



IDEAS FOR MEDIA PITCHES – 2012 MICHIGAN MENTORING MONTH PASS IT ON.

Building relationships with the media is a good investment for your organization. The more people who know about mentoring, the more opportunity you have to recruit mentors, raise funds, and get your community involved in your program.

In addition to working with your local newspaper(s), radio, and television station(s); pitch ideas to editors of corporate newsletters, campus publications, trade magazines, PTA newsletters, faith-based publications, civic group publications, etc.

Since we are focusing on recruiting everyday people during Michigan Mentoring Month in January 2012, the story ideas below are targeted toward caring adults who are ready to pass it on:

- Examples of local business people, faith leaders, and teachers who mentor. Offer a true-life, heartwarming story of mentors and mentees.
- The Mentor Michigan Census results demonstrating the need for mentors, specifically males in Michigan.
- Local celebrities and their mentees.
- High school students who are serving as mentors to young children.
- Examples of famous mentors. (If you don't know of any famous mentoring relationships, visit www.whomentoredyou.org.)
- Upcoming mentoring events and/or Michigan Mentoring Month events and plans – especially those focused on caring individuals passing it on.

This information is brought to you by Mentor Michigan and MENTOR/National Mentoring Partnership.