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