

Getting Started:

Program Marketing & Recruitment



Mentorloop

Introduction

Hi there! 🙌

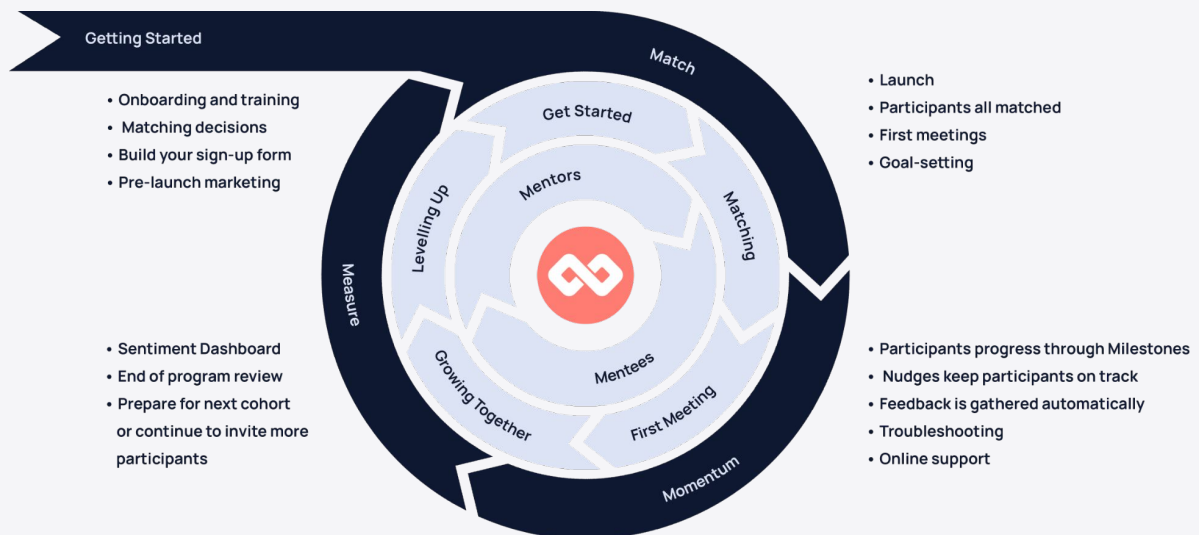
First off, congratulations on starting this journey! 🙌

Building a mentoring program is no easy task but you're almost there!

In this guide, we'll walk you through how you can effectively market your program and recruit participants.

Don't worry if you've never done anything like this before. We'll hold your hand and walk you through this - giving you **tons** of information, helpful tips, and even some templates and examples to make sure this is as easy as possible for you.

Let's get to it!



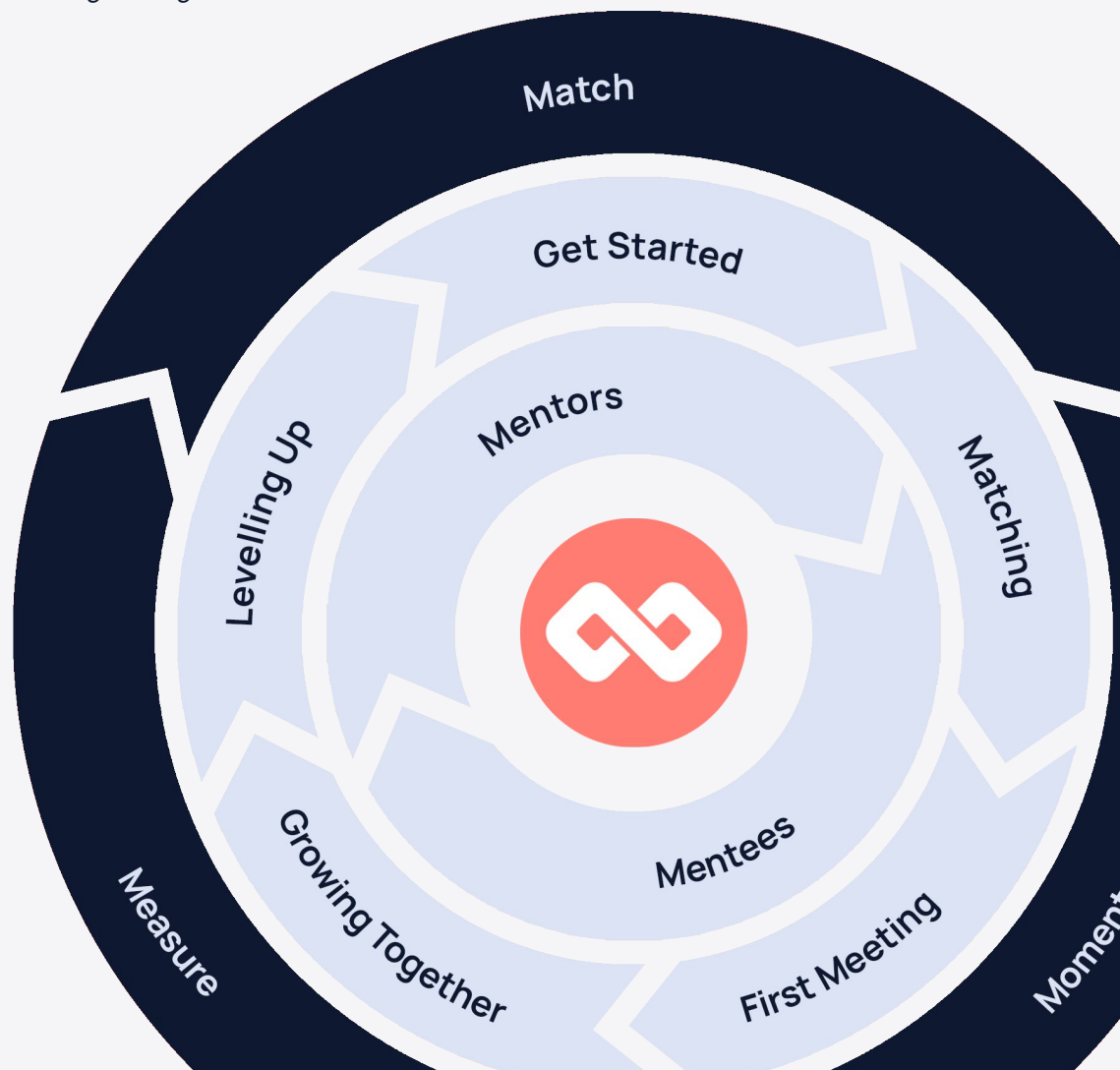
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**Click on the chapter titles to go straight to them!*



Pre-Promotion Prep



Before you start marketing, there are some things you need to sort out or have at the ready. These will help you go through this marketing process in a more organised manner, saving you a lot of time and stress!

- ❑ **Objectives and Timeline:** This will help you focus your marketing efforts.
- ❑ **Enrollment Process:** Having this sorted means you can inform would-be participants on what to expect from the sign up process early on.
- ❑ **Matching:** You're bound to get questions on this so it helps to be ready to explain how matching will work.
- ❑ **Mentoring Champions:** Make sure you speak to a few in your organisation and enlist their help in getting people interested in the program.
- ❑ **Leadership Buy-In:** Having this support means you can ask key leaders to assist in promoting the program with a statement, company-wide email, or even a video.
- ❑ **Know Your Audience:** Know what communication style will work best for your organisations' culture. Is it formal? Casual? Youthful? Academic?

A Mentoring Champion is someone in a position to influence, to encourage and motivate others to get involved in mentoring. For more on Mentoring Champions and how to find them in your organisation, head to [the blog](#).



Crafting Your Comms



What you send out to your potential mentors and mentees should answer a few questions for them and address the apprehension and fears some of them might have.

In this chapter, we'll quickly go through some message components that are crucial for your promotional message.

5 Key Message Components

- Discrepancy
- Appropriateness
- Efficacy
- Principal Support
- Valence



5 Key Message Components

1. Discrepancy:

Why is mentoring needed?

Focusing your message on why mentoring is needed, necessary, or important can help would-be participants make that mental jump. Have your Mentoring Champions share their own stories of personal development through mentoring. How has it enriched their lives? How has it helped them develop both personally and professionally?

2. Appropriateness:

Why is mentoring right for us?

Communicate why mentoring is right for your organisation. Why have you, as an organisation, decided to invest in a mentoring program in the first place? What are your goals for the program? Where are you now and where do you need or want to be? What business and people benefits do you hope the program will bring?

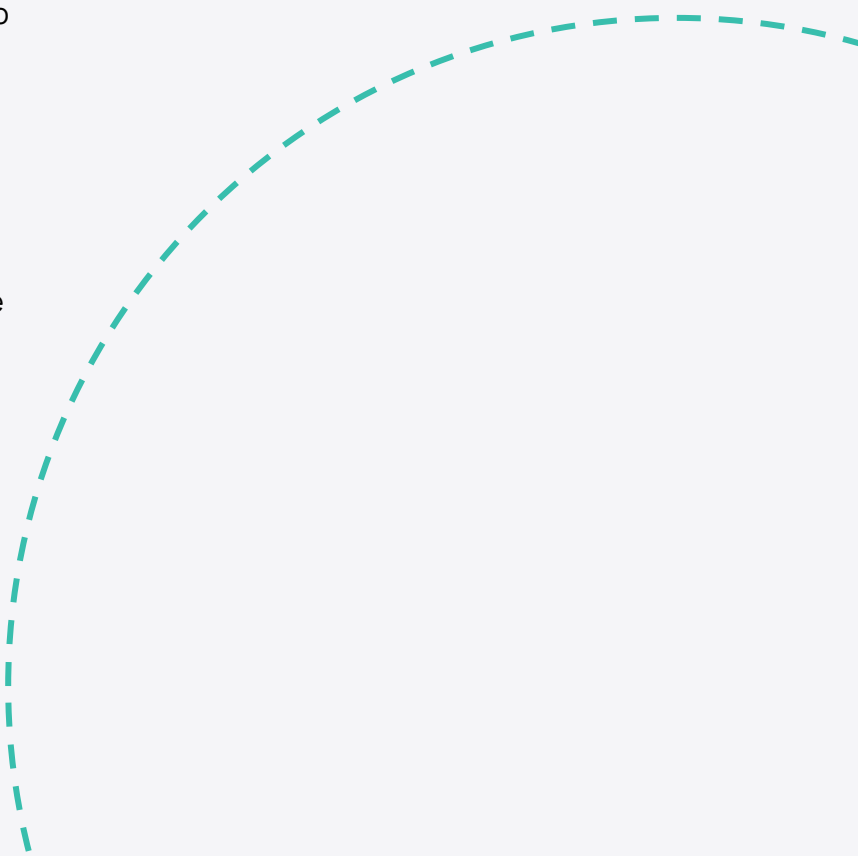
Pro Tip: Align the program with organisational goals, as well as personal development goals so your potential participants can see how mentoring can help them and the organisation as a whole achieve these goals.

3. Efficacy:

Can I succeed at this?

“Efficacy refers to sentiments regarding confidence in one’s ability to succeed.” Therefore, it’s important to give your would-be participants the confidence that when they participate in the mentoring program, they can get access to the resources they need to be a good mentor or mentee. Mentorloop provides plenty of resources, tips, and tricks they can access along their mentoring journey.

Pro Tip: Describe to your participants what they can expect from joining the program, including the time commitment and the support they will receive. If your people are new to mentoring, this can be a daunting initiative to join. Giving your people context will help alleviate any fears.



5 Key Change Message Components

4. Principal Support:

Will this actually happen?

Employees may be skeptical of change efforts as they may have seen many of them stall in the past. Show them a clear demonstration of support from key leaders and Mentoring Champions. Would-be participants need to see that change agents and the organisations' leadership are walking the talk.

Pro Tip: Having your key leaders express support and enthusiasm for the program, be it through a short message in an email or even a recorded video, is invaluable for instilling confidence in participants.

5. Valence:

What's in it for me?

Would-be participants must believe they will benefit extrinsically or intrinsically from participating in the mentoring program. Help them answer the question, "*What's in it for me?*" Thankfully, we've got some great resources to help you articulate this.

Pro Tip: Use Mentoring Stories to keep the momentum going. At various points of the mentoring journey, Mentorloop helps you surface positive mentoring experiences that you can share with others. This can be used to inspire, educate, or reassure that wherever they are in their journey, success is waiting just around the corner.

For more on this topic:

[Visit the Blog](#)

Assets to Take Advantage Of



There are many different assets that are available to you for promoting your mentoring program. In this chapter, we'll take a look at some examples and give you some tips on how to use them.

We've also included some cheeky little templates for you to use! 😊

- ❑ Email
- ❑ Company Intranet
- ❑ Marketing Collateral
- ❑ Social Media and Direct Messaging Platforms
- ❑ Your Website
- ❑ Meetings and Events
- ❑ Creating Your Own Resource

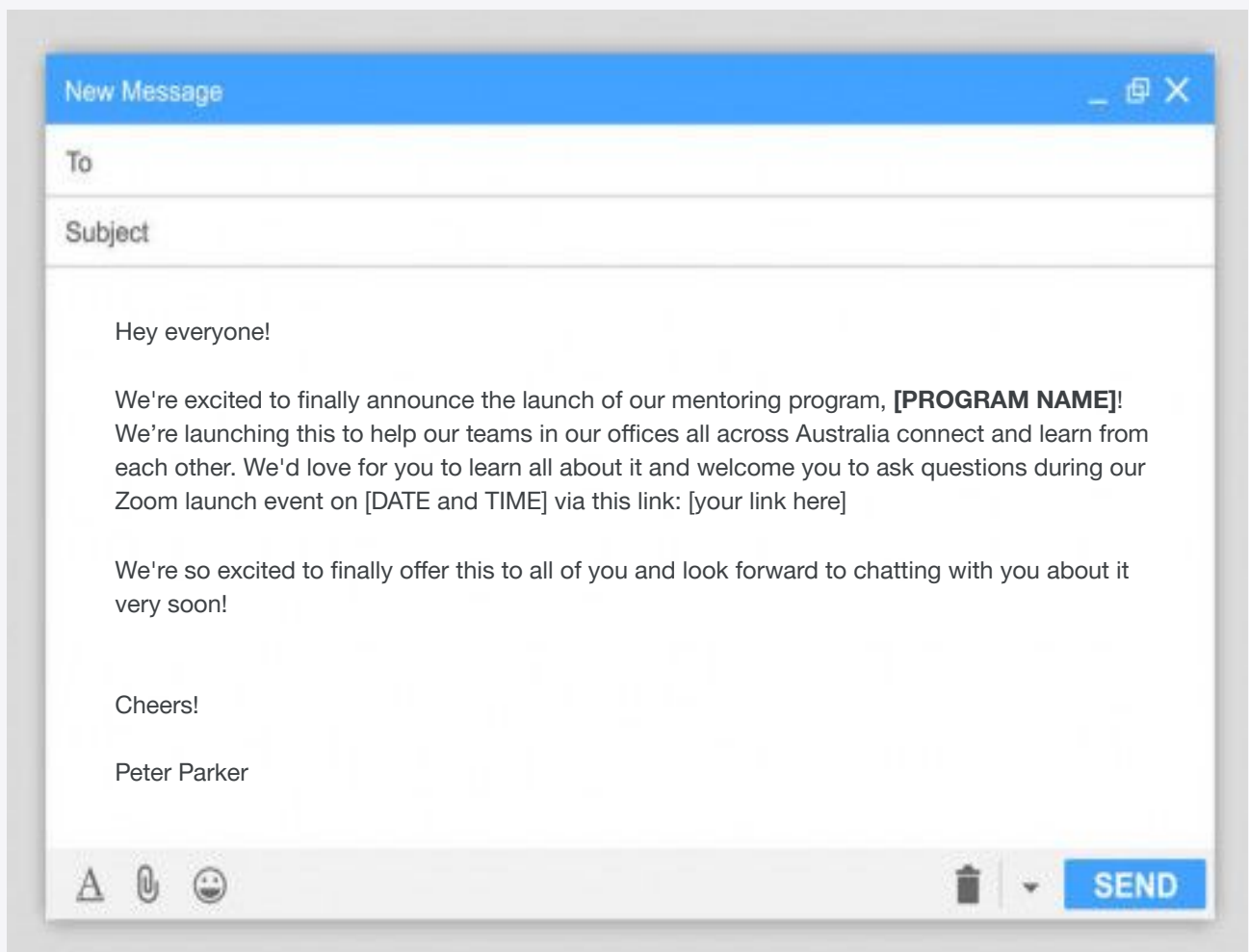
Definitely feel free to use a mix of these, or even all of them if you wish! 💪



Email

The classic email: great for getting word out there and providing a strong call-to-action for sign-ups. It's also a fuel-efficient way to reach everyone with minimal effort.

Short, simple messages like this one to invite potential participants to a launch event works great!



The screenshot shows an email composition window with a blue header bar containing the text "New Message" and window control icons (minimize, maximize, close). Below the header are two input fields: "To" and "Subject". The main body of the email contains the following text:

Hey everyone!

We're excited to finally announce the launch of our mentoring program, **[PROGRAM NAME]**! We're launching this to help our teams in our offices all across Australia connect and learn from each other. We'd love for you to learn all about it and welcome you to ask questions during our Zoom launch event on [DATE and TIME] via this link: [your link here]

We're so excited to finally offer this to all of you and look forward to chatting with you about it very soon!

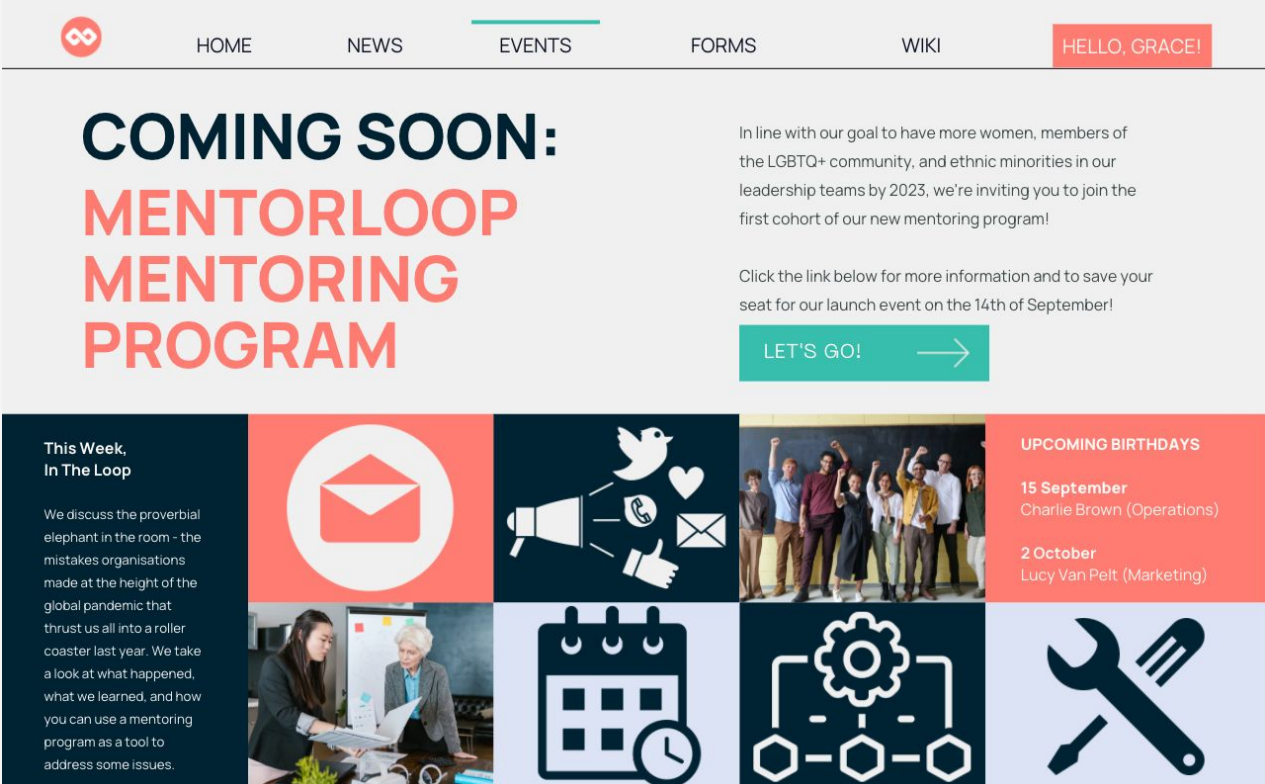
Cheers!

Peter Parker

At the bottom of the window is a toolbar with icons for text formatting (bold, italic, underline), attachments, emojis, a trash can, and a blue "SEND" button.

Company Intranet

Your company intranet can be a perfect place for promoting your mentoring program; showcase it on the main page while you're drumming up interest for it and add the sign up link when you launch.



The screenshot shows a company intranet interface with a navigation bar and a main content area. The navigation bar includes links for HOME, NEWS, EVENTS (highlighted), FORMS, and WIKI, along with a user greeting 'HELLO, GRACE!'. The main content area features a large announcement for the 'MENTORLOOP MENTORING PROGRAM' with a 'LET'S GO!' button. Below this are several smaller sections: 'This Week, In The Loop' with a text snippet, a grid of icons (envelope, megaphone, calendar, gears, tools), and 'UPCOMING BIRTHDAYS' listing Charlie Brown and Lucy Van Pelt.

HOME **NEWS** **EVENTS** **FORMS** **WIKI** **HELLO, GRACE!**

COMING SOON: MENTORLOOP MENTORING PROGRAM

In line with our goal to have more women, members of the LGBTQ+ community, and ethnic minorities in our leadership teams by 2023, we're inviting you to join the first cohort of our new mentoring program!

Click the link below for more information and to save your seat for our launch event on the 14th of September!

LET'S GO! →

This Week, In The Loop

We discuss the proverbial elephant in the room - the mistakes organisations made at the height of the global pandemic that thrust us all into a roller coaster last year. We take a look at what happened, what we learned, and how you can use a mentoring program as a tool to address some issues.

UPCOMING BIRTHDAYS

15 September
Charlie Brown (Operations)

2 October
Lucy Van Pelt (Marketing)

Marketing Collateral



Marketing collateral (decks, one-sheets and posters) are a great way to get more creative. These can also be used in a variety of ways: posted on bulletin boards, distributed the traditional way, or posted on social media, communication channels, and emails.

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

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

SIGN UP NOW

123-456-7890 happyco.com @happycoIG

Social Media and Direct Messaging Platforms



If your organisation uses platforms like Slack or Teams, or if you have employee community channels on social media, take advantage of them! These are great tools for more direct communication with potential participants.

Take a look at how Kmart's program coordinator used their personal and company [LinkedIn pages](#) to drum up some interest for their mentoring program.

Kmart Australia Limited 103,715 followers 1mo ·

[+ Follow](#)

We are excited to let you know that here at Kmart, we have recently launched a formal Mentoring Program called Konnect!

Konnect supports our people strategy of ensuring Kmart is and continues to be a great place to work and grow together and we're pleased to announce that forty mentees and mentors have been selected to participate in this program with the aim to take the learnings and scale the program across the business!

Congratulations to all of them 🎉

This program was developed by a project team led by our People and Capability Business Partner [Emmalene Herrod](#) in partnership with Mentorloop. Additionally, see below for some further insights from our Program Co-ordinator [Callum Lloyd](#)

Well done team! 🎉

Callum Lloyd · 3rd+ Talent & Engagement Advisor at the Kmart Group 1mo · Edited ·

Its been about 5 months since I started with [Kmart Australia Limited](#) and I thought I'd share something that we have been working on which I am proud of.

As part of our ongoing commitment to continue to grow team member skills and talent for our future success and to develop capable people leaders, today we launched our first ever mentoring program called Konnect.

This program gives our first-time leaders the opportunity to be mentored by a more experienced leader. Through this initiative, we aim to accelerate the capability of first-time people leaders to ensure that we develop a strong pipeline of talent across the business.

Well done to the team for making this dream a reality! [Emmalene Daniel Kerrie](#)

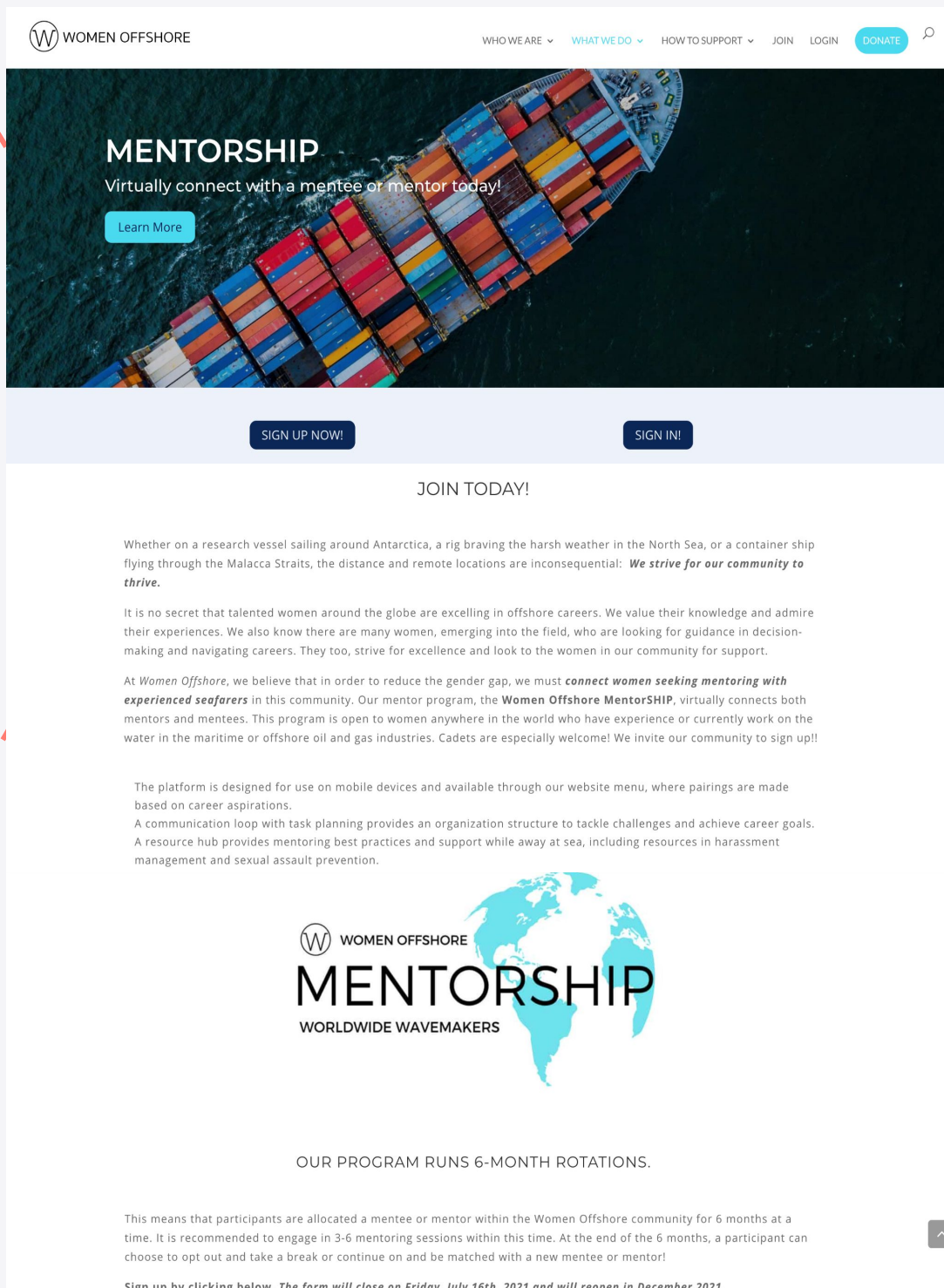
51 · 1 comment

Source: [LinkedIn](#)

Your Website

If you have an employee portal, or if you are an industry body or not-for-profit organisation, your website can also be a great place to house information on your mentoring program.

Here's how [Women Offshore](#) uses their website to promote their program and as a portal for sign ups - two birds, one stone! 🐦



WOMEN OFFSHORE WHO WE ARE WHAT WE DO HOW TO SUPPORT JOIN LOGIN DONATE

MENTORSHIP

Virtually connect with a mentee or mentor today!

[Learn More](#)

[SIGN UP NOW!](#) [SIGN IN!](#)

JOIN TODAY!

Whether on a research vessel sailing around Antarctica, a rig braving the harsh weather in the North Sea, or a container ship flying through the Malacca Straits, the distance and remote locations are inconsequential: ***We strive for our community to thrive.***

It is no secret that talented women around the globe are excelling in offshore careers. We value their knowledge and admire their experiences. We also know there are many women, emerging into the field, who are looking for guidance in decision-making and navigating careers. They too, strive for excellence and look to the women in our community for support.

At *Women Offshore*, we believe that in order to reduce the gender gap, we must **connect women seeking mentoring with experienced seafarers** in this community. Our mentor program, the **Women Offshore MentorSHIP**, virtually connects both mentors and mentees. This program is open to women anywhere in the world who have experience or currently work on the water in the maritime or offshore oil and gas industries. Cadets are especially welcome! We invite our community to sign up!!

The platform is designed for use on mobile devices and available through our website menu, where pairings are made based on career aspirations. A communication loop with task planning provides an organization structure to tackle challenges and achieve career goals. A resource hub provides mentoring best practices and support while away at sea, including resources in harassment management and sexual assault prevention.

WOMEN OFFSHORE
MENTORSHIP
WORLDWIDE WAVEMAKERS

OUR PROGRAM RUNS 6-MONTH ROTATIONS.

This means that participants are allocated a mentee or mentor within the Women Offshore community for 6 months at a time. It is recommended to engage in 3-6 mentoring sessions within this time. At the end of the 6 months, a participant can choose to opt out and take a break or continue on and be matched with a new mentee or mentor!

Sign up by clicking below. *The form will close on Friday, July 16th, 2021 and will reopen in December 2021.*

Meeting and Events

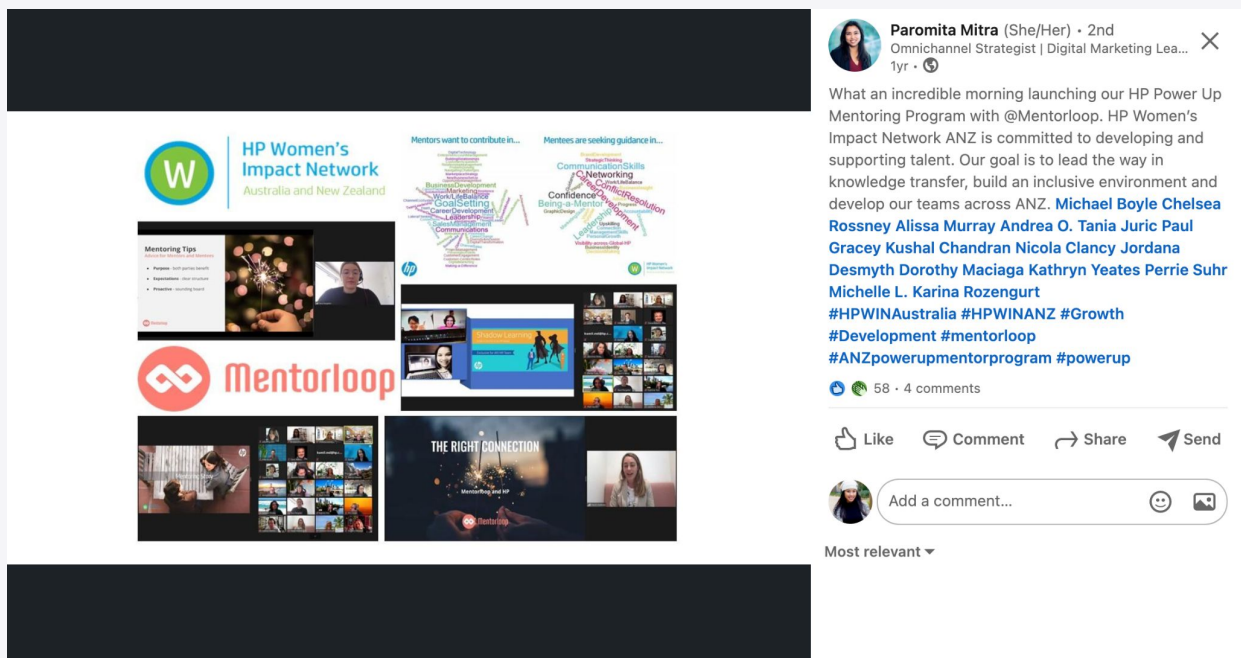
Regular team meetings, the all-hands, or general assemblies are a great way to personally announce your program and give everyone a lowdown on the details. It's also a great avenue for individuals, who are interested in the program, to ask some questions.

Similarly, holding events to talk about your new program might require a bit more effort, but it can be an effective way to hold your audience's attention and share the benefits of the program in a more informal way while providing them with a nice little break in their working routine.

Pro Tip: If you're hosting a webinar or event to launch your mentoring program. Have a chat with your Customer Success contact to see if representatives from Mentorloop can get involved.

A great example is the [HP Women's Impact Network](#) launch for their mentoring program.

Don't be afraid to invite everyone to have a look at what your program offers! Share your goals, what your hopes for the program are, and give them a runthrough of how Mentorloop can help them manage their mentoring relationship.



Paromita Mitra (She/Her) · 2nd Omnichannel Strategist | Digital Marketing Lea... 1yr · 🌐

What an incredible morning launching our HP Power Up Mentoring Program with @Mentorloop. HP Women's Impact Network ANZ is committed to developing and supporting talent. Our goal is to lead the way in knowledge transfer, build an inclusive environment and develop our teams across ANZ. [Michael Boyle](#) [Chelsea Rossney](#) [Alissa Murray](#) [Andrea O. Tania](#) [Juric Paul](#) [Gracey Kushal Chandran](#) [Nicola Clancy](#) [Jordana Desmyth](#) [Dorothy Maciaga](#) [Kathryn Yeates](#) [Perrie Suhr](#) [Michelle L. Karina Rozengurt](#)

[#HPWINAustralia](#) [#HPWINANZ](#) [#Growth](#) [#Development](#) [#mentorloop](#) [#ANZpowerupmentorprogram](#) [#powerup](#)

👍 58 · 4 comments

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🗨️ 📷

Most relevant ▾

Create Your Own Resource



Obviously, this one will take more time and effort. But if mentoring is a huge part of what your organisation aims to achieve, it's a great investment.

Out For Australia made a great one for their mentoring program and it's packed full of useful information and tips for potential mentors and mentees!



Learn more about the OFA mentoring program

How our program works

Virtual/online format Since 2018, the OFA mentoring program has been run digitally through an online portal called Mentorloop.



Mentorloop is an online mentoring platform. Think of it like Facebook, but for mentoring! Out for Australia uses Mentorloop to run our mentoring program. This means that when signing up and looking for a match, you will do so through the Mentorloop website. More information on how sign up through Mentorloop can be found on [page 17](#).

This means you can sign up for the program from the comfort of your living room and it only takes about 10 minutes!

Getting matched



In the OFA mentoring program, participants usually match themselves.

Once you have created a profile on Mentorloop, you can scroll from hundreds of other profiles of mentees/mentors to find your match.

We strongly encourage our participants to match themselves because in our experience, you are the best judge of what you are looking for in a mentee/mentor. However, we are available to help you find a match if you would like our assistance.

More information on the matching process is found from [page 20](#).

Learn more about the OFA mentoring program

How our program works

Eligibility

The Out for Australia mentoring program is open to any one:

- Over the age of 18
- Located within Australia

Our program is a LGBTQIA+ mentoring program, however allies are welcome to act as mentors.

There are also no restrictions to do with professional experience. We welcome anyone to the program who is ready to commit to a mentorship.

Mentor or mentee?

In your sign up to the program, you will need to choose whether you would like to act as a mentor, mentee, or both.

Whether you opt in to become a mentor, mentee or both is completely up to you, however you should reflect deeply on what you are looking to get out of the program and where you are in your career.

In our program, you can have more than one mentoring relationship. This means you can be both a mentor (in one mentoring relationship) and a mentee (in a different mentoring relationship). As an example, someone mid-career may act as a mentor for a student, and simultaneously be receiving mentorship from a senior person in their industry.

An OFA mentor is

A more established professional that identifies as LGBTQIA+ or as an ally. Mentors are committed to our mentees to help them achieve short-term goals, and help them to set long-term goals in the workplace.



An OFA mentee is

Someone in need of career advice and/or to talk about being LGBTQIA+ in the workplace. Our mentees come from a wide range of industries, and OFA welcomes applications from all academic backgrounds. Mentees often include:

- current students
- recent graduates who are entering the workplace for the first time
- young professionals during the early stages of their careers
- Someone changing career paths



Building Interest & Recruitment



So now that you've prepped for your campaign, have an idea of how to craft your messages, and have a refresher on the assets that are available to you, it's time to introduce you to our good friend **AIDA**.

This super simple model will help you get an idea of the journey you should be taking your would-be participants on throughout this campaign, which is:

- **Attention** - *What is this?*
- **Interest** - *That sounds cool.*
- **Desire** - *I kinda want to get involved.*
- **Action** - *I'm going to sign up!*

In this chapter, we'll show you what it looks like in action.

Sample Plan

ANNOUNCEMENT POST/MESSAGE/EMAIL

IMAGE: Coming soon to <ORGANISATION>:
<PROGRAM NAME>

We're thrilled to announce our new mentoring program, <PROGRAM NAME>!

Launching in January 2022, the program aims to get more women, members of the LGBTQIA+ community, and people of colour into leadership roles in alignment with our diversity and inclusion goals. This is a fantastic opportunity for us all to get involved in making <ORGANISATION> a more welcoming place for everyone from all walks of life to grow and thrive.

We'll be sharing more information in the coming days. For now, here's a short message from our CEO [NAME]: (video)



Sample Plan

FOLLOW UP EMAIL

SUBJECT: [Mentoring Program] sign-ups open on 15 January 2022!

On 15 January 2022, sign-ups for our mentoring program, [NAME], will open and I'm excited to invite you to join it!

Why join the mentoring program?

For mentees, it's a chance to connect and learn from a more experienced mentor who can offer insight, advice, and opportunities to help you progress in your career. (FYI, in studies, it has been shown that employees with mentors are 5x more likely to get promoted!)

For mentors, this is a great chance to give back while improving your leadership and management skills by providing advice and feedback to someone who can really use your help. (FYI, Managerial productivity increased by 88% when mentoring was involved, versus only 24% with training alone!)

But don't take our word for it! Here's <MENTORING CHAMPION> from <DEPARTMENTS> sharing their story on how [having/being] a mentor has changed their life: [VIDEO or QUOTE CARD]

Resources

We're also working with Mentorloop to make sure you have everything you need to succeed in this mentoring journey. So, you'll never have to feel alone, even when you're having a bit of trouble.

We're excited to see the connections that evolve from this initiative, and look forward to matching you with your ideal mentor or mentee!

Sample Plan

SIGN UP AD

IMAGE: [Mentoring Program] sign ups are open!

CAPTION: Information on sign up process, link to enroll

SIGN UP EMAIL

SUBJECT: Sign ups for [PROGRAM NAME] are now open!

Hi [INSERT NAME],

I am excited to invite you to sign up to
<PROGRAM NAME >!

This mentoring program is a chance for mentees to connect and learn from mentors who are ready to share their insight, advice, and opportunities to help you progress in your career. For mentors, this is a great chance to give back while improving your leadership and management skills by providing advice and feedback to a mentee who is ready and willing to accept the help you offer.

Sign up now!

There are only a certain number of individuals who we can accept into the first group/cohort of mentors and mentees, so make sure to sign-up right now using the link below:

SIGN UP HERE [LINK]

We are excited to see the program participants thrive, and look forward to matching you with your ideal mentor or mentee soon!

Don't be afraid to be creative with the messages and assets you use! Feel free to mix and match, keeping in mind what you know will work for your target participants and your organisation.

If you think a series of quick Slack messages like the example below is what will work, then that's great, just go with that! On the other hand, if you think a multi-faceted campaign is needed, by all means, go and spend the time planning a full-scale campaign. There's no one specific way to do this right.

SAMPLE SLACK MESSAGE

Hi, team!

Hope everyone had a lovely weekend!

This morning, I'm very excited to announce something that we have been working on for the past few months - we are launching a mentoring program, "[PROGRAM NAME]" on [DATE]! This is a fantastic opportunity for everyone to make connections across the organisation and make a positive difference in your life and career, as well as that of your colleagues! We'll be sending everyone more information on this in an email later today, but as always, please feel free to send me a message if you have any questions.

I hope everyone takes advantage of this opportunity and we're so excited to see the great connections that will be made across the organisation through this program! Have a great rest of your day!

Maintaining Momentum



Marketing your program shouldn't end once you've launched, recruited, and matched your participants. Your program's momentum is the key to making it a success, so keeping your participants interested and motivated is essential.

In this chapter, we'll give you a few tips to help you ensure your program keeps its momentum.



Touch Base and Encourage Feedback

This shows participants that you're invested in their success and are there to help them get the most out of this program.

Take advantage of the **filters** and **bulk messaging** features

You can use it to update your cohort on the progress being made, like when your cohort is 100% matched, or 70% of participants have set their goals. Another way to use it is to send quick check-ins to let your participants who need a helping hand know that support is available.

Use your filters to see who's making tons of progress, and send a bulk congrats message or, on the other hand, filter for those who haven't made a lot of progress (e.g. stuck in the sign-up phase) and ask how you can help or send some resources.

Pro Tip: Use **Sentiments** and **Milestones** to find participants who might need a bit more help. Filter for any 1-2 star ratings and reach out to see if they need to get a different match or some other form of support. Similarly, see who hasn't completed a certain Milestone, such as "First Meeting", and send some guides to encourage them to take that step.

Regularly Share Mentoring Stories

Share Mentoring Stories

Mentoring Champions are fantastic resources - make sure you get the most out of their stories.

Also, as the program is ongoing, we collect mentoring stories from current participants. Use them as your Customer Success Manager shares them with you!

Seeing familiar faces or knowing that great connections are being made in the place they work can inspire others and give them confidence that they too can find the same life-changing connection.

Encourage mentees and mentors to share their stories on your Slack channel, internal message boards, or their LinkedIn accounts.

The program coordinator for the [European Cities Marketing](#) mentoring program got creative with this - summing up their first year with a [video](#)! These kinds of assets can really help you when the time comes to recruit your next set of participants.

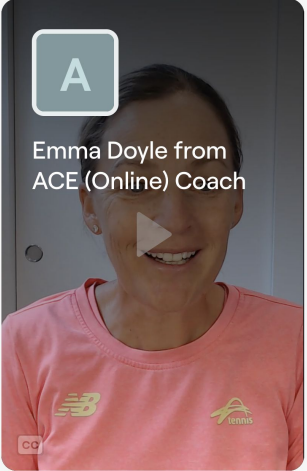
Go ahead and introduce yourself! 🌟
(What's your name, where are you from, what's your job title?)
00:15

What do you think the 'secret' is to a good mentoring relationship? 🤔
00:24

What's one way that mentoring has changed your professional or personal life - or for your mentoring match? ✨
00:50

What advice would you like to give your younger self? 🗨️
00:49

Lastly - what tips or advice would you like to share with those new to mentoring?
00:23



POWERED BY **vouch** [Get Vouch for Free](#)



ECM Mentor Programme - 1-year video

9 views · Aug 31, 2021

Microsoft Office 365 | Accessibility Features

Summary

In this guide, we covered:

- [Your Pre-Promotion Prep](#)
- [How to Craft Your Comms](#)
- [Tools and Assets To Use](#)
- [How to Build Interest & Tips For Recruitment](#)
- [How to Maintain Momentum](#)

We hope this has helped you get more clarity on how to approach promoting your program, and that you've found the tips and templates useful.

Congratulations on beginning this journey!

We're confident that through your mentoring program, you'll make a significant contribution to your organisation and a huge difference in the lives of your mentors and mentees.

Good luck!

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

mentorloop.com