

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



Employees may be compelled to volunteer when asked by a peer or a leader, just as someone in the faith-based community may respond better to an ask from someone within their congregation. Once you have an employer committed to recruiting employees, you will need to prepare him to make the ask of his employees. Remember that mentoring may not be a familiar topic for him, so be sure to provide him with talking points and materials regarding your program. This could be the first time the employer has asked their employees to do something non-work related. Although the employer may understand the time commitment and duties of a mentor, they may not know how to convey that information to their employees. Talk to the employer to find out at what point they would like you to help talk to the employees.



Be sure to nurture this relationship with the employer and the potential mentors. The employer is taking a risk by promoting and recruiting for your program. They are making a big ask of their employees that is outside normal work duties. It is important to follow up in a timely manner with the employer and volunteers. When working with a group of volunteers that come into the mentoring experience together, the experience of one can impact the entire group. If some of the volunteers get matched and another is still waiting, they may question if they were accepted into the program. It is important to be in constant communication.

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.

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To succeed, the speaker must lead from personal experience in mentoring or indicate a willingness to devote time to learning how to be a mentor.

- *As good corporate citizens we need to give back.*
- *Each of us owes our successes to people who helped us, taught us, and mentored us along the way. This is your turn to be that person to someone else.*
- *None of us is too busy to give an hour of our time to such a worthy cause: the improvement of other people.*
- *We believe mentoring is in line with our corporate values and beliefs.*