

# MESSAGING FOR MALE MENTOR RECRUITMENT: RECRUITER-TO-EMPLOYER TALKING POINTS



Mentor recruiters may choose to engage an employer or leader within a corporation/business to recruit male mentors. In this case, it is important to make sure the employer understands the business benefits of having their employees volunteer as mentors. Prior to making a pitch to an employer, it is important to consider ways to make mentor recruitment a benefit to all parties. This may include offering to send out press releases, streamline training and screening by doing it at the work site, or recognizing the company on flyers.

In some cases, certain businesses may be an ideal fit for the youth in your program. For example, if you have youth that are interested in mechanics or cars, you may approach a car dealership. Similarly, if you have a group of kids interested in the outdoors, you could approach your local Department of Natural Resources.



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.

## RECRUITER-TO-EMPLOYER TALKING POINTS

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.

- *Mentoring has significant return on investment for your company.*
- *Research shows that mentoring increases workplace skill development including leadership, communication, team building, and strategy.*
- *Recent studies show that 74 percent of volunteers reported their volunteer experience had a positive effect on their careers, with employers reporting them more engaged at work.*
- *Employees who volunteer were more likely to be more satisfied at work and describe companies who encourage volunteer programs, such as mentoring, as a "good place to work."*
- *Teams of employees brought together to mentor were found to have an increase of 61 percent in improved teamwork at the workplace.*
- *75 percent of Americans consider a company's commitment to social issues when deciding where to work.*
- *Younger workers prefer work environments that reflect their social consciousness.*