

# Guide to Promoting your Mentoring Program



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## Introduction

Effectively promoting your mentoring program is vital to building and maintaining excitement and engagement around your mentoring program.

This toolkit will help you promote and launch a mentoring program that will encourage participants to engage.

## Why Promotion is important

When you first introduce a new mentoring program to your organisation, there will be a natural interest. The challenge is to translate this interest into high participation rates. To achieve high participation rates, you need to ensure that your mentoring program is effectively promoted on an ongoing basis.

One of the biggest mistakes that program managers make is to assume that potential mentors and mentees will understand the benefits of mentoring.

For many potential users, this will be their first experience of mentoring, so you will need to convince them that participation is worth their time and effort.

## Articles For Newsletters

AT PLD, we provide our clients with mentoring related articles each month that they can use to promote and explain the benefits of mentoring to both mentors and mentees.

## Case Studies

Over time you can contact participants on your mentoring program and use their experiences to develop case studies that you can also use to educate potential users on the benefits of the program.

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Here are some suggested marketing tips for promoting your program:

## Preparing your Mentoring Platform Promotion Campaign

1. Identify your target audience (i.e. New starters, emerging leaders, etc.)
2. Identify potential promotional channels (i.e. in house magazine, website banners, newsletters, emails, blogs, etc.)
3. Partner with marketing channel owners within your organisation to create promotional materials
4. Create a communications plan of what marketing channels and messages you will use and the frequency of your messages.
5. Develop and send your marketing communications

## Email Guidelines

The aim of emails will be to not only create awareness of your mentoring program but to also create excitement among prospective users.

How to attract mentors and mentees:

- > **Inspire and Excite** – Explain the advantages of mentoring – send links to articles and videos.
- > **Set out the criteria** that makes for good mentors and good mentees
- > **Set clear expectations** around the amount of commitment involved in developing a successful mentoring relationship

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## Promotional Materials

### Email Guidelines

The following email tips will help optimise the success of your enrolment emails:

- > **Time of Send** – Know how your target audience responds to organisation-wide emails. Avoid Monday morning sends when everyone's inboxes are full. Tuesday, Thursday, and Wednesday (in that order, data says) tend to be better days to send emails. Mid-morning sends around 10 a.m. have been proven to show high success rates of open. Other times to consider 8-11p.m. and 2p.m.
- > **Test** – If you have the time and ability to run tests with your email sends, test a small batch of sends at one day and time and compare them to another send at another day and time. Whichever has the highest number of opens and click-throughs is your winner for the larger group send.
- > **Length** – Concise and to the point is your main objective. A reader's attention span only lasts a few seconds when scanning through the emails, so you need to reel them in with compelling content. An initial contact email is recommended to be no more than 125 words.
- > **Tone** – Give participants a reason to be excited about your mentoring program. Make sure your language and tone are upbeat and engaging. Avoid jargon and make sure to highlight the individual benefits of the program to your audience.
- > **Targeting** – Are you courting business-focused, high-level executives, or sending out invites to trainees? Keep your copy audience appropriate.
- > **Subject Line** – Make sure the subject line is relevant to your audience. Grab their attention in the first few words. Make sure you're creating urgency and curiosity (E.g. How Mentoring Can Improve Your Career Development).

### Maintaining Excitement

To maintain a healthy pipeline of mentees and mentors, you need to put ongoing effort toward developing your organisation's mentoring culture. It is important to share communications about the program and the benefits of mentoring.

Use testimonials from program participants in newsletters and continuous email campaigns.

Try sending out one success story per month to prospective participants, or as part of the program newsletter to keep the momentum going.

Use articles on the benefits of mentoring to continually generate buzz.

If you would like to see how we have designed our mentoring platform to deliver successful mentoring relationships give us a call on **01625 251 055** or email [hello@pldmentoring.com](mailto:hello@pldmentoring.com) or visit [www.pldmentoring.com](http://www.pldmentoring.com)

