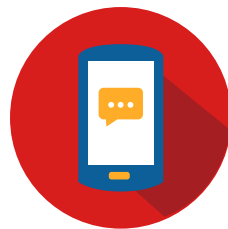




NATIONAL MENTORING MONTH TOOLKIT

Digital Engagement | 2020



DIGITAL ASSETS

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! Download our digital assets below to help.



National Mentoring Month Logos and Graphics

Use our digital asset package on social media, 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, but check out past videos here.



In Real Life videos

Find your favorite videos promoting the power of mentoring in this playlist to share with your friends and followers!



Key Messaging

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.

SOCIAL MEDIA ACTIVATION

Hashtags: #MentoringMonth #MentorIRL #ThankYourMentor

Twitter: [@MENTORnational](https://twitter.com/MENTORnational)

Facebook: [MENTOR: The National Mentoring Partnership](https://www.facebook.com/MENTOR-The-National-Mentoring-Partnership)

Instagram: [@mentornmp](https://www.instagram.com/mentornmp)

LinkedIn: [MENTOR: The National Mentoring Partnership](https://www.linkedin.com/company/MENTOR-The-National-Mentoring-Partnership)

Call To Action: Become a mentor at bit.ly/BeAMentorIRL

Now you can post with just a few clicks! Click to Tweet: Click one of the messages below to open in 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 \[bit.ly/BeAMentorIRL\]\(https://bit.ly/BeAMentorIRL\) #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 \[bit.ly/BeAMentorIRL\]\(https://bit.ly/BeAMentorIRL\) #MentorIRL](#)
- [This National #MentoringMonth, thank the mentors in your life by sharing your mentoring story using #ThankYourMentor! Share your story at \[www.mentoring.org/stories\]\(https://www.mentoring.org/stories\) to help inspire others to join the mentoring field!](#)