mentoring stories.** Work with companies to collect mentoring stories and photos from their employees and/or customers that they can promote through their communication channels. Further amplify the stories on your social media, your website, or in newsletters and blog posts throughout the month.

4. **Celebrate employee mentors.** Plan an event to recognize the engagement and impact of employee volunteers during National Mentoring Month. Invite mentees to present the awards and share what they value most in their mentoring relationships.

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5. **Highlight the diversity of mentoring opportunities.** Pitch a “Mentoring Monday” feature to a local TV station, newspaper, or radio host in collaboration with other mentoring programs to feature the diversity of mentoring opportunities available in your community (e.g. virtual mentoring, sports mentoring, STEM mentoring, college prep mentoring).

6. **Create a picture book.** Assemble a book of pictures and quotes from mentors and mentees in your program and present the books to corporate partners to display in their lobbies and waiting rooms. Personalize the book with a handwritten thank you message inside the front cover.

7. **Host an open house.** Recruit new corporate partners by inviting them to an open house where they can meet mentors and mentees in your program. Facilitate a few mentoring activities so prospective partners can see and experience mentoring in action.

8. **Coordinate a Balloon Drop.** Work with a company to recognize employee mentors by placing a balloon at their desk during National Mentoring Month with a thank you message. It draws attention to the employees’ commitment to mentoring while raising awareness of mentoring programs.

9. **Facilitate an info session.** Host a brown bag lunch or happy hour with prospective employee mentors to raise their awareness of your local mentoring gap and opportunities to connect with youth.

10. **Issue a challenge grant.** Work with a corporation to offer a challenge grant during National Mentoring Month to inspire others to engage in your efforts (e.g. $1 for every #ThankYourMentor post that tags your program or a 1:1 match for every dollar raised during January up to a certain amount).
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.

Use Google Analytics, TweetDeck, or Buffer to manage and track your online successes for free!
CONCLUSION

National Mentoring Month not only offers us a chance to celebrate the mentoring relationships essential to creating sustainable futures for our youth, but also provides a chance for all of us to recognize those who devote their energy to recruiting, training, and matching the mentors our young people require.

Thank you for elevating the mentoring movement through your work each day to ensure every young person has a caring adult in their life.