

# MESSAGING FOR MALE MENTOR RECRUITMENT: TALKING POINTS FOR OLDER MEN



Older men can be great mentors. Sometimes, older men may think that a youth would not want to hang out with them. In reality, a youth values the experience an older man can provide. You can find them through senior centers, service clubs (Rotary, Lions, Elks, Kiwanis), bowling allies, and a variety of other settings. Older men who are in their retirement years have extra time to share with a youth. They may enjoy spending time with a boy after their own children have grown. Older men often understand the resources available within a community and can help a young person find services and healthy activities to meet their needs and interests.



The recruitment message you deliver may vary based on the life circumstances of the men you are speaking with. For example, an older male may be eager to share some new-found free time and the wisdom he has gained through the years, while a younger male may like the idea of having a young person look up to him and the fun he can look forward to with a youth.

Prior to your presentation, stop to consider the needs and motives this group may have regarding volunteer opportunities.

Think about how your message will change when speaking to a faith based audience versus other audiences. The important thing is to fine tune your message to the audience. While no two men are exactly alike, we have learned that groups of men have similar concerns and responses to recruitment messages.

## TALKING POINTS FOR OLDER MEN

Mature males begin to look at their legacies. They realize that they can share their life experiences through another human being.

- *How often are we provided a unique opportunity to "Pass It On" or to share the qualities that make each of us so special?*
- *How would you like to be remembered in life? A mentee is one person who will be able to define what you gave back.*
- *What qualities do you possess that you think would be useful to a young person growing up today?*
- *We have all made choices in our youth that, given the choice, we would not necessarily make today.*
- *Mentoring is one way to pass your wisdom along to others.*
- *It's like being a kid again – a great excuse to play games and have fun!*