



TIPS FOR RECRUITING AND RETAINING YOUR MENTORS

Recruiting Your Mentors

Target and Inform Your Audience

- Identify internal and external target audiences
- Craft a powerful message and talking points
- Send a packet of information and FAQs for use during National Mentoring Month (January)
- Enlist a celebrity spokesperson

Build Community Commitment

- Make presentations to local organizations
- Check media editorial and community calendars for best times to publicize
- Publicize stories and testimonials of local mentors
- Ask local media for public service announcements and coverage during National Mentoring Month
- Set up media interviews for print media, TV, and radio
- Ask local businesses, hospitals and state agencies to help you recruit employees
- Ask churches, schools, community-based organizations, nonprofits and local businesses to publish articles

Mobilize Community Action

- Create a call to action
- Create a media blitz
- Host special events to recruit volunteers and increase community awareness
- Celebrate milestones during the year
- Compile reports, testimonials, photos, achievements, media clippings and coverage
- Publicize numbers of recruits and good-news stories as the year progresses
- Debrief on successes and need for improvements as you plan next year's celebration

Retaining Your Mentors = CARE

Communication

- Mentors should receive appropriate information from the provider organization regarding any special needs the mentee might have.
- Mentors should feel free to discuss any problems that they are experiencing with agency staff so that your organization and your volunteers can work together to solve them.

Appreciation

- Mentors should be thanked often and effusively, by both their mentees and your organization.

Respect

- Mentors should be greeted warmly and with respect each time they come to mentor.

Enjoyment

- Mentors should have a good time mentoring and should look forward to being with their mentees.

Courtesy of Texas Governor's Mentoring Initiative.