



NATIONAL MENTORING MONTH TOOLKIT

Corporate Engagement | 2020



WORK WITH BUSINESSES

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.

- 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.

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).

11. Recognize companies at the national level. Invite companies in your community who support mentoring to register for the National Corporate Mentoring Honor Roll. Launched in 2011 by First Lady Michelle Obama, the Honor Roll promotes and recognizes private-sector engagement and support of quality youth mentoring.

12. Partner with a company on a cause marketing campaign. Ask local businesses to donate a portion of their proceeds to your organization in honor of National Mentoring Month.

