



NATIONAL MENTORING MONTH TOOLKIT

Public Official Outreach & Advocacy | 2021

ENGAGING ELECTED OFFICIALS

Developing relationships with elected leaders in your state and community can result in actions that expand mentoring and opportunities for young people. During National Mentoring Month you can help elected officials celebrate the power of mentoring, programs, and volunteer mentors by sharing tools, templates, and resources this January.

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!

WAYS TO CONNECT WITH ELECTED OFFICIALS DURING NATIONAL MENTORING MONTH:

Governors

- **Proclamation Request:** Request your governor issue a **proclamation** honoring National Mentoring Month in your state. A proclamation is a formal recognition and declaration from elected officials for special events and occasions being honored 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!
- **Share Their Mentoring Stories:** Ask your governor 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
 - TIP: Provide them messaging specifically about your mentoring program or matches if you would like them to highlight your work
- **Expand Paid Leave Time to Mentor:** Are state employees eligible for paid leave time to volunteer in your state? National Mentoring Month 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.
 - TIP: Use **Elected Leaders Can Support Youth Mentoring** for additional ways Governors can support youth mentoring in your state.

RESOURCES FOR ENGAGING GOVERNORS

- [Template](#): Proclamation draft for governors or other elected officials
- [Template](#): Proclamation press release
- [Sample](#): Recommended paid leave for city/state employees to serve as volunteer mentors
- [Sample](#): Social media messages
- [Resource](#): Mentoring Talking Points
- [Resource](#): How Elected Leaders Can Support Youth Mentoring

Mayors

- **Engage on Social Media:** Ask them to contribute to #ThankYourMentor Day on Friday, January 29, 2021. Coordinate efforts to best amplify their message through your social media platforms.
- **Participate in Virtual Events:** Invite mayors to virtually keynote and/or present awards and recognitions at any celebration events you're hosting in January.
 - TIP: If they've done work on mentoring, it's a great time to honor and recognize their efforts at your event by celebrating their nomination to be a **Mayor for Mentoring**
- **Partner on Recruitment:** Work with your mayor's office to host a mentor recruitment campaign they champion during National Mentoring Month.
- **Nominate a Mayor for Mentoring:** Does your mayor already celebrate and support youth mentoring? **Nominate them** to be a Mayor for Mentoring, a national campaign to celebrate the efforts of mayors to expand the quality and quantity of mentoring opportunities for young people in their communities.

Members of Congress

- **Participate in Virtual Events:** Invite Members of Congress to virtually visit your programs or join virtual celebrations of outstanding volunteers, youth, etc. during National Mentoring Month.
- **Engage on Social Media:** Tweet or post on your Members of Congress social media handles 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.
- **Meeting Request:** Request a virtual meeting to talk about your program and needs in your community while using **MENTOR's legislative agenda**.
 - TIP: If you are represented by a newly elected Member of Congress, this is an especially great time to connect with them
- **National Mentoring Month Resolution:** Ask your Members of Congress to sign on to the National Mentoring Month Resolution, contact Abbie Evans at Aevans@mentoring.org for more information.

RESOURCES FOR ENGAGING MAYORS

- [Sample](#): Social Media messages
- [Resource](#): Mayors for Mentoring Nomination and Information
- [Resource](#): Mentoring Talking Points
- [Resource](#): How Elected Leaders Can Support Youth Mentoring

RESOURCES FOR ENGAGING MEMBERS OF CONGRESS

- [Guide](#): Scheduling a Virtual Meeting with a Member of Congress
- [Guide](#): Hosting a Virtual Site Visit with a Member of Congress
- [Resource](#): MENTOR's Legislative Platform
- [Resource](#): Mentoring Talking Points
- [Sample](#): Social Media Messages

If you have any questions about engaging elected officials, please contact Abbie Evans at Aevans@mentoring.org or Adriane Alicea at AAlicea@mentoring.org.