

MENTORING COMMUNICATIONS PLAN

Objectives

You must develop clear objectives before proceeding with company marketing and communications efforts. These objectives typically are as follows:

Obtaining support for the mentoring concept.

Obtaining funding for the mentoring program.

Recruiting volunteer mentors from your employee population.

Recruiting student mentees (work with your local or national program partner to develop the best approach).

The next step is to develop an effective communications strategy, which includes choosing your most important audience(s) and deciding on the best ways to communicate with them. Marketing your mentoring program is an ongoing process that should be incorporated into the marketing plan for other employee volunteer or pro-social initiatives at the company.

Communications Strategy

Four basic components of the communications strategy should be included in all materials or presentations promoting your mentoring program:

1. Establish the need for mentoring to enhance support for the mentee population:

Include statistics on the populations. (These numbers are specific to your community.)

Tie your message into your organization's mission and history.

2. Describe the program components and activities.

3. List benefits of the mentoring program for:

Mentors (employees).

Mentees (students).

The company.

The community at large (emphasize those groups most important to you).

4. Include an example or case study of a mentoring success story (if possible)



EMPLOYMENT
PATHWAYS PROJECT

Audience Segmentation

The communications strategy should include different forms of marketing and promotion. It is important to choose a form of promotion that is practical and appropriate for each audience as shown in the grid on the following page. By highlighting specific benefits to specific audiences, you can tailor your message.