



National Mentoring Month: How to Engage and Recruit

November 21, 2017



2017 Collaborative Mentoring Webinar Series Planning Team

The Collaborative Mentoring Webinar Series is funded by the **Office of Juvenile Justice and Delinquency Prevention** through the National Mentoring Resource Center and facilitated in partnership with MENTOR:
The National Mentoring Partnership



Good to Know...

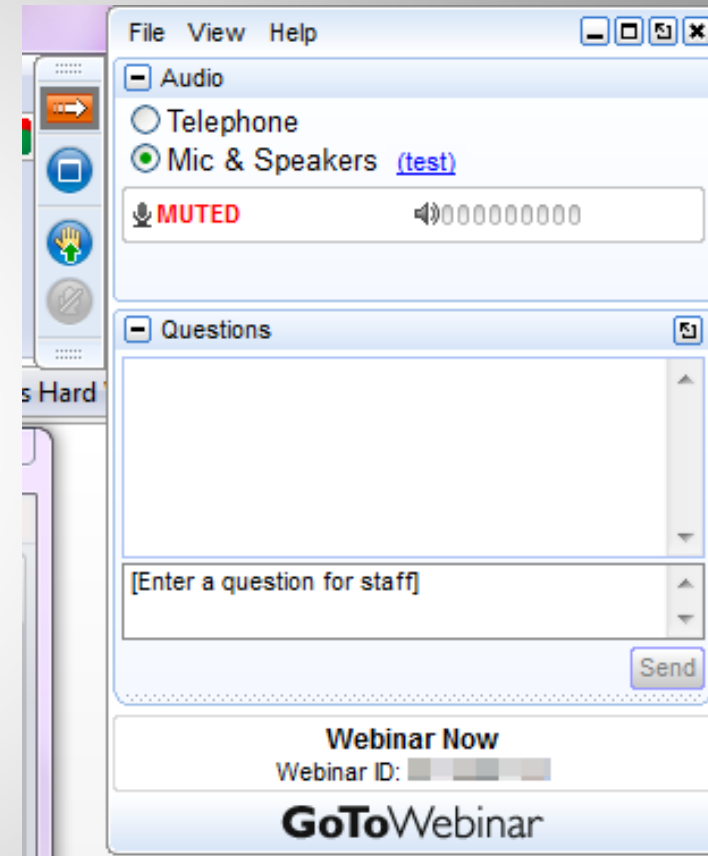
One week after the webinar, all attendees receive an email with:

- Instructions for how to access a PDF of presentation slides and webinar recording
- Link to the Collaborative Mentoring Webinar Series webpage, where all slides, recordings and resources are posted

Please help us out by answering survey questions at the end of the webinar.

Participate in Today's Webinar

- All attendees muted for best sound
- Type questions and comments in the question box
- Respond to polls
- Who is with us today?



Today's Webinar

Today we'll focus on National Mentoring Month, which takes place each January, and how to leverage the milestone as an opportunity for recruitment. We'll hear research-backed tips and learn tactical tools to engage and expand audiences.

- Erin Souza-Rezendes, MENTOR
- Jamie Farnsworth Finn, NBC's Education Nation
- Sarah Boison, America's Promise Alliance
- Richard Greif, Big Brothers Big Sisters Massachusetts Bay

**Q & A throughout the presentation
(use the Q & A panel)**

Erin Souza-Rezendes



- Director of Communications at MENTOR: The National Mentoring Partnership
- Works to elevate the mentoring field through strategic communications and media relations
- More than a decade helping mission-driven organizations and leaders tell their stories and expand their audiences
- Messaging and written work has appeared in outlets including the New York Times, Washington Post, Wall Street Journal, National Public Radio, BBC News, Elle, Glamour, TIME, and USA Today

National Mentoring Month

- National Mentoring Month (NMM) is the largest-scale mentoring campaign nationwide, culminating each year with the [National Mentoring Summit](#).
- The campaign is led by MENTOR and the [Harvard T.H. Chan School of Public Health](#), with support from the [Highland Street Foundation](#).
- NMM will reflect on the incredible growth of the mentoring movement since the first National Mentoring Month in 2002, recognize the real life mentoring relationships that are formed and thriving each day, and offer an opportunity to thank the mentors who have inspired us.

[Download the National Mentoring Month Toolkit Here](#)

Key Campaign Dates

- **January 4, 2018 – I Am a Mentor Day**
 - A day for volunteer mentors to celebrate their role and reflect on the ways mentees have enhanced their world.
- **January 11, 2018 – National Mentoring Month Kick-off Twitter Chat with America's Promise Alliance (3 p.m. ET/12 p.m. PT)**
 - A social media opportunity to discuss all things National Mentoring Month and how mentoring is impacting local communities.
- **January 15, 2018 – Martin Luther King, Jr. Day of Service**
 - A day to share in the inspirational words of MLK, Jr. and elevate the spirit of service through volunteerism.
- **January 17, 2018 – International Mentoring Day**
 - A day of international conversations on social media where photos, video and powerful mentoring stories messages are shared.
- **January 25, 2018 – #ThankYourMentor Day**
 - A day for all who have real life mentoring experiences to thank those who helped them on their path to adulthood and beyond.

Ways to Utilize NMM

- Hold a special recruitment event in your local community and invite partners to attend.
- Engage with potential volunteers and community partners on social media.
- Create original content like videos, custom graphics, posters and materials that speak to the need for mentoring in your area.
- Write about the need for mentoring and publish to your blog or promote via local media channels.

National Program Survey

- Programs reported that mentor recruitment is one of their biggest challenges.
- The Program Survey also provided valuable insights into effective volunteer recruitment strategies, which were
 - Word-of-mouth campaigns
 - Community events
 - Social media outreach
 - Media/public relations

National Survey Data

- Word-of-mouth promotion by current mentors and recruitment presentations top rated
- Direct ask from someone they know and trust
- Media relations
- Community Events
- Online Outreach

Table 2 - Recruitment Strategies

Please select your agency's most successful recruitment strategies for mentors.

| Recruitment Strategy | Frequency | Percent |
|---|-----------|---------|
| Media/Public relations | 270 | 21.24 |
| National Mentoring Month events and promotions | 52 | 4.09 |
| Online outreach (Facebook, program website, etc.) | 432 | 33.99 |
| Community events and in-person presentations by staff | 669 | 52.64 |
| Referrals from community partners | 415 | 32.65 |
| Referrals from the Mentoring Connector database | 52 | 4.09 |
| Referrals from our local Mentoring Partnership | 38 | 2.99 |
| Volunteer Centers and other volunteer organizations | 83 | 6.53 |
| Word-of-mouth from current or former mentors | 856 | 67.35 |
| Other - Write In | 173 | 13.61 |

Jamie Farnsworth Finn



- Digital and Operations Manager at NBC News
- Education initiatives: NBC Learn and Education Nation
- Managing editor for ParentToolkit.com
- Former television news producer, covered stories for NBC News' former newsmagazine, Rock Center with Brian Williams.

About NBC News Education Nation

Launched in September 2010, NBC News Education Nation aims to elevate the conversation around education issues.

Education Nation began with a focus on live events, gathering thought-leaders, educators and students to explore the challenges and solutions in education today.

In 2013, Education Nation launched a free resource to support parents at ParentToolkit.com, as a way to develop a robust online community to support students of all ages.

As a result, Education Nation and Parent Toolkit, which is sponsored by Pearson, continue to reach a broad audience to discuss an issue that is so vital to our nation's future -- education.



Why Mentoring?

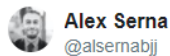
- Parent Toolkit isn't just for parents, it's for any caring adult
- Students receive support from numerous influential adults and peers throughout their lives, mentors can play a big part in this
- Education Nation & Parent Toolkit provide student support, one way of doing that is by educating our audience about mentors, and encouraging mentoring opportunities

Mentor Messaging

✓ Find a Math Mentor

If your child is struggling with math and doesn't understand what use it could ever be to him, it might help for him to have a mentor. This could be a friend or family member who uses math in their work, such as an accountant or an engineer or a programmer. Enlist this person to talk to your child to help to demystify math for him.

- General public may not identify with formal “mentor” title
- Highlight informal mentorships as a way for all audiences to relate
- Mentors as another resource and support for students



Alex Serna
@alsernabjj



I was teen dad, in community college with no direction, a professor who became my mentor believed in me-that's all it took #ToolkitTalk [twitter.com/educationnation...](https://twitter.com/educationnation)

7:35 PM - Jan 17, 2017

🗨️ ↻ 7 ❤️ 11



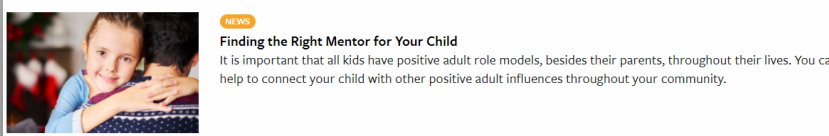
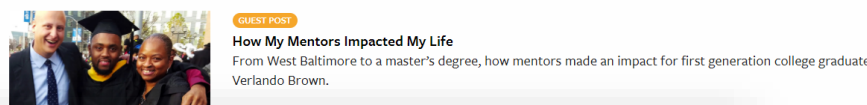
**Parent
Toolkit**

Jun 2, 2014

When you reflect on your own life, you can probably pin point the key adults that helped to inspire and support you over the course of your childhood and adolescence. Whether it was someone you met through a formalized mentoring program or people you knew through your school, church or community, these folks helped to shape you into the person that you have become. It is important that all kids have positive adult role models,

Encouraging Mentorship

- #ToolkitTalk Twitter chats focused on mentoring
- Articles on ParentToolkit.com related to mentoring
- Call to action from NBC News talent to encourage viewers to become mentors



Effective Communication with Media



- Relationships, relationships, relationships
- Public affairs contact/department
- Amplify media campaign messages
- Craft your pitch to the outlet and person you are pitching

Additional Resources

- Parent Toolkit: <http://www.parenttoolkit.com>
- NBC's call to action video: <https://www.facebook.com/educationnation/videos/1947376101942803/>
- Mentor-related articles: <http://www.parenttoolkit.com/social-and-emotional-development/news/a-critical-teen-relationship-mentor>
- <http://www.parenttoolkit.com/academics/news/finding-the-right-mentor-for-your-child>
- <http://www.parenttoolkit.com/social-and-emotional-development/news/celebrate-national-mentoring-month-with-acts-of-gratitude>
- <http://www.parenttoolkit.com/general/news/general-parenting/raising-the-next-generation-of-good-men>
- <http://www.parenttoolkit.com/college-and-career/news/how-my-mentors-impacted-my-life>
- <http://www.parenttoolkit.com/social-and-emotional-development/news/mentoring-as-student-empowerment>

Sarah Boison



- Digital Director on the award-winning communications team at America's Promise Alliance
- Interactive online communicator, community manager, content curator and digital strategist
- Enhances the user experience on website, email and social media platforms, while increasing engagement and creating community online
- Most recently worked on the #Recommit2Kids campaign for the 20th Anniversary at America's Promise Alliance

About America's Promise Alliance

AMERICA'S PROMISE ALLIANCE

ABOUT NEWS INITIATIVES RESOURCES EVENTS

DONATE f t G+

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I Came Here to Learn

The Achievements and Experiences of Massachusetts Students Whose First Language is Not English

LEARN MORE

AMERICA'S PROMISE ALLIANCE

#RECOMMIT2KIDS

20TH ANNIVERSARY | AMERICA'S PROMISE ALLIANCE

Liked Following Share

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Write something...

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Visitor Posts

- KS Pratt September 16 at 2:08am
Stay passionate about the things that bring you joy and make this world a better place. #Letters2kids
1 Like
Unlike · Comment · Message
- Ivan Hong Valdez Gandara July 28 at 10:57am
See photo
Like · Comment · Message
- Ivan Hong Valdez Gandara July 28 at 10:57am

America's Promise Alliance is with Rayar Johnson. Published by Sarah Bolson [?] · November 13 at 11:06am ·

America's Promise Alliance announces a new funding opportunity focused on creating healthy school environments. Learn how your district or org can apply to receive up to \$300K: <http://bit.ly/HealthySchoolsRFP>

AMERICA'S PROMISE ALLIANCE

#RECOMMIT2KIDS

| | | | | | |
|--------|-----------|-----------|-------|-------|---------|
| Tweets | Following | Followers | Likes | Lists | Moments |
| 32.4K | 9,080 | 36.1K | 25.6K | 44 | 1 |

America's Promise @AmericasPromise

Building a #GradNation. Moderator of #PromiseChat. #Recommit2Kids #5Promises to #youth: #CaringAdults, #SafePlaces, #HealthyStart, #EffectiveEDU #Opps2Serve

Washington, DC

americaspromise.org

Joined October 2009

2,848 Photos and videos

Pinned Tweet

79 America's Promise @AmericasPromise · Nov 10

This #VeteransDay weekend, we salute and thank all the brave, honorable, and selfless men and women who have served and who are currently serving. Most of all, a gracious thank you to our founding chair, Gen. Colin L. Powell, Ret. (USA) for his service!

THANK YOU

The GradNation

Action Platform

Accelerating Progress to 90 Percent

LEARN MORE

PROMISE NO. 3

A Healthy Start

Healthy and well-nourished children are more able to develop their minds and bodies as they should, and they are far more capable of concentrating, learning and thriving throughout their school years.

LEARN MORE

- A HEALTHY START
- SAFE PLACES
- EFFECTIVE EDUCATION
- OPPORTUNITIES TO

Our Connection to MENTOR



SAFE PLACES



A HEALTHY START



EFFECTIVE
EDUCATION



CARING ADULTS



OPPORTUNITIES TO
HELP OTHERS

PROMISE NO. 1

Caring Adults

Caring adults are the centerpieces of children's development. They serve as guides, caretakers and advisers, who give positive and productive guidance throughout their development.

LEARN MORE



BE PART OF THE SOLUTION.

Fulfilling the Five Promises to youth is America's responsibility, and we need you to join the effort. Young Americans need everyone – starting with you – to help them achieve their full potential.

Let's Start Planning!

1. Meeting People Where They Are
2. Goal Setting
3. Content Creation vs. Content Resurfacing
4. Engaging Your Networks & Audience
5. Leveraging National Mentoring Month Events

Meeting People Where They Are



Meeting People Where They Are



Goal Setting

- How can we build awareness for our existing mentoring program?
- How many mentors do you want to recruit?
- What does participation and engagement look like for your organization?

Content Creation vs. Content Resurfacing



The Importance of High School #Mentors via @TheAtlantic theatln.tc/1OPGtNb #CaringAdults #MentorIRL



How to Get Involved in National Mentoring Month



Share This

JAN 5, 2016

When at-risk youth have mentors, they are 55 percent more likely to enroll in college, more than twice as likely to hold leadership positions in high school and 78 percent more likely to volunteer in their communities, according to [The Mentoring Effect](#).



And yet, 9 million kids in America don't have access to these meaningful relationships. To raise awareness about the importance of mentors, organizations across the country are taking part in [National Mentoring Month](#) throughout January.


Led by [MENTOR: The National Mentoring Partnership](#) and the [Harvard T.H. Chan School of Public Health](#), National Mentoring Month will culminate in the annual [National Mentoring Summit](#), January 27-29 in Washington, D.C.

National Mentoring Month Calendar

| Partner | APA Contact | Wk 1 (Encouraging Smart Choices) | Wk 2 (Real Life Impact on Mentor) | Wk 3 (Mentoring Effect in Real Life) | Wk 4 (Mentor IN REAL LIFE) | Type of Content | Additional Information | Hashtags |
|---------------|-------------|----------------------------------|-----------------------------------|--------------------------------------|----------------------------|-----------------|---|--|
| Girls Inc. DC | Corey | | | X | | Video | Link (3:44): https://www.youtube.com/watch?v=zpy47MBjTnc Girls Inc. DC partnered with Booz Allen Hamilton and gave girls an opportunity to meet female mentors in STEM fields | #MLKDay (for Martin Luther King, Jr. Day of Service) |
| DC SCORES | Corey | | X | | | Blog | Link: http://newcolumbiaheights.blogspot.com/2015/12/meet-your-neighbors-coach-popsie-of-dc.html Feature on Coach Mark "Popsie" Lewis. Some information at the end of the post is out-dated (attending DC SCORES' Poetry Slam, for example) but a great feature nonetheless | #Mentor, #Mentoring (general) |
| DC SCORES | Corey | | X | | | Video | Link (2:19): https://www.youtube.com/watch?v=AYkoz_s6t3Y Interview with Coach Charles Robinson. Also features brief footage of his students playing soccer. Coach Mark "Popsie" Lewis Also makes an appearance. | #NationalMentoringMonth (general) |
| DC SCORES | Corey | | X | | | Video | Link (2:08): https://www.youtube.com/watch?v=aKY-3gMZwnU Interview with Cailin Eisele, a writing and soccer coach with DC SCORES at Truesdell EC | #MentoringEffect (for Week 3) |

Engage Your Networks

APA partners

A public list by America's Promise 

Members **371** Subscribers **14**

[Edit](#) [Delete](#)

Tweets >






List members >

List subscribers >

More lists by @AmericasPromise · View all

- Healthy Schools
- APA Journalists
- R2K & PN Sponsors
- APA Founding Partners
- R2K Summit Dream Team
- #Recommit2Kids Summit
- CC attendee
- CC Speakers
- #PromiseChat 6/8
- A&A Attendees

List members

-  **Rebecca Bauer** @Rebecca_Bauer1
Following
M.S.Ed in Education Policy. Proud @Vassar & @PennGSE grad. #SchoolClimate, #MentalHealth, #LGBTQ rights & #TheResistance.
-  **Student Research FDN** @GPSJobSuccess
Following
The Student Research Foundation serves as the voice for young people's career aspirations, and as a clearinghouse for research on career & educational pathways.
-  **workingnation** @workingnation
Following
Want to know what we're all about? Watch our animated short on the #futureofwork...workingnation.com/slope-curve-sn...
-  **LET'S GO Boys and Girls** @Letsgo_bg
Following
Maryland STEM Education Nonprofit | Inspire and support underserved students to become STEM professionals. LET'S GO Boys and Girls MD, DC, Baltimore
-  **heartfulness** @heartful_ness
Following
Feel the joy and beauty of the heart through Heartfulness Meditation. Heartfulness is an approach to Life, the world around us, and to our Self.

Engage Your Audience

 **79** America's Promise  @AmericasPromise · Jan 26

Replying to @MENTORnational
thank you for leading the charge & encouraging us to #MentorIRL!
#PromiseChat




  2  7 

 **84** MENTOR @MENTORnational · Jan 26

A8: We mobilize volunteers through our #MentorIRL campaign & #MentoringSummit2017 w/Presenting Partner @AmericasPromise!
#PromiseChat




  2  6 




 **65** America's Promise  @AmericasPromise

Why 2016 @TheCorpsNetwork Member of the Year Timothy Gunn pays it forward by #mentoring bit.ly/1RqtaVA #MentorIRL

| RETWEETS | LIKES |
|----------|-------|
| 6 | 6 |



2:23 PM - 15 Jan 2016

  6  6  

Participate in National Mentoring Month Events

WHAT ARE THE “EVENTS” HAPPENING DURING THE MONTH?

Several National Mentoring Month events are recognized at the national level and are celebrated on social media. *Mark these dates on your planning calendar and download the online engagement toolkit for tips and sample messaging to help you get started on planning!* **January 4, 2018 – I Am a Mentor Day**

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

January 11, 2018 – National Mentoring Month Kick-off Twitter Chat (3 p.m. ET/12 p.m. PT)

- A social media opportunity to discuss all things National Mentoring Month and how mentoring is impacting local communities.
- You can see [last year's Twitter Chat here!](#)

January 15, 2018 – Martin Luther King, Jr. Day of Service

- A day to share in the inspirational words of MLK, Jr. and elevate the spirit of service through volunteerism.

January 17, 2018 – International Mentoring Day

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January 25, 2018 – #ThankYourMentor Day

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Participate in National Mentoring Month Events



65 America's Promise
@AmericasPromise

The @AmericasPromise Team is proud to work with @CityYearDC today at @BallouDC!
#MLKDay2016 #Opps2Serve



RETWEETS 17 LIKES 20



79 America's Promise
@AmericasPromise

Thanks to @CityYearDC for organizing a fantastic #MLKDay of Service & for having the @AmericasPromise team join.
#DreamLivesOn #Opps2Serve



12:52 PM - 16 Jan 2017 from Washington, DC

15 Retweets 55 Likes



Recap!

1. You have to meet your audience where they are. Decide which platforms you'll use and stick to them.
2. Be ready to define and/or explain what mentoring is. You'll be surprised what kind of questions people ask on social.
3. Set goals for your organization at the beginning and determine your level of effort. Remember you don't have to do everything, do what makes sense for your team.
4. Brainstorm and organize your content in advance.
5. Having an influencer strategy is key. Make a list of people and/or organizations you want to highlight and let them know so they can share too!
6. Participate in National Mentoring Month – it gives your organization a more authentic voice. Twitter chats are a great way to increase engagement and followers.

Resources

- Graphics: Canva – www.canva.com
- Video (FB LIVE):
<https://blog.hubspot.com/marketing/facebook-live-guide>
- About twitter chats: <https://blog.hootsuite.com/a-step-by-step-guide-to-twitter-chats/>

Rich Greif



- Vice President of Marketing, Communications and Community Relations at Big Brothers Big Sisters of Massachusetts Bay
- Oversees the agency's marketing, volunteer recruitment and community partnership strategies
- He brings over 20 years of marketing experience and involvement in youth mentoring, including as a Big Brother
- Author of *Big Impact: Big Brothers Making a Difference*

Recruitment Strategies



**EMPOWERING
YOUTH TO
THRIVE.**

- FY17 – served 2,748 youth include 2,000+ boys with male Bigs
- Our volunteers are young (77% 18-34 years old); educated (69% college degree), single (84%) and growing in diversity (31%)
- Our volunteers come from over 1,000 different organizations
- Half live in the City of Boston
- FY17 made 988 new matches; FY18 goal 1,160 new matches
- Community-based, school/site-based and mentor 2.0 program options

Recruitment Strategies



Direct Recruiting: Deepen Existing Partnerships and Build New Partnerships Strategically in Key Geographies

- College, Corporate, Community (i.e. Bigs in Blue), Latino
- In-person, webinar
- Leverage existing mentors and staff/board
- Determine which info sessions are worth building into an event and build a strategy around pre/during/post event

Recruitment Strategies



Digital Marketing: Launch Targeted Campaigns Focused on Men and Specific Geographies

- Facebook, Instagram, Google, Bing, YouTube, etc.
- Retargeting to web visitors and lookalike audiences
- Evaluate cost per lead and continually optimize

Recruitment Strategies



Referrals:

- Match Support coaching of Bigs
- Referral campaigns engaging Bigs
- Big League Ambassador programs to extend recruitment capacity
- Targeted “bring a friend” events w/a notable guest speaker
- 13% of matches through referrals in FY17; 20% in FY18; 25% long-term goal

Recruitment Strategies

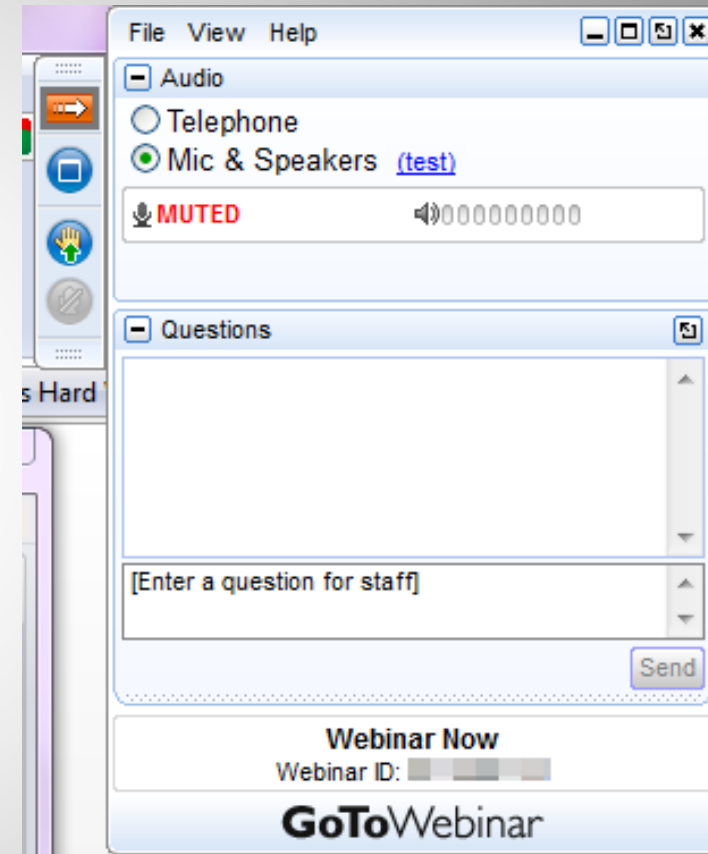


Other game changers to move proactive inquiries to next stage of enrollment as efficiently as possible:

- Scheduling software for prequalifying calls and booking interviews
- Texting and other reminder tool
- Hubspot for inbound lead generation nurturing campaigns
- Salesforce workflow/pipeline management

Q&A

Type your questions in the question box:



Additional Resources



National Mentoring Resource Center

Check out the [OJJDP National Mentoring Resource Center](#) for no-cost evidence-based mentoring resources

Mentoring Connector

Recruit mentors by submitting your program to the Mentoring Connector <https://connect.mentoring.org/admin>

Remember...

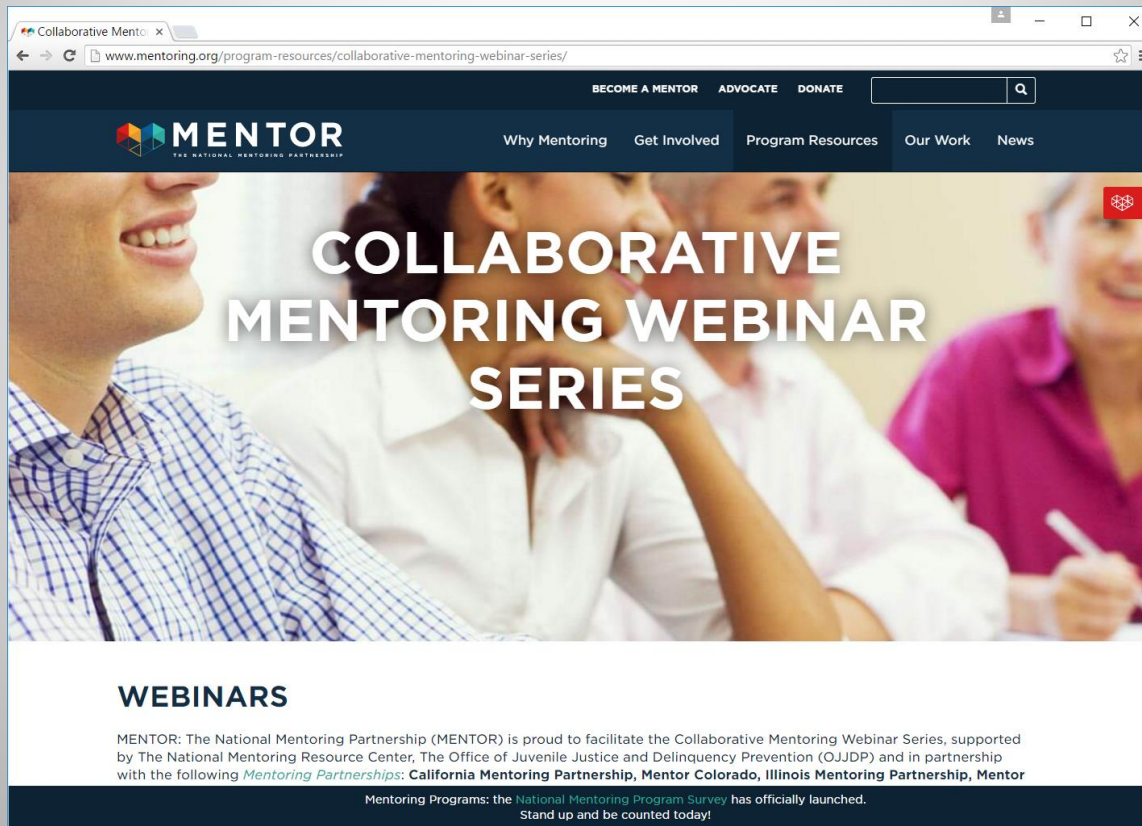
After the webinar:

- Please help us out by answering survey questions at the end of the webinar.
- Everyone will get an email with information on how to download the slides, recording, and resources on the CMWS webpage on the MENTOR website:

http://www.mentoring.org/program_resources/training_opportunities/collaborative_mentoring_webinar_series/

Stay Connected

- Email us at collaborativewebinarseries@mentoring.org
- Tweet with hashtag #MentoringWebinar
- Visit our webpage on the MENTOR website for past and upcoming webinars:



The screenshot shows a web browser window displaying the MENTOR website. The URL in the address bar is www.mentoring.org/program-resources/collaborative-mentoring-webinar-series/. The page features a dark blue header with the MENTOR logo (The National Mentoring Partnership) and navigation links: "BECOME A MENTOR", "ADVOCATE", "DONATE", "Why Mentoring", "Get Involved", "Program Resources", "Our Work", and "News". A search bar is also present. The main content area has a large image of four diverse people smiling and talking, with the text "COLLABORATIVE MENTORING WEBINAR SERIES" overlaid in white. Below the image, the word "WEBINARS" is written in bold. The text below reads: "MENTOR: The National Mentoring Partnership (MENTOR) is proud to facilitate the Collaborative Mentoring Webinar Series, supported by The National Mentoring Resource Center, The Office of Juvenile Justice and Delinquency Prevention (OJJDP) and in partnership with the following *Mentoring Partnerships*: California Mentoring Partnership, Mentor Colorado, Illinois Mentoring Partnership, Mentor Mentoring Programs: the National Mentoring Program Survey has officially launched. Stand up and be counted today!"

Collaborative Mentoring Webinar Series

Join Us Next Month!



Mentoring Youth in Foster Care
December 21, 2017
1 - 2:15 pm Eastern



Collaborative Mentoring Webinar Series