

PROVEN GUIDELINES TO INCREASE RESPONSE TO PROMOTIONS AND RECRUITMENT CAMPAIGNS

- 1. Ask your mentors to recruit their friends and colleagues to mentor.** Mentors are the best people to sell your program and volunteer opportunities. Research has shown that personally asking people to mentor or volunteer is one of the most effective recruitment strategies.
- 2. Use testimonials.** Your audience will likely pay attention to a message from current mentors—people who have enjoyed mentoring and would be willing to recommend it to others—or from mentees themselves. Ask a mentor or mentee (or both) to write a sentence or two describing what they've gained from or enjoy about their mentoring relationship, and ask for permission to use the statement in your promotions. Place such testimonials in quotes prominently at the beginning or top of a letter or flyer, centered in bigger, bolder type.
- 3. Be concise!** Keep it to one or two pages, whether it's a letter or a flyer.
- 4. Be clear! Avoid complex words or sentences.** Vague “50-cent” words and long sentences disrupt the reader's attention. Use short sentences with everyday words that get to the point.
- 5. Use informal, plain English.** Use language that your audience will recognize and feel comfortable with. Stick to concrete, straightforward words and terms.
- 6. Make it stand out.** If you can, use a splash of color. Use bright, colored paper for flyers and use a color other than black for important phrases or words in a letter. However, avoid creativity that will distract the audience from the message.
- 7. Be concrete.** Use statistics or accomplishments of your program to bring your message to life.
- 8. Use sales principles.** First, briefly identify the problem or need, then focus specifically on what you want the reader to do. Identify the value/benefits to the reader of participating in your program.
- 9. Don't forget the call to action!** Always clearly spell out the action you want readers to take (call, write, join, etc.). Include the call to action at the beginning of the document and repeat it at the end. Using words such as “now” or “today,” as in “call now,” gives the need a sense of urgency.

Courtesy of MENTOR/National Mentoring Partnership.