

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



Perhaps the best recruiters of male mentors are current male mentors. Mentors have a story to tell and can understand the concerns of the potential volunteer. They may have had these same concerns and can share how they overcame their worries. You may consider talking with the mentor about his experiences to help him craft a recruitment message. Current mentors often have much to share and need help focusing their message. Help them remember what it's like to be a new mentor or to consider mentoring. These mentors may be so comfortable in their role that they have forgotten some of the concerns a potential mentor may be experiencing.



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.

MENTORS-TO-MEN TALKING POINTS

The essential difference between earlier talking points and the mentor-to-men discussion is the sharing of experiences. The mentor should share his or her own positive mentoring experience first.

- *This is a “win-win” experience. You get far more out of being a mentor than anything you could possibly give.*
- *We need you on the team!*
- *I feel really good about mentoring, [insert name], I see that kids are still waiting, and it frustrates me to see so many boys waiting to be matched.*
- *What kind of men do you want these boys to become?*
- *As a mentor, I want to “win,” and that means finding men like you to mentor these boys. A win means you enjoy the accomplishment of knowing you have put another young man on the path to success rather than failure.*
- *How did I succeed as a mentor? I became one, and I get great assistance from the program.*
- *“Showing up on the field” creates an instant win for you and the child you mentor.*
- *In the eyes of a child with few positive role models, you are an example of a successful man.*