

## How do I recruit enough male mentors to meet the needs of the young men referred to my program?

- Host an informal event just for men, where current male mentors talk about their experiences.
- Ask your current male mentors why they got involved and use their suggestions to guide your thinking.
- Ask your current mentors to talk to their male friends and networks about the possibility of mentoring.
- Consider the visual messages that you are sending through your recruitment advertising and program flyers. Do you depict a good mix of male and female mentors?
- Place advertisements on volunteering websites specifically asking for male mentors.
- Engage males who are university or TAFE students by giving presentations or advertising in student publications. Be aware of this group's ability to commit longer term as their commitment may end with the completion of student placement hours or the university year. Be up front about what they need to commit to.
- Do radio interviews or try to get a community service announcement (CSA) aired on radio stations that have a listener demographic that you are looking for.
- Research the kind of language that engages men. Male mentors seem to respond to expressions in promotional material like *"having fun"* and *"getting out there and having a go"*. Use active language where possible to attract men to the program.
- Ensure that you are communicating the need for male mentors at youth network meetings and your organisation's website
- Advertise for more male mentors at local sports clubs and gyms.