



# NATIONAL MENTORING MONTH TOOLKIT

Media Outreach | 2020



## REACH OUT TO LOCAL MEDIA

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.

[Click Here For Press Release Template](#)

- ✓ 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.
- ✓ 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!