THE COMPLETE GUIDE TO PROMOTING YOUR MENTORING PROGRAM
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**PRE-PROMOTION PREPARATION**

Before you can truly promote your mentoring program, you should be clear about your program objectives, and have the enrollment process for mentors and mentees ready to go.

1. **COMPANY OBJECTIVES & MENTORING BENEFITS**

   Clearly define your organisational goals so that you are aware of what and why you are promoting the program in the first place.

2. **MENTOR/MENTEE ENROLMENT PROCESS**

   Don’t tell people about your program, only to have no CTA (call-to-action) or instant sign-up. Have your enrollment procedure and mentor-mentee survey questionnaire ready to send with the message.

3. **MENTOR/MENTEE MATCHING PROCEDURE**

   Ideally, you will have a good idea of your matching criteria before people began registering interest.
Once you know why you’re running your program, you can define who you’re marketing it to. The list below is not exhaustive, and you can select people based on any criteria.

1. COMPANY WIDE
The holy grail of mentoring programs, where you can build a true mentoring culture. Going company-wide involves marketing your program to everyone.

2. HI-PO EMPLOYEES
Looking to bolster your leadership pipeline and optimize your high performers? Promote your program to select employees who have been earmarked as future managers, executives etc.

3. UNDERREPRESENTED GROUPS
Looking to foster inclusion and create a more diverse organisation? Market your program to groups who are underrepresented at your organisation.

4. A SPECIFIC DIVISION OR SPECIALITY
Is your goal to have your engineers or sales people mentored? Pick a division or two and market your program to them - before expanding further.
WAYS TO PROMOTE YOUR PROGRAM
WAYS TO PROMOTE YOUR PROGRAM

1. EMAIL
The classic email: great for getting word out there and providing a strong CTA (call-to-action) for sign-ups.

2. COMPANY INTRANET
Your company intranet can be a perfect place for promoting your mentoring program; showcase it for a month, or keep it there so people can sign up on-demand.

3. MARKETING COLLATERAL
Marketing collateral (decks, one-sheets and posters) are a great way to get more creative and showcase the benefits of being involved.

4. MENTORING SOFTWARE
Dedicated mentoring software providers can build you a beautiful mentoring program portal where your people can read about the program, contact the program coordinator, and sign up and create their mentor or mentee profile.
Email
The three keys to a good promotional email are:

1. **Inform people of the program.**
2. **Showcase some of the benefits and create some urgency to sign-up.**
3. **Offer a strong and immediate call-to-action where they can sign-up.**

Hi [Name],

We are now taking sign-ups for our new mentoring program!

**What’s it for?**

For mentees: It’s a chance for you to connect and learn from a more senior employee who can help you progress in your career.

For mentors: This is a chance for you to provide advice and feedback to someone who can really use your help. It’s also a chance to learn new things, and improve your own leadership and management skills.

**What’s the time commitment?**

It’s mostly up to you to decide how much you want to connect, but most mentorships involve monthly communication via whatever communication channel suits you.

**Who can sign-up?**

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.

[Insert your enrollment link]

Thanks, and we look forward to matching you with your ideal mentor or mentee!

Best,

[Name]

*Note: It helps if you can segment (create separate emails) for mentors and mentees, so you can be more targeted and precise in your messaging about the benefits of being involved.*
Company Intranet
If people are active on your company intranet, it’s a great way to get word about the program in a neat and seamless way.

Make sure the image or copy you use to promote the program clicks straight through to the sign-up form.

You can feature the image or copy for a couple of months leading up to the sign-up date - and then move it somewhere less prominent - but still accessible - for people eager to join later on.
Marketing Material
The possibilities are endless with marketing materials. Create (or have your marketing department or person create) a one-sheet, poster, or deck that can be shared with your potential mentors and mentees - or placed somewhere on your intranet or in the office.

Don’t forget to include a link/button for people to sign up.
Mentoring Software

Welcome to the ‘Your Company Name’ Mentoring Program

We are running an internal mentoring program to enable you to connect and develop with other people at Your Company Name. Mentoring has been shown to have a number of incredible benefits (for both mentors and mentees), and we look forward to seeing your participation and progress.

What you need to know...

How long is the program?
This round of matching will last through 18 (12 months). We will then look at matching.

What’s the time requirement?
This is mostly up to you. We expect you to maintain contact once per month, at a minimum.
Mentoring software providers like Mentorloop can build you a custom, branded marketing portal.

This dedicated portal serves as a place where your potential mentors and mentees can read about the program, sign up, contact the program coordinator, and login into their mentoring software platform once connected with their mentor or mentee.

You will need to send the link to the portal via email or intranet so that it can be accessed.

The best thing about this method is that the workflow is seamless:

People visit the portal → they sign up for the program via the custom survey questionnaire built by the mentoring software → each mentor or mentee profile is then stored in the platform ready for matching.
If you would like to see how promoting and running your mentoring program via mentoring software can save you days of work as well as result in better mentoring outcomes, a member of our team would be happy to walk you through the software with a free demonstration.

Get your free demo now
Visit us:
mentorloop.com

Contact us:
info@mentorloop.com
Steve, thank you for being a mentor and a friend. Thanks for showing that what you build can change the world. I will miss you.

Mark Zuckerberg, CEO of Facebook tweets about his mentor Steve Jobs, Apple CEO.