

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



Younger men can be great mentors. You may find them on college campuses, through local service organizations, YMCAs, and a variety of other settings. Some young men may be volunteering because they are new to a community and want to meet new people. Others may be trying to become a leader in their community. Young men also have recent memories of what it's like to be a boy and can relate to the struggles of youth.



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. Similarly, you may change your message when speaking to a faith-based audience versus a corporate audience.

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 YOUNGER MEN

Most younger men will be unable to relate to creating a legacy of caring. Instead, focus on how a child would benefit from being around them. Additional specific information on the types of activities that mentors engage in will reduce concerns.

- *You are a very cool guy. What kid wouldn't want to hang around you?*
- *You are the type of guy a kid would want to be like.*
- *Do you remember the older guy you used to think was so cool and how much you wanted to be like him? It's your turn to be that person to a boy.*
- *Many of the boys in our program tell us they want a mentor who is young enough to be cool but mature enough to be like an older brother.*
- *Here are some of the types of activities we do with our mentees [specifics].*
- *How cool is it to know you influenced a child's life into adulthood?*