





**RECRUITING VOLUNTEERS
MARKETING YOUR PROGRAM**

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**WHY PROMOTE
YOUR PROGRAM?**

- Successful recruitment of mentors
- Raise the level of awareness about the need for mentoring in the community
- Funding for program sustainability
 - *Marketing efforts to promote a mentoring program are critical*




MARKETING

- *Merriam-Webster's Collegiate Dictionary:*
- *Process or technique of promoting, selling, and distributing a product or service.*
- *A deliberate, planned opportunity to promote your mentoring program!*




MARKETING

- Dynamic, business process, a total, integrated consumer-oriented system. Find out what the consumer wants, plan and develop a product or service to satisfy those needs and determine the best way to price, promote and distribute the product.




MARKETING

- Peter Drucker: Marketing is a distinguishing and unique feature of business. Business is set apart from all other human organizations by the fact that it markets a product or a service. Neither church nor army nor schools nor the state does that.




MARKETING

- Philip Kotler and Sidney Levy
- Choice facing those who manage non-business organizations is not whether to market or not to market – no organization can avoid marketing. The choice is whether to do it well or poorly.




MARKETING

- Choice facing managers of mentoring programs is not whether to market or not, but rather, whether to do it well or poorly
- Promoting your program will help with strategic planning, implementation, and management of your mentoring program



MY MOTTO

- REACH OUT AND TOUCH SOMEONE
- *"If it is good enough for the telephone company, it is good enough for me!"*




HOW ARE YOU DOING?

Let's take a quiz

Number down from 1-10


ACROSS THE TOP OF THE PAGE
WRITE:

YES NO I DON'T KNOW




QUIZ

1. Does the average citizen in your community know about your mentoring program and its goals?
2. Does your program regularly provide a comprehensive and informative newsletter to all citizens in the community as well as to staff, mentors and mentees?
3. Do local businesses in your community support your program with mentors and/or financial donations?
4. Do the local news media routinely provide time and space for mentoring news?
5. Are Letters to the Editor written often about your mentoring program?




QUIZ

6. Are the schools in your community familiar with the mentoring program, even if it is not a school-based initiative?
7. Are members of the media invited to become mentors in your program?
8. Does your mentoring program appear regularly on the local cable access television station?
9. Do you use radio and Public Service Announcements (PSAs) regularly to advertise your mentoring program?
10. Do your written goals include reaching out to the media with a clearly defined action plan?



QUIZ

- Scoring – how did you do?
- Let's review each question now – as tips for your marketing plan




LAUNCHING A PLAN

- Time to launch a marketing plan is not as a solution to a crisis
- When funding is drying up or additional mentors cannot be found, this is not the time to plan a major promotion of your program
- Must be a long-term effort, designed to send a message about the need and importance of mentoring




LAUNCHING A PLAN

- Marketing is a long-term effort, designed to send a message about your need and program value, 365 days each year



MARKETING PLAN


- Identify all the internal and external "publics" that a mentoring program must view as regular customers
- Let's examine who these publics are



PUBLICS

OUR PUBLICS


Internal	External
○ _____	_____
○ _____	_____
○ _____	_____
○ _____	_____
○ _____	_____



PUBLICS

Internal Schools


○ Students	○ Bus Drivers
○ Teachers	○ Crossing Guards
○ Administrators	○ Volunteers
○ Principals	○ Food Services
○ Board of Ed	○ SUBSTITUTES
○ Custodians	○ Secretaries



PUBLICS


Internal AGENCIES/CHURCHES

○ Staff	○ Board Members
○ Lay leaders	○ Youth Workers
○ Teachers	○ Youth
○ Congregants	



PUBLICS

	External
○ Legislators	Council Members
○ Parents	PTO/PTA
○ Police/Fire	DINKS
○ Alumni	Churches/Synagogues
○ Real Estate	Media
○ All residents	Taxpayers
○ Business	Hairdressers
○ Nursery Schools	Day Cares
○ Relocation Agency	




PROMOTING THE PROGRAM

- List the best ways from your experience to promote a mentoring program?
- _____
- _____
- _____
- _____



PROMOTING THE PROGRAM

- Media
- Corporate/ Chamber newsletters
- School and agency newsletters, brochures and bulletins
- Libraries
- National Mentoring Month
- Testimonies – Benefits to M/M
- Fundraisers – Golf Tournament
- Public recognition events
- Scholarships offerings
- Table Tents



PROMOTING THE PROGRAM

- Billboards
- Ads in Movie theaters
- Internet banners
- Flyers in super market bags at check out
- Sleeves on cups of coffee with message
- Slogans “100 mentors in 100 days”
- Children’s voices for PSAs
- Val Packs
- E-mails to staff – message on bottom about program
- Utility bills
- Cable TV Station
- Pizza Hut trays
- SUNDAY SERMONS!!!!