



# Corporate Engagement

## WORK WITH BUSINESSES

Corporate engagement is a critical component to closing the mentoring gap in our country. Companies and industries of all sizes are looking for meaningful ways to engage their employees and ensure future generations are prepared for the 21st century workforce.

You can work with companies to strategically leverage their employees, customers, financial resources, and marketing reach to scale quality youth mentoring initiatives aligned with their social responsibility goals. These initiatives dramatically increase the support and opportunities for young people while also positively contributing to corporate culture, employee satisfaction, and brand experience.

- 1. Express your gratitude.** Whether you tweet a thank you message to your corporate partners or send them a handwritten note, they will appreciate being recognized for their commitment to mentoring. If you choose to publicly express gratitude, double check any contract or written agreement you have with the company to be sure that there are no specific brand or recognition guidelines that would need to inform your approach to public recognition.
- 2. Provide sample content.** Make it easy for companies to celebrate National Mentoring Month by sharing sample messages that they can post on their social media channels and intranet sites. Consider retweeting this [message](#) about employee satisfaction and mentoring.

- 3. Spotlight mentoring stories.** Work with companies to collect mentoring stories and photos from their employees and/or customers that they can promote through their communication channels. Further amplify the stories on your social media, your website, or in newsletters and blog posts throughout the month.
- 4. Celebrate employee mentors.** Plan a virtual event to recognize the engagement and impact of employee volunteers during National Mentoring Month. Invite mentees to present the awards and share what they value most in their mentoring relationships. Organizations are more open than ever to virtual events- outline the opportunity as a way to get screenshots and content for each of your organization's social media.
- 5. Highlight the diversity of mentoring opportunities.** Pitch a "Mentoring Monday" feature to a local TV station, newspaper, or radio host in collaboration with other mentoring programs to feature the diversity of mentoring opportunities available in your community (e.g. virtual mentoring, sports mentoring, STEM mentoring, college prep mentoring).





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- 6. Create a picture book.** Assemble a book of pictures and quotes from mentors and mentees in your program and present the books to corporate partners to display in their lobbies and waiting rooms. Personalize the book with a handwritten thank you message inside the front cover.
- 7. Give a virtual background as a thank you gift.** Provide a [“Mentoring Amplifies” virtual background](#) as an option for employers to share with the employee mentors.
- 8. Host an open house.** Recruit new corporate partners by inviting them to an open house where they can meet mentors and mentees in your program. Facilitate a few mentoring activities so prospective partners can see and experience mentoring in action. This can also be adjusted to a virtual event!
- 9. Facilitate an info session.** Host a brown bag lunch or happy hour with prospective employee mentors to raise their awareness of your local mentoring gap and opportunities to connect with youth.
- 10. Issue a challenge grant.** Work with a corporation to offer a challenge grant during National Mentoring Month to inspire others to engage in your efforts (e.g. \$1 for every #ThankYourMentor post that tags your program or a 1:1 match for every dollar raised during January up to a certain amount).
- 11. Recognize companies at the national level.** Invite companies in your community who support mentoring to register for the [National Corporate Mentoring Honor Roll](#). Launched in 2011 by First Lady Michelle Obama, the Honor Roll promotes and recognizes private-sector engagement and support of quality youth mentoring.
- 12. Partner with a company on a cause marketing campaign.** Ask local businesses to donate a portion of their proceeds to your organization in honor of National Mentoring Month.
- 13. Partner with HR offices to encourage employee engagement with mentoring materials that may increase interest in mentoring or increase a mentor-like-mindset in their workplace.** Some key open-source resources available for companies to share with employees (through email blasts, intranets, etc) include:
  - [Recorded Town Hall: Black Youth Town Hall](#)  
A youth-led community dialogue aimed at supporting young people as they process major events in 2020 and the state of race relations in America.
  - [Recorded Webinar: Increasing Youth-Voice in the Workplace: A Youth-Led Discussion](#)  
In this webinar, youth job seekers and young people in entry level positions share how mentoring has or can shape their professional experiences. This session provides listeners with suggestions on how to provide better support to new employees and young adults in the workplace.
  - [Recorded Event: Equity in Philanthropy, Amplify Youth Engagement](#) Check out this webinar series to hear from funders working to center youth, especially BIPOC youth. Learn how some corporations and foundations have integrated youth leadership to improve their grantmaking and partnership management practices.
  - [Webinar: Corporate Social Responsibility Mentoring Showcase](#) In this webinar, corporate leaders share how they have examined, enhanced, or adjusted their CSR strategies to support youth in this time and what challenges they are still facing.
  - [Webinar: Fresh Perspectives: Hiring and Retaining Opportunity Youth](#) This webinar explores why companies should hire Opportunity Youth and shares proven strategies to support and retain these employees.
  - [The Business Case for Mentoring](#) This report by EY and MENTOR examines how top US businesses collaborate with the public and non-profit sectors to connect youth in their communities to transformative mentoring relationships. The report also offers best practices for businesses looking to start or enhance a mentoring effort and looks at the value that those opportunities bring to the business and its employees.

