

## How do I attract and recruit appropriate mentors?

### Media and Promotion

- Gain media coverage in your local papers with key messages about the kinds of mentors you are looking for.
- Try to get an article or advertisement in 'The Big Issue' magazine as a targeted recruitment opportunity.
- List advertisements for mentor positions on volunteering websites including Infoxchange, volunteer.com.au, govolunteer.com.au, Good Company and Victoria's Volunteering Portal.
- Consider developing a poster – "Mentors Wanted" – to advertise at local hubs.
- Advertise mentoring vacancies in school newsletters as a way of getting parents in the local area involved.

### Community

- Approach local businesses for support. Many businesses have a commitment to corporate social responsibility and are keen to be directly involved in their local community.
- Distribute flyers to local libraries and cafés where members of the public may be interested in finding out more.
- Consider advertising at universities and TAFEs. (However be clear about the level of commitment required, and that mentoring as student placement may not be viable).
- Run volunteer information sessions, or present or have a stand at community volunteer expo or conferences.
- Approach local government in your area to encourage staff involvement in the program as mentors.
- Negotiate long term corporate involvement by presenting at corporate events and other networks including Rotary and Lions groups.

### Stakeholders

- Consider having a reference group that meets every two or three months to support the running of the program. They may have ideas and be able to help promote the program through their networks.

### Using existing resources

- Use your existing mentors to promote the program via word of mouth. Hearing about real mentoring experiences is a powerful tool.
- Advertise the opportunity via your e-mail signature, corporate intranet networks, the Youth Affairs Council of Victoria, churches and local government websites.
- Look into your database of past mentors and volunteers and contact them to see if they would be interested in participating again.

***Tip:***

When you are promoting mentoring opportunities ensure you have all the relevant documentation ready – for example: program description, mentor position description, application form, interview procedure and training outline.