

# NATIONAL MENTORING MONTH COMMUNICATIONS TOOLKIT

## **What is National Mentoring Month?**

National Mentoring Month (NMM) is the largest-scale mentoring campaign nationwide, culminating each year with the National Mentoring Summit. The campaign was launched four years ago by the Harvard T.H. Chan School of Public Health and MENTOR: The National Mentoring Partnership. This year will reflect on the incredible growth of the mentoring movement, recognize the real life mentoring relationships that form and thrive each day, and offer opportunities to thank the mentors who inspired us.

## **YouthBuild Mentoring Model**

Our mentoring relationships enhance the outcomes of YouthBuild students—building on the personal growth and success they find in YouthBuild and helping them transition into the next phase of their life. YouthBuild mentoring can help boost academic achievement, assist with career exploration, enhance leadership development, and strengthen connections between YouthBuild students and their own families and communities. Our mentors stick with their students after YouthBuild to ensure that each young person has caring support as he or she moves forward in life.

## **Key Campaign Dates**

### **January 4, 2019 – I Am a Mentor Day [\[Graphic\]](#)**

A day for volunteer mentors to celebrate their role and reflect on the ways mentees have enhanced their world.

### **January 17, 2019 - International Mentoring Day [\[Graphic\]](#)**

A day of international conversations on social media where photos, video, and powerful mentoring stories messages are shared.

### **January 21, 2019 – Dr. Martin Luther King, Jr. Day of Service [\[Graphic\]](#)**

A day to share in the inspirational words of Dr. MLK, Jr. and elevate the spirit of service through volunteerism.

### **January 31, 2019 - #ThankYourMentor Day [\[Graphic\]](#)**

This day concludes the #ThankYourMentor campaign! Anyone with real life mentoring experiences can thank those who helped them on their path to adulthood and beyond.

## Press Release

We encourage you to use the attached press release template when pitching local media. If you would like guidance/support with this template or would like to be provided a local media list, please [contact the YouthBuild USA Communications Team](#).

## Social Media Content

Please follow us on Twitter @YouthBuildUSA and Facebook [facebook.com/youthbuildusa](https://facebook.com/youthbuildusa) to retweet/share our content. Below we have also included sample tweets to help you kick off your own social strategy! Feel free to pull from the language in these examples or craft your own.

### **Share Your Event Details, Photos, Videos, and Other Exciting News**

Please tag us @YouthBuildUSA in your exciting content across all social media platforms! We love helping lift up all the amazing work that goes on in our programs – but we can't share if we don't know about it! Tag us in your posts and/or email your content to Elyssa Duncan at [eduncan@youthbuild.org](mailto:eduncan@youthbuild.org).

### **Key Hashtags to Use**

#YouthBuild, #YBMentors, #MentoringMonth, #ThankYourMentor  
**#YBMentoring**

### **Sample Tweets to Show Your Participation**

- This National #MentoringMonth, we're celebrating all our amazing mentors within the #YouthBuild Movement! Thank the mentors in your life by sharing your mentoring story using #ThankYourMentor!
- This National #MentoringMonth, I would like to thank **[TAG INDIVIDUAL]** for being my #YouthBuild mentor. #MentorIRL **[INSERT PHOTO - optional]**
- January is National #MentoringMonth! **[YOUR PROGRAM NAME]** will be celebrating along with @YouthBuildUSA and other #YouthBuild programs across the country. How will you #ThankYourMentor?
- In honor of National #MentoringMonth, my **[MENTOR/MENTEE]** and I will be **[INSERT ACTIVITY]**. Join @YouthBuildUSA in the celebration of mentoring during the month of January! #YBMentors **[INSERT PHOTO - optional]**

## **Other Helpful Visuals**

[National Mentoring Month Logos and Graphics](#) – Download MENTOR’s digital asset package for use on social media, marketing emails, printed guides, posters, and more!

[Power of Relationships Graphics](#) – Share these graphics on the power of mentoring relationships to help inspire others to become mentors.

[National Mentoring Month Videos](#) – MENTOR will be adding new videos leading up to and throughout January.

[In Real Life Videos](#) – Find your favorite videos promoting the power of mentoring in this playlist to share with your friends and followers!

## **Contact YouthBuild USA Communications Team**

### **Media or Crisis Management:**

Leah Pennino, Senior Director of Communications  
(617) 684-3355 | [lpennino@youthbuild.org](mailto:lpennino@youthbuild.org)

### **Social Media or Digital Communications:**

Elyssa Duncan, Digital Communications Manager  
(617) 741-1249 | [eduncan@youthbuild.org](mailto:eduncan@youthbuild.org)