REACH OUT TO LOCAL MEDIA:

You can use & customize the press release template below to reach out to local and regional media outlets to gain traction and celebrate your work during National Mentoring Month.

CLICK HERE FOR PRESS RELEASE TEMPLATE

☑ Track media outlets that cover mentoring stories and feature articles in support of youth success.
   Ex. Google search “mentoring” + [outlet name] to see stories and reporter info.
   Ex. Set up Google alerts with “mentoring” and your org. name to track stories about you.

☑ Send a social media message to reporters who are interested in writing about mentoring and youth. Twitter tends to be the most popular for reporters.
   Ex. “Thanks for this great article on mentoring [reporter]! I’d love to connect with you to share more about our work at [organization name].”

☑ Write a guest column on mentoring and submit to several local/regional outlets or blogs.
   Ex. Pick a relevant topic that ties into the current local mentoring/youth landscape to appeal to the outlet.

☑ Ask your local/regional outlet for donated airtime or print-ad space for use during National Mentoring Month.
   Ex. Come up with creative copy on a relevant topic, highlight an event you’re doing to discuss on air, or generally discuss why mentors support healthy communities.

☑ Invite media contacts to any special (virtual) events or activations you are hosting in the local community.
   Ex. Gaining coverage for special events will provide an opportunity to elevate mentoring and volunteer recruitment!

☑ For more in-depth media tips, check out this document.