



# NATIONAL MENTORING MONTH TOOLKIT

Public Official Outreach & Advocacy | 2020



## REACH ELECTED OFFICIALS

Developing relationships with elected leaders in your state and community can result in actions that support expanding mentoring opportunities. Help elected officials celebrate mentoring, programs, and volunteer mentors by sharing tools, templates, and resources for National Mentoring Month this January.

### Ways to Connect with Elected Officials during National Mentoring Month:

#### Governors and other state legislative officials

- Request your governor issue a proclamation honoring National Mentoring Month in your state.
  - TIP: submit this request in mid/late-December and follow up early in January. Please share it with MENTOR so we can amplify your success!
- Ask your governor (and other VIPs) to reflect on a mentor in their life and share their thoughts in your January newsletter and on your social media platforms. Use #MentoringMonth to be part of the collective conversation.
- Are state employees eligible for paid leave time to volunteer in your state? NMM presents a great time to encourage your governor or state officials to make these employees available to serve as volunteer mentors. Make the case as a means of reducing your mentee wait list and increasing mentor recruitment efforts.



## Members of Congress

- [Click here to send a message](#) to your Members of Congress (MOC) asking them to celebrate NMM in January.

- *TIP: personalize the message MENTOR has created for you to make it more impactful.*

- Invite MOCs to visit your programs or join celebrations of outstanding volunteers, youth, etc. during National Mentoring Month.
- Tweet or post on your MOCs Facebook thanking them for their support of mentoring (see sample messaging).

- *TIP: follow them on social if you don't already and like or share relevant and positive posts.*

- Request a meeting to talk about your program and needs in your community.

## Mayors

- Ask them to contribute to #ThankYourMentor Day on Thursday, Jan. 30. Coordinate efforts to best amplify their message through your social media platforms.
- Invite mayors to keynote and/or present awards and recognitions at any celebration events you're hosting in January.
- Work with your mayor's office to host a mentor recruitment campaign they champion during NMM.
- Ask the mayor to host mentees and their mentors at the mayor's office to celebrate the value mentoring provides in your community. Coordinate with area mentoring programs.
- Does your mayor already celebrate and support youth mentoring? **Nominate them** to be a Mayor for Mentoring!

Engaging elected leaders on multiple fronts contributes to developing close working relationships with these officials and their staff (equally as important!) that can lead to other vital opportunities.

Presenting elected officials with a variety of ways to engage – from an “easy lift” such as celebrating NMM on their social media platforms to something more substantive such as releasing a formal proclamation honoring the contributions of mentors – increases the odds these leaders will find a way to comfortably participate in NMM and interact with you. Use this fun and important campaign as an opportunity to reach out!

### Resources and templates for your use:

- [Template: letter to Governor requesting a NMM proclamation](#)
- [Template: Proclamation draft for governors or other elected officials](#)
- [Template: Elected Officials press release](#)
- [Guide: invite your elected officials on a site visit](#)
- [Guide: schedule a local meeting with your Member of Congress](#)
- [Sample: recommended paid leave for city/state employees to serve as volunteer mentors](#)
- [MENTOR's legislative platform](#)
- [Sample social media messages](#)
- [Talking points and resources on youth mentoring for elected officials](#)