

IDEAS TO RECRUIT MALE MENTORS

Using a Different Approach

- Males respond to a different message than females. The word “mentoring” isn’t always appealing. Try using words like advising, supporting, helping, leading when describing the relationship.
- Make the sign up process as easy as possible.
- Bring the sign up process to them

Recruitment Ideas

- Have everyone who speaks on behalf of your organization talk about the need for male mentors. This includes board members, staff, current mentors, and other volunteers.
- Ask the local newspaper to sponsor an ad in the sports section or in the automobile classifieds.
- Hold a recruitment fair in conjunction with a professional, college, or high school sporting event.
 - Honor a local male mentor during the event.
 - Have the announcer read public service announcements asking for male mentors
 - Hand out flyers to all the men
- Hold recruitment events at locations where men are naturally clustered such as car shows, YMCAs, bowling alleys, sportsman club, etc.
- Partner with the local hardware store to hold a recruitment fair. Have demonstrations going on that show some activities that mentors/mentees could do together. (e.g. build a bird house, paint a fence, etc.)
- Partner with the local sporting goods store to hold a recruitment fair. Have handouts listing sporting activities that men could do with their mentees (e.g. play catch, go fishing, ride bikes).
- Have a well-known local athlete (could be a high school or college player) hold a sport clinic at the local sporting goods store for mentors and mentees.
- Have one of your current male mentors write an article for the local newspaper. Have him ask specifically for more male mentors.



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- Partner with the fraternities in your community as many of them have service requirements. Get them involved when they are freshman or sophomores so they can have a long-term relationship with a child.
 - Speak at a Chamber of Commerce meeting.
 - Speak at local service clubs such as Lions, Masons, or Rotary.
 - Hold a telethon that promotes the need for male mentors.
 - Host an event in partnership with the local sportsman's club (hunting safety class, fishing derby, etc.)
 - Set up a booth at a local ski resort. Hand out business card-size "flyer" that the men can slip into the pocket of their ski jacket.
 - Get an article in corporate newsletters.
 - Develop paycheck stuffers—asking for male mentors—that local businesses could stuff into paychecks. Or develop a partnership with a payroll company to put your message in pay envelopes.