



Connecticut
Mentoring Partnership

Suggested Activities for Recruitment

Post mentor recruitment flyers throughout your organization and around town – Flyers are a great way to get the message out about mentoring. Post them in your local grocery store, places of worship, library, health clubs, town hall, banks, where you work and any other community areas that have high visibility.

Hold a recognition event for your volunteers who work with youth – Talk about the good work they do all year long. Invite high-profile people from the community to the event. Present volunteers with awards or certificates. Ask your community newspaper to cover the event and send them a press release and photo the next day as follow-up. A little recognition goes a long way in keeping volunteers/supporters energized and feeling genuinely appreciated.

Ask community leaders to speak about mentoring – Most people listen to what leaders have to say. Encourage your organization's leaders and other political, church, synagogue, civic and business leaders outside of your group to talk about mentoring during the month of January.

Arrange a site visit for your elected officials – Most community mentoring programs could use additional funding to carry out their good work. There's no better way to help elected officials understand the value of your organization than by having them visit your program so they can see for themselves.

Partner with other youth-serving organizations in your community – By partnering with other community groups you generate the support and camaraderie you need to stay motivated and build valuable relationships. Call organizations that you know provide mentoring services to youth. Ask for a meeting with the purpose of coordinating activities and getting to know each other better. The ultimate goal is to make the most of the services kids receive.

Hold a mentoring recruitment event! Invite the media and take plenty of pictures. Invite your current mentors, school secretaries, janitors, members of parent organizations and ask them to bring a co-worker, friend or relative along. What better way to recruit than by word of mouth. The event doesn't have to be huge and cost a lot of money, it can be as simple as coffee and danish before work, a cookout at lunch or a dessert after work.

Promote the effectiveness of mentoring – Select a mentor/mentee pair from your program and showcase their relationship through organization newsletters, websites and events. Arrange for them to speak together throughout the community. Ask your community newspaper to profile them. Most people are motivated to act when they clearly see the possibilities. Featuring a mentor/mentee pair can be just the ticket to get others involved!