

Finding Mentors Online Training

Completion Time: 1.5 hours

Course Summary Description:

The longer you're involved with a mentoring program, the more you'll see that its success is built on the contributions of volunteer mentors. Yet finding those volunteers can be one of the most daunting and difficult tasks you'll face. As you try to recruit mentors you may feel, at times, like you're trying to scale a mountain! Recruiting mentors is a major challenge—but it can be done. This course will provide you with information and helpful hints that will allow you to create an effective mentor recruitment strategy for your program.

Course Learning Objectives:

The learning objectives of this course are to:

1. Describe best practices for mentoring programs and how these practices relate to attracting and retaining volunteer mentors
2. Understand how to assess your youth mentee population and develop descriptive profiles of prospective mentors based on your assessment
3. Recognize the qualities of an effective mentor
4. Understand how to develop mentor recruitment messages to deliver to prospective mentors
5. Describe how to develop and implement a mentor recruitment plan that identifies specific channels and methods of communication.

Outline of Course Contents:

Lesson 1: Course Introduction and Objectives

- Five-Steps for Developing and Implementing a Mentor Recruitment Program

Lesson 2: Program Readiness and Descriptive Profiles

- Elements of Effective Practice in Mentoring Programs
- Assessing Program Readiness
- Developing Descriptive Profiles
- Identifying Recruitment Source Groups

Lesson 3: Qualities of Effective Mentors

- Qualities of Effective Mentors
- What Mentors Don't Do

- Lesson 4: Mentor Recruitment Messages
- Developing Recruitment Messages
 - Mentor Motivation
 - The Mentoring Experience
 - The People and the Program
 - Barriers and Roadblocks
 - Recruitment Contacts
 - Name Brand Recognition

- Lesson 5: Channels and Methods of Communication
- Types of Communication Channels
 - Targeting Your Recruitment Efforts
 - Methods of Communication
 - Recruitment Program Budget

- Lesson 6: Recruitment Program Implementation
- Goals and Timetables
 - Action Steps and Participant Roles
 - Evaluation

- Lesson 7: Access to Additional Mentoring Resources

Supplemental Resources: Documents and web site links are provided in the “Research and Reference” section of the course accessed from the Course Home page.