



2026 NATIONAL MENTORING MONTH

Media Outreach Toolkit

National Mentoring Month provides a chance to amplify and celebrate the continued work of the mentoring movement. To help connect with the general public about mentoring and its impact, connect with media outlets on various platforms and channels for best results. This is key to increasing brand visibility, building credibility in your region, and creating networks that help make advocacy easier.

Use this media toolkit as a guide to accompany your local and national media outreach efforts to ensure efficient and consistent messaging, no matter your audience.

REACHING OUT TO LOCAL MEDIA

You can 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](#)

- **Craft a compelling pitch that speaks to the “Why” of your work and address why people should care.**
- **Track media outlets that cover mentoring stories and feature articles on youth development and 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 development and well-being. X and LinkedIn tend to be the most popular for reporters.**
Ex. Thanks for this great article on mentoring [reporter name]! 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 a local/regional outlet or blog.**
Ex. Pick a relevant topic that ties into the current local mentoring/youth landscape to appeal to the outlet.
- **Ask your local/regional outlets or streaming networks for donated (or in-kind) airtime as a nonprofit. You can also ask for 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 in-person or virtual events you are hosting in your community. You can do this by sending a media advisory/alert, or by emailing a specific reporter with an invitation to attend.**
Ex. Gaining coverage for special events will provide an opportunity to elevate mentoring and volunteer recruitment!

For more in-depth tips on working with the media, [check out this document](#).