

# MENTORING

## *amplifies*



### NATIONAL MENTORING MONTH DIGITAL ASSETS TOOLKIT

Together in partnership with American Student Assistance (ASA), MENTOR is excited to introduce our new campaign: ***Mentoring Amplifies***! This toolkit introduces the campaign and has lots of fun assets you can use during National Mentoring Month and beyond to help further the mentoring movement.

## DIGITAL ASSETS



Help unite the mentoring field and strengthen the narrative by posting on your social media platforms using hashtags **#MentoringAmplifies** and **#MentoringMonth**.

Add your voice to the mentoring movement and spread the power of mentoring by sharing your favorite memories, videos, and graphics with your friends and followers. You can download our digital assets below to help get you started!



### National Mentoring Month Logos and Graphics

Support National Mentoring Month by utilizing our toolkits, logo, graphics, and more!



### Mentoring Amplifies Visuals and Graphics

Access graphics, Zoom backgrounds, email headers and more to launch our NEW *Mentoring Amplifies* campaign!



### Mentoring Amplifies Videos

View our new videos here



### Mentoring Amplifies Messaging

Learn about key messaging and language from the *Mentoring Amplifies* campaign.

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## ► WHY MENTORING AMPLIFIES

Through vibrant imagery and messaging, this campaign drives awareness of the mentoring movement, while supporting advocacy, fundraising, recruitment, and storytelling. It speaks to both MENTOR and ASA's work in "amplifying" the mentoring field and to how mentoring programs are "amplifying" possibility, connection, opportunity, etc. in young people's lives.

## ► EYE-CATCHING VISUALS

To graphically represent the concept of amplification, campaign designs showcase an explosion of shapes and colors radiating (or amplifying) outward. Each photo features real-life mentors and mentees. Overall, these visuals support the authenticity, energy, and excitement of the Mentoring Amplifies campaign and work to engage audiences across a variety of platforms.

## ► A UNIFYING NARRATIVE

Our narrative speaks to the personality and purpose of the *Mentoring Amplifies* campaign, setting the tone and voice for all messaging. It also unites employees, partners, Affiliates, and volunteers around a common goal: amplifying the impact of mentoring and its outcomes on education, mental health, workforce development, and beyond. You can use the narrative, along with the adjectives below, to inspire your messaging on social media and beyond.

Stay tuned for our campaigns focusing on workforce development and education!

AMPLIFY  
*Connections*

AMPLIFY  
*Relationships*

AMPLIFY  
*Potential*

AMPLIFY  
*Confidence*

## SHARING ON SOCIAL MEDIA

We created a hashtag (#MentoringAmplifies) along with a series of social graphics and post copy for you to share on social media. Each call-to-action supports a core mission: advocacy, fundraising, recruitment, and storytelling.

When possible, #MentoringAmplifies should be organically incorporated into your post copy. But if this doesn't work, you can always place it at the end. Here are a few examples of how you can use the hashtag:

### Example A:

#MentoringAmplifies understanding and community.

### Example B:

In every relationship built, #MentoringAmplifies joy.

### Example C:

Become a mentor today. #MentoringAmplifies