

Getting Started:

Launching Your Program



Mentorloop

Introduction

Hi there! 🙌

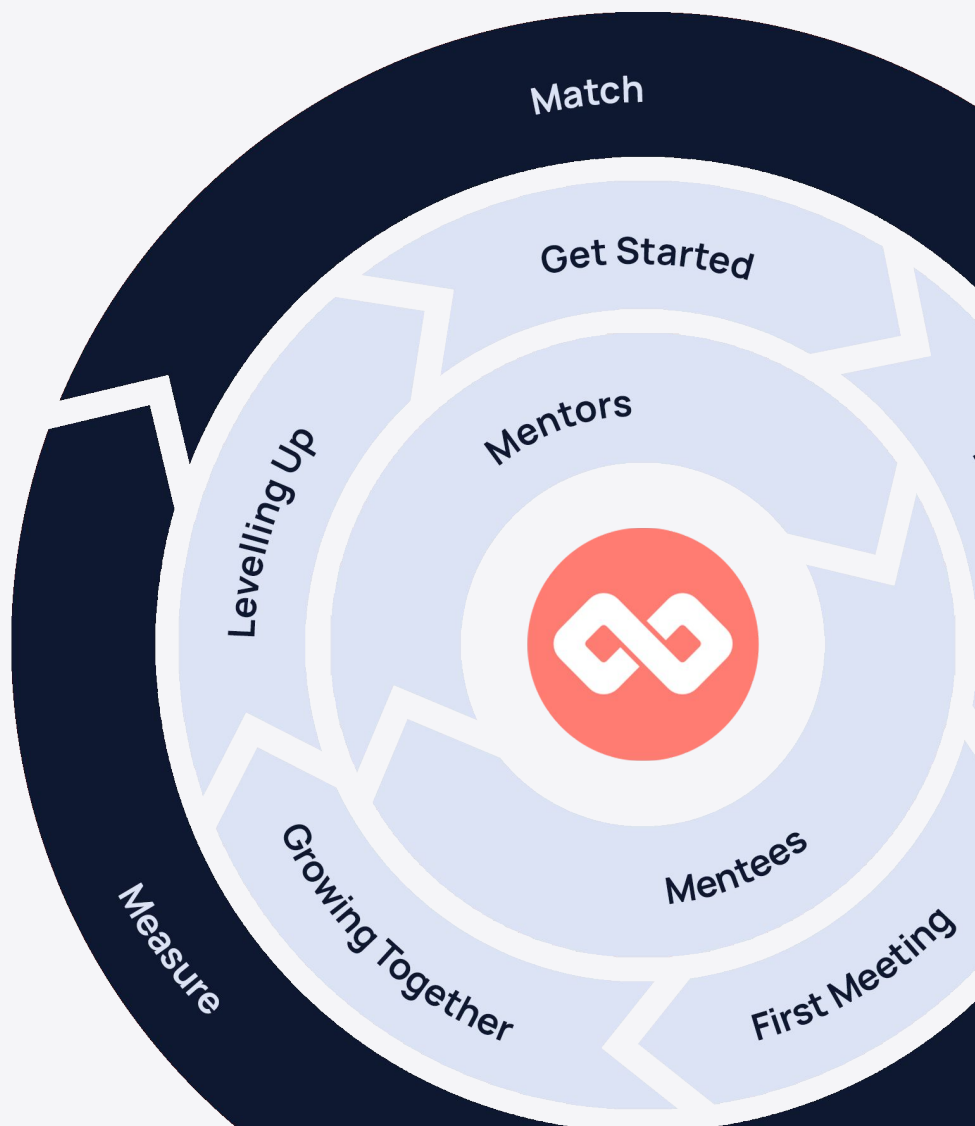
So you've done all the hard pre-launch work, created some buzz around your program, and now you're ready to get to the fun bit - launching! Fantastic!

The question now is *'how do I do that?'*

The answer is - **there's a bunch of ways!**

We'll go through them in this short guide, showing you some examples and sharing a bunch of pro tips as we go along.

Let's get to it!



The Classic Email

Email announcements are always a good way to go. It has a very high chance of being seen and/or read and it's a fuel-efficient way of reaching everyone.

To make them more effective, here are a few tips:

- Spruce your email up with photos or graphics
- Don't forget to include relevant links like your sign up link, or a link to your FAQs or mentoring manual
- Review the basics: who, what, and why
- Throw in a dose of scarcity or urgency to jolt people into action

Ideally, you've sent some informative marketing collateral beforehand that explains how the program works, expectations, and the process. If not, no worries, just make sure to inform your audience of those things on the email.

Even if email isn't the main launching method you go with, it's a great idea to send one anyway.

On the next page is a template we've used in the past. Feel free to use it! 😊

Note: If your company uses other email replacement communication channels like Slack or Teams, the process is much the same.



Email Announcement Template

Hi [Name],

I'm excited to inform you that our <insert year> mentoring program is officially underway!

For potential mentees, this is a great opportunity for you to connect with a mentor who can offer you insight, advice, opportunity – and help you navigate the next stage/s of your career. (FYI, in studies, it has been shown that employees with mentors are **5x more likely** to get promoted).

For potential mentors, this is a great opportunity to give back, become a better leader, and refine your own skills and networks (FYI, Managerial productivity increased by **88%** when mentoring was involved, versus only 24% with training alone).

Unfortunately, there is a limit on the number of people we can accept into the first <group/cohort> of mentors and mentees – so make sure to sign up right now using the link below.

<Insert your link>

We are excited to see the mentorships and outcomes which evolve from this initiative, and look forward to matching you!

Thanks,

Best,

[Name]

A Launch Party

Gather the troops! It's a great way to kick off your program. And everyone welcomes a break from the normal working grind 😊

Getting staff and management together for a small (or large!) launch party showcases that the program has leadership support and is being advocated for. It also allows everyone to have a chat about the program.

Get everyone chattering about who they're hoping to get matched with, what they're hoping to get out of the mentoring relationship, and everything mentoring-related!

Pro Tip: Get your Mentoring Champions involved! Maybe get one of them to kick off the event with their mentoring story, or get a leadership figure to talk about the support behind the program. It gives potential participants confidence to join.

Mentoring Stories


Check out some of the stories we've collected over the years:



When I have been mentored, the big change was my mentor's ability to make me believe that I could do something that I was not necessarily confident I could achieve.

As a mentor myself, I get no greater sense of accomplishment than watching a mentee achieve their aspirations and grow professionally and personally. If I even play a small part in that, it is very gratifying.

CRAIG OSTEN
VP & CFO Sandoz North America
WeMentor
The Sandoz Mentorship Program



Every time I meet with (my mentor), I walk away with a new insight, a new tool in my toolbox, a new 'what if' to try on the world around me...

and I know I couldn't do that on my own.


NEHA ABAT
Education Content Manager - Sales Enablement
Xero Global Mentoring Program
Mentee



You can gain a lot from these mentoring relationships and build on those interpersonal skills, time management, and personal leadership skills.

I have been a mentee to a number of different professionals and I have seen an opportunity to continue that and give back, as a mentor.

DR DANIEL WILSON
Registrar/Medical Educator
Dr JuMP Mentoring Program



I have the privilege of access to my mentor's wealth of experience in a similar field

access that I wouldn't have had without the mentor program

CAMILLE PREESTON
IPAA Victoria Peer Plus
Mentoring Program Mentee



I love that two of my mentees recently got promoted.

I hope that the experiences we shared together went some way towards their success.

JOHN MUNDEN
Head of Enterprise
Xero Global Mentoring Program
Mentor

For More Mentoring Stories:

[Visit the Blog](#)

Your Intranet

If you've got an established intranet that your organisation heavily uses, this is a great method that makes sure you get maximum visibility!

Create a feature announcement on your homepage and news page which clicks-through to your sign-up form and/or somewhere prospective participants can find more information on the program.

This way, people can mull it over and demand can trickle in from interested parties.

Your Intranet

Our biggest tip for using your intranet is this:

Take advantage of any and all pages that you think are appropriate. If you're also doing a launch party, pop that into 'Events' too! If you have a 'Special Features' section, use that for a story from one of your Mentoring Champions!

Get creative and don't be afraid to hype the launch of your program ***absolutely everywhere!*** 😊

The screenshot shows an intranet interface with a navigation bar at the top containing links for HOME, NEWS, EVENTS (highlighted), FORMS, and WIKI. A user greeting 'HELLO, GRACE!' is visible in the top right. The main content area features a large announcement for the 'COMING SOON: MENTORLOOP MENTORING PROGRAM'. To the right of the announcement, there is text explaining the program's goal and a 'LET'S GO!' button with a right-pointing arrow. Below the announcement is a grid of content tiles:

- This Week, In The Loop:** A dark blue tile with white text discussing organizational mistakes during the pandemic and the role of a mentoring program.
- Envelope Icon:** A red square tile with a white envelope icon.
- Megaphone Icon:** A dark blue tile with a white megaphone icon.
- Group Photo:** A photograph of a diverse group of people standing together.
- UPCOMING BIRTHDAYS:** A red tile listing birthdays for Charlie Brown (Operations) on 15 September and Lucy Van Pelt (Marketing) on 2 October.
- Calendar Icon:** A dark blue tile with a white calendar icon.
- Gears Icon:** A dark blue tile with a white gear icon.
- Wrench and Pencil Icon:** A light blue tile with a white wrench and pencil icon.

At The All-Hands

If your organisation still gets the whole crew together for general assemblies, quarterly/annual meetings or reviews, or an All-Hands, take advantage of them!

These are great avenues to launch your mentoring program because it allows people to gauge the importance of the initiative and ensures that everyone is aware of it.

Pro Tip: Have your CEO speak about the power and importance of mentoring!

(75% of private sector executives said that mentoring had been critical in helping them reach their current position)

Nothing works better than social proof. 👍

Meetings

If your program needs a more fragmented and/or targeted approach, separate meetings might be the way to go.

Have each department head or team leader pull their own teams in for team meetings where the program can be announced and discussed.

This approach can garner the most attention and ensures that everyone understands that their own department head, executive, manager, or team leader is pushing the program forward and encourage participation and buy-in.

Pro Tip: Meet with the team leaders beforehand and provide them with the materials they need - set them up for a successful meeting with their teams!

Assets and Materials to Share

If you're going with this approach, make sure you send team leaders into their meetings armed, so to speak.

Provide them with some materials they can use, reference, or share when speaking with their teams. This could be something as simple as a flyer with some basic information on it, or as detailed as a mentoring manual.

HERE YOUR LOGO GOES

THE HAPPY CO MENTORING PROGRAM

peer mentorship for community building

Expand Your Network

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Exchange Knowledge

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Grow Together

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How To Sign Up

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SIGN UP NOW

123-456-7890 happyco.com @happycoIG

Social Media

If your organisation has employee or community channels on social media, these are great avenues for launching!

Social media is a great way to communicate with potential participants directly and as an added bonus, if these channels are public, it's can be great for employer branding too. 😊

Pro Tip #1: If you're having a launch event, take some photos and post them to social media afterwards. This is a great way to keep the buzz going after the launch and also keep those who weren't able to attend in the loop.

Pro Tip #2: Depending on the kind of program you're running, posting the sign-up link to social media is a great way to keep that link public, visible, and easy to find.

Social Media

Whichever platform (or combination of platforms) you choose, make sure to amplify the announcement as much as possible so that everyone is aware of your program, what it's about, and how they can benefit.

And don't be afraid to pull your marketing department in to help you create and disseminate awesome marketing materials that do your mentoring program justice.

LEAD Network Europe
8,631 followers
4d · 🌐

The **LEAD Network Europe** Mentorship Programme is expanding! Our Partner companies rated the Mentorship Programme 2020-21 as the second highest valued offering (out of 20 products and services available). Partners shared observations such as: "We are getting excellent feedback from our participants, both mentors and mentees" and "Highly valued in our organization. This should be scaled up". Well we listened and have some good news to share...

The LEAD Network is delighted to announce that we will be expanding our 2021-22 **#Mentorship** Programme and adding even more value to the experience of participants and Partner companies, as a result of an exciting new partnership with the innovative ...see more

👍 8

Celebrate Comment Share Send

Give your good wishes...

European Cities Marketing
4,490 followers
1mo · 🌐

[ECM MENTOR PROGRAMME] Join us for a new year of exchange and learning by signing up for the second edition of the **#ECM Mentor Programme!**

If you have more than 5 years of experience in the Meetings Industry, you are the perfect fit to enter the Programme as a Mentor.

On the other hand, if you have been working in this industry for 6 to 18 months, sign up for the Programme as a Mentee and meet your more experienced Mentor! Sign up now: <https://buff.ly/3y2k9tZ>

#WeAreECM
IAPCO IBTM Events IMEX Meeting Media Group

👍 10

Like Comment Share Send

LEAD NETWORK What our corporate partners said

“ We are getting excellent feedback from our participants, both mentors and mentees. Highly valued in our organization. It should be scaled up. ”

MENTORSHIP PROGRAMME LEAD NETWORK

The Programme is expanding!

Rated the second highest valued offering out of 20 products & services available to corporate partners

MENTOR PROGRAMME MEET. SHARE. GROW.

EUROPEAN CITIES MARKETING MEET EUROPEAN CITIES

Endorsed by

IMEX GROUP **IBTM WORLD** **ICCA** **IAPCO** **HQ**

Your Website

This is especially useful for industry associations, not-for-profits, alumni associations, and similar organisations, It's also a great option for always-on programs.

Taking advantage of your website is a great way to keep the information about your program and your sign-up link visible and easily accessible.

Pro Tip: If your mentoring program is a mainstay of your organisation's offerings or activities, consider having a dedicated page for mentoring information and the sign-up link on your website. Plus points if it's on the main menu!

Your Website

Check out how Out for Australia facilitates sign-ups for their always-on program via [their website](#).

The screenshot shows the 'Our Mentoring Program' page on the Out for Australia website. The page features a navigation bar with links for Home, About, Mentoring, Events, 30 Under 30, Volunteer, Donate, and Blog, along with a 'START MENTORING' button. The main heading is 'Our Mentoring Program', followed by the sub-heading 'Join Australia's largest LGBTQIA+ Mentoring Program!'. Below this, there are two paragraphs of text: 'Facing uncertainty in your chosen career? About to leap into your first job from uni? Feeling anxious about how you'll fit in within your new work environment?' and 'Our mentors are here to help you navigate through these challenges and get you to where you want to be in your professional journey!'. A 'Join now!' section lists three benefits: 'is 100% free', 'is open to anyone over 18 in Australia', and 'has quick and easy online sign up'. There are two buttons: 'Join now' and 'Login now'. The page also includes two images: one of three people in conversation and another of a group of people in a meeting. The 'Benefits for Mentees' section states: 'As a mentee, you can talk with someone more experienced with you about diverse topics, from what it's like being queer in the workplace, to what your next career step should be, to how you write a strong cover letter.' The 'Benefits for Mentors' section states: 'As a mentor, you have the opportunity to pass your wisdom to your mentee, helping them grow professionally and personally.' A small red arrow icon is visible in the bottom right corner of the page.

Out For AUSTRALIA

Home About Mentoring Events 30 Under 30 Volunteer Donate Blog **START MENTORING**

Our Mentoring Program

Join Australia's largest LGBTQIA+ Mentoring Program!

Facing uncertainty in your chosen career? About to leap into your first job from uni? Feeling anxious about how you'll fit in within your new work environment?

Our mentors are here to help you navigate through these challenges and get you to where you want to be in your professional journey!

Join now!

Our mentoring program:

- is 100% free
- is open to anyone over 18 in Australia
- has quick and easy online sign up

Join now **Login now**

Benefits for Mentees:

As a mentee, you can talk with someone more experienced with you about diverse topics, from what it's like being queer in the workplace, to what your next career step should be, to how you write a strong cover letter.

Benefits for Mentors:

As a mentor, you have the opportunity to pass your wisdom to your mentee, helping them grow professionally and personally.

And A Bonus Little Nugget

It's always a good idea to introduce your cohort to the tools they'll be using for any upcoming project or endeavor. In this case, they'll be using Mentorloop!

So, here's a user guide you can use to give them a bit of an introduction.

**Click on the image to download it*

Getting Started with Mentorloop

Hello and welcome! 🎉

We're so excited to guide you through starting your mentoring journey!

Getting started with Mentorloop is easy - just follow these 3 easy steps and you'll be well on your way to a productive mentoring journey!

1

Introduce Yourself

Set up a profile! It needs the basics, of course - name, role, department, that kind of stuff. But also be sure to include a few words about yourself and what you can offer or what you would like to work on. That way, your program coordinator and/or potential mentoring partners can use it to create a good match.

2

Get Matched

The exciting bit! Your program is tailored to your organisation. You could be matched by your Program Coordinator or you might be able to search for and make your own matches. Either way, your Program Coordinator will let you know how this will happen for your program. If you've included enough details in your profile, you should get a great match!

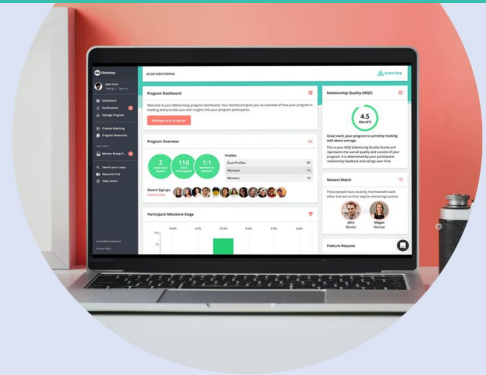
3

Set Goals

Now you need to have something to work towards with your mentoring partner. Create a goal from your dashboard and discuss it with your mentoring partner. We've got tons of resources to help you out here so make sure to check out the blog or the Resource Hub!

And now you're all set! 🎉

From there, you'll be able to manage your progress from your dashboard and track your correspondences in your Loops. If you run into any issues, the Resource Hub is full of useful tips and troubleshooting help!



Mentorloop

Summary

In this guide, we covered some ways you can launch your program via different channels - from the classics like emails and marketing collateral, to the more involved methods like launch events.

So, whichever method or combination of methods you choose, we hope this guide has helped you decide how you go about it.

As always, if you've got any questions or need a hand with something we haven't covered here, feel free to contact us and let us know!

Good luck!

For more information, resources, and guides like this, head to the website:

mentorloop.com