

Sample Annual Mentor Recruitment Plan

Recruitment Objective

Attract 10 new mentors to be matched with youth by <<ENTERDATE>>.

Target Audience

Men and women within metro area with an emphasis on increasing the number of male and minority mentors.

Positioning Statement or Core Communication Message

To help a young person develop a positive vision for the future, become a mentor.

Promotional Materials

- Informational flyers
- Newsletter
- Press releases
- Generic news article (for newsletters, papers, and local magazines)
- Program presentation with overheads, notes, and handouts
- Web site development

Promotional Activities

- Place brochure and flyer throughout the community (*continuous*)
- Display tables at local events (*as available*)
- Distribute newsletter (*quarterly*)
- Distribute press release and PSA to local media (*quarterly*)
- Make personal contact with key media and organization leaders (*2–3 per month*)
- Present to community organizations (*1–2 times per month*)
- Garner inquiries from Web site (online interest form) and e-mail (*continuous*)

Target Organizations

- Local Colleges
- Local Businesses
- Professional Associations
- Fraternal/Civic Organizations (Kiwanis, Junior League, Jaycees, Chamber of Commerce, etc.)
- Churches/Faith-Based Groups
- Governmental Agencies
- Corporate Volunteer Councils