

MESSAGING FOR MALE MENTOR RECRUITMENT: WOMEN-TO-MEN TALKING POINTS



Women can be great recruiters of male mentors. Ideally, men recruiting men is preferred. However, women can also be successful in the recruitment of male mentors. Female recruiters should keep in mind the unique needs and motivations of men when crafting their recruitment message. Female recruiters should carefully review the Components of a Complete Recruitment Message document in their toolkits to create a successful recruitment message.



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.

WOMEN TO MEN TALKING POINTS

Women can be very persuasive by acknowledging the positive traits of the candidates and recognizing that males share a unique bond that cannot be substituted.

- *Women are wonderful mentors, but some conversations can only happen with another guy.*
- *Think of the types of important talks you have had with other men. Now, imagine a young boy not having that opportunity. You can provide that for them.*
- *I know these kids, and I can tell that you are someone they would connect with.*
- *It's hard for a boy to have a man-to-man talk with a woman, no matter how wonderful a role model she is.*