



# MARKETING YOUR MENTORING PROGRAM

*A Practical Guide to Supporting  
Your Mentoring Program*

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corporate • academic • associations

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## INTRODUCTION

You've invested in mentoring software to automate and grow your mentoring program but how do you make sure it's successful? Your program needs to be marketed along the way to recruit mentors and mentees, encourage participants and keep them on track. Then it's important to celebrate the positive outcomes for your organization.

If for some reason the program hits a lull or fizzles somewhat, for whatever reason, then you need to have a plan to bring it back on track! The idea is that with the right marketing and enthusiasm the program develops a momentum of its own!

### **Steps to marketing your mentoring program:**

#### **1. Define your mentoring program's purpose**

What is the purpose of your mentoring program? What is it trying to achieve in relation to your organization's business objectives? Whether the program is for a company, university or association, define why you are offering a mentoring program. Some examples:

- \* For Associations - "To help younger members navigate their careers with more senior experienced members"
- \* For Companies - "To guide high potential employees through their careers at the company"
- \* For Universities - "To connect alumni with 3<sup>rd</sup> year students to help give advice on career options"

#### **2. Identify your advocates and cheerleaders**

Who are the advocates or cheerleaders in your organization who will join the program straight away, and help spread the word! They need to understand the benefits of joining for both mentor and mentees.

#### **3. Mentor requirements**

Work out who would be the best mentors for your program based on your program's purpose and objectives. Often programs have more mentees (people that would like help) than mentors, so your initial cohort of initial mentors are very important. You also want them to mentor for the long term - i.e. come back for future cohorts and programs, and also let other people they think might be good mentors know about the program and encourage them to sign up.

#### **4. Decide where to find your mentors and mentees**

Work out where you are going to find your mentors and mentees and then think about the best channels of communication to connect with them. This could be emails, on an intranet site, via a learning management portal, company town halls and meetings, posters around the office or cafeteria, webinars etc.

## **5. Create a Communication Plan**

Build a series of communications that help market and sell your program to its constituents. There needs to be communication before, during and after a program. You can use this **FREE** Google Spreadsheet to help -

<https://docs.google.com/spreadsheets/d/1O0hHbCivSa1xuATD7NVCTVKFXvtNmFPvnmYEGxskdWA/edit?usp=sharing>

## **6. Automate and streamline the process by investing in a mentoring software**

The idea is for your program to launch, then grow over time. The easiest way to ensure success is to invest in a mentoring software to launch, automate and grow your program without adding an undue burden on the program administrator. The mentoring software will do the heavy lifting in terms of matching pairs via an algorithm, automated email reminders, providing activities and tracking outcomes.

## **7. Marketing activities**

Put together a schedule of marketing activities and timings to get the word out. Try and set targets of the numbers of participants you would like to include. It's better to start small and grow over time.

## **8. Avoid 'Fizzle-Out Syndrome'**

Sometimes organizations can go to great lengths to launch a mentoring program and there is great fanfare at the start, but then not much activity happens afterwards. We call this avoiding the 'Fizzle-Out Syndrome'. To do this it's important to structure marketing communications and reminders to ensure maximum participation and engagement. Often, simple tools and tactics are all that are needed to ensure successful mentoring relationships.





In addition to the program name, there are some options of what to call the participants themselves. Most of the time the terms Mentor and Mentee are used but sometimes Mentees are called Protégés or Mentorees.

### **A.1.3. Mentoring is Free for Participants**

Mentoring programs are almost always free for participants - for both mentors and mentees. It's the nature of mentoring per se. Mentorship is to help people who want to grow and learn, and for more experienced people to give back and also grow themselves in terms of leadership and development.

In the association world, to help the program grow faster, it could be offered for free for mentees even if not association members (for a limited time for example) to help them end up becoming a paid member, or offer free for students, who eventually turn into paid members themselves.

### **A.1.4. Small Fee for Mentees**

In certain circumstances, you might want to ensure the mentees are serious about participating and will be on time, etc. Some programs charge a small fee of \$50 or \$100 for the program which helps to cover administration costs as well. Mentees can be more committed as they have invested some money in the mentoring process, even if just a nominal amount.

However, even a small fee can also deter mentees who are not serious about mentoring, so it will reduce the numbers. It depends upon the needs of the program, some programs look for a large number of participants and others for just the right group of committed participants.

Remember though, mentors are always free - as they are giving up their time.

### **A.1.5. Limited Time to Signup**

Without a deadline less people register. Having a limited time to sign up gets more registrations. Just by adding a date/time to apply can make a big difference, which is supported by marketing activities.

## A.2. Content

### A.2.1. Mentoring Site

Make sure your mentoring software provides a branded landing page that matches your corporate website rather than a generic page.

It can also include information:

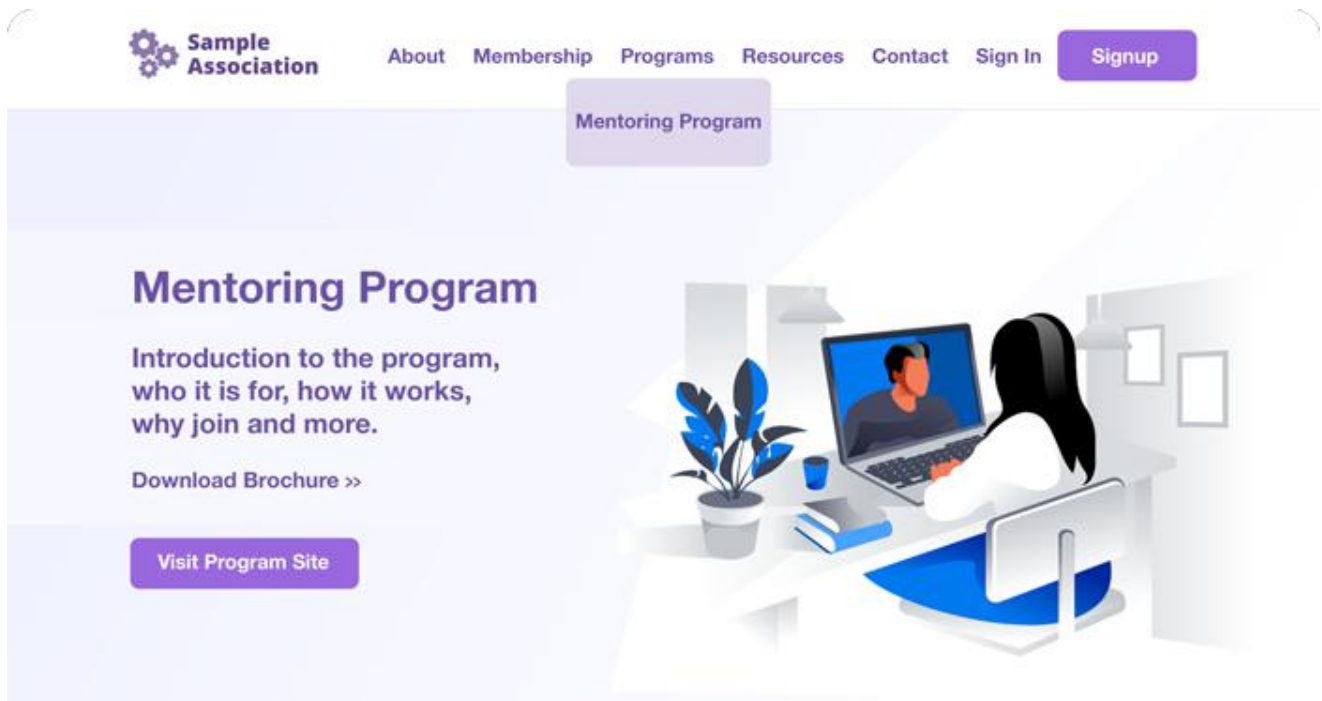
- \* About the program
- \* How it works / eligibility to apply
- \* Program journey (timeline)
- \* FAQ's
- \* Contact Us
- \* Login / Single Sign-On (SSO)
- \* Photos - it is better to use real photos from your organization's events that you have permission to use. Crop photos to focus on scenes where people are meeting, talking and of different ages.



### A.2.2. Home Page Features

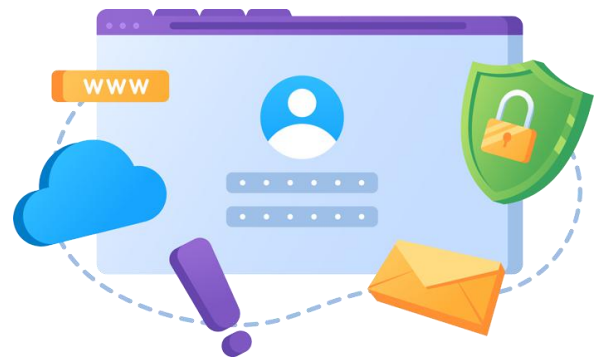
Feature the mentoring program on your organization's website and include:

- \* Menu link + page
- \* Introduction to the program - who it is for, how it work, rules, timeline
- \* Brochure to download (include a PDF version of the same info)
- \* Photos from past mentoring sessions / years
- \* Testimonials - with text, profile photo, even videos telling their stories
- \* Sponsor logos and links
- \* Promo video / slide show / infographics / survey result summary showing topics of interest
- \* Link to the mentoring site to sign up



### A.2.3. Intranet Site Promo

Make sure you have an easy to see link if your participants are using an intranet site like SharePoint, Microsoft 365, Slack or similar internal knowledge sharing platforms.





## A.3. Outreach and Creating Awareness

### A.3.1. Finding and Recruiting Mentors

As mentioned above, often in mentoring programs there are more mentors than mentees, i.e. more people looking for help than the numbers of mentors available. One suggestion is that on the mentors registration form ask them 'how many mentees do you think you can mentor in the next program/cohort?'. Then have a drop down of 1-3 (or more, it depends upon your program but realistically 3 mentees per mentor is a sensible amount.



Your mentoring software will also be able to offer multiple styles of program, so one idea is to offer a 'Coffee Chat' program alongside a longer format program (usually 6 or 12 months). The Coffee Chat program can be offered to both mentors and mentees (they can sign up for one or the other or both). But often coffee chat programs can encourage more mentors to sign up. Some people want to participate but don't have the bandwidth or inclination to be part of the long format program, but are more willing to sign up for a coffee chat program, where the mentor and mentee have a one off or couple of discussions around a topic. Also, mentors then may realize they could actually do both styles or program and sign up for the long format style at a later date.

**LinkedIn**

To find mentors try to:

#### \* **Get your Organization's Leadership Involved**

It all stems from the top, if your leaders are not excited and dialed-in to the program why should anyone else be? Invite your leaders and board members to become mentors.

#### \* **Leverage Alumni Networks**

You may have an alumni newsletter, community site with discussion boards, LinkedIn community page - post promos in these communication channels, inviting them to join as mentors.

#### \* **Using LinkedIn to Find Mentors**

You can search for potential mentors on LinkedIn and send direct invitations to them:

- \* These could be senior members of your organization, university alumni or retired employees
- \* Other industry professionals who fit the role to be a mentor in your mentoring program
- \* Define a template message to send to each type of person for ease of use

### \* Identify your Advocates

These are your cheerleaders that will talk about and refer participants to the program. They need to understand the benefits well so they can effectively promote the program. You can prepare promos that can be shared with advocates as you identify them. The idea is that they share these promos on their social media, email them directly to specific people they know.

### A.3.2. Inviting Mentees

Create promos for potential mentees and reach them by:

- \* Including the promo in **email newsletters**
- \* Post on your organization's **social media** channels



- \* Send a **mass email** to all your young members / students / employees
- \* Send **direct messages** to them on social media (LinkedIn, Facebook, etc.)
- \* **Print flyers** and post around the office / university campus
- \* **Partner** with non-competing complementary organizations and have them share promos
- \* Get permission to **feature Mentors** on promos with their photo
- \* **Run Google Ads**, Facebook Ads, LinkedIn Ads or others to target demographics
- \* Some associations have chapters and can work with **chapter leaders** to promote at events
- \* Prepare a **webinar / info session** about the program and promo links to web signup

### A.3.3. Internal Communications

Depending on the type of organization, you may be able leverage internal contacts by:

- \* **Inviting department or chapter leaders** to promote to their people
- \* **Post promos** on internal discussion forums, knowledge bases and other news channels
- \* **Survey** your members / students / employees about their interests in mentoring - what type of mentoring they are interested in, topics of interest, virtual vs. In-person, etc.



#### Quick Tip

One way to grab people's attention is to get someone senior at your organization to send out the initial communication e.g. your CEO / Executive Director. An organization's culture stems from the top, so if they announce and support the mentoring program the more interest there is likely to be!

### A.3.4. Internal Promotional Emails

**Personalized Outreach** - send targeted emails to potential mentors and mentees, highlighting how they can benefit from joining your program. Key info to include:

- \* Program name, purpose and eligibility
- \* Relevant dates and locations
- \* Strong 'calls to action' to entice people to sign up right away and not decide to do it later!
- \* Any more info and links

#### Sample Introduction Email:

*Hi [First],*

*We're excited to announce the launch the [ABC Mentoring Program].*

*This program will connect [ABC] association members across the country to share knowledge and experience.*

*If you are interested, please sign up to become a mentor or mentee at this [link](#).*

*You can also join us for a Zoom call at [Date & Time] for an info session about the program at this [link](#). Can't join the call? You can download the brochure [here](#).*

*We look forward to meeting everyone soon.*

*Thanks,*

*First Last  
[ABC Mentoring Program]*

We've created a list of sample email templates that include the one above:

<https://docs.google.com/spreadsheets/d/1iKS2vEZ-M-BbDzvzCFzE4cY-KrQA0RYTJPfAdWEufas/edit?usp=sharing>



#### Quick Tip

Select a time to send out emails that works best for the participants. Some say lunchtimes are best and avoid Mondays!

### A.3.5. Mentoring Software System Emails

Your mentoring software provider will be able to add automated emails and reminders to your program (one of the main benefits of using a mentoring software). These emails look like they are being sent from the program administrator but in reality they are being sent by the mentoring software as a 'cloaked' email. Here is an example:

*ACME Mentorship Program <mentoring@acmecorp.com>*

*First Last <[email]>*

*Welcome to the ACME Mentorship Program*

*Hello [First],*

*Thank you for joining the Mentorship Program!*

*Please login and select a possible mentor.*

*[link goes here]*

*Thank you,*

*- ACME Mentorship Program*

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We've created a list of examples that include the one above for you to utilize:

<https://docs.google.com/spreadsheets/d/1432GNKjYL05pXS8aH3vOZgRPr-gG2eKCxSINoQ5Wfc/edit?gid=0#gid=0>

### A.3.6. Social Media

Here are some tips to promote the mentoring program on your social media channels:

- \* Plan and create promos for every aspect of the program:
  - \* For Mentors
  - \* For Mentees
  - \* About the program in general
  - \* About specific topics related to the mentoring program
  - \* Feature a Mentor (get permission to feature Mentors with their photos)
  - \* Highlight success stories that highlight a previous program pair telling their experience
  - \* Indicate limited time to sign up - a month before, 2 weeks before the deadline, etc.
- \* Create a # hashtag for the program and use it in the promo messages
- \* LinkedIn - share related articles and participate in groups
- \* Instagram - share images that get attention and stories highlighting mentoring results

- \* X - share quick updates and start conversations using hashtag
- \* Facebook - share relevant content to help get the word out there about your program!

### **A.3.7. Posters / Flyers**

Yup. Go old school! Design some posters and flyers and put them up in the lunch room or coffee shop near by where employees or students hang out!

- \* Create a stack of info cards in a breakroom
- \* Place posters on a bulletin board or in common areas such as reception

### **A.3.8. Surveys**

- \* Surveys can be used to engage potential participants so they may join later on.
- \* Ask what they may be interested in - type of mentoring, topics of interest, best times, etc.
- \* Use Survey Monkey, Qualtrics, Typeform or a Google Form to create a survey and share.



## B. LAUNCH

Planning and building up to the launch is important to make sure that everyone who could benefit from the program knows about it!

### B.1. Timing of the Launch

It's important to think about the timings of your launch. Make sure to check that the launch date is on a holiday or close to other events happening in your organization. Some mentoring programs are 'evergreen' or continuous, so participants are signing up and being matched as you go along, others are 'cohorts' i.e. have a specific time around them such as 6 or 12 months. Try to select a launch date that works for your entire organization. Some programs have a Spring or Fall mentoring session that becomes the known time frames in the organization over time.

### B.2. Email Announcements

#### Personalized Outreach

Send targeted emails to potential mentors and mentees, highlighting how they can benefit from joining your program.

#### Use the Right Language

Choose verbiage to get people excited! Make them think that by not signing up as a mentor or mentee they are missing something, or somebody else will get something they won't!

Remember to keep messaging short and concise! Less is always more. For example, "Limited number of mentee spots - so sign up now!"

Following are sample email messages:

#### B.1.1. Introducing the mentoring program to leadership (internal stakeholders)

*From: ACME Mentoring Program <[mentoring@acmecorp.com](mailto:mentoring@acmecorp.com)>*

*To: [company or organization leadership team]*

*Subject: ACME Corp Mentoring Program Coming Soon!*

*Message:*

*Hello [First],*

*Exciting news! ACME Corporation is launching a mentoring program on January 15<sup>th</sup> to support employees throughout the organization.*

*The program will support younger members of our team, who will be matched with the senior team to help guide them through developing their career with ACME.*

*The commitment is over a six month period with monthly meetings either virtually or in-person. There are resources available alongside simple tasks such as setting a goal and checklists to help participants get the most out of their time together.*

*The program is being supported by MentorEase mentoring software for managing registration, matching, scheduling, training and administration.*

*More information coming soon or feel free to reach out with questions!*

*- Wile E Coyote, Program Administrator*

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### **B.1.2. Teaser email to participants (to get them excited!)**

*From: ACME Mentoring Program <[mentoring@acmecorp.com](mailto:mentoring@acmecorp.com)>*

*To: [company or organization leadership team]*

*Subject: Mentoring Program Coming Soon!*

*Message:*

*Hello [First],*

*I'm excited to share that we will be inviting all company employees to participate in ACME's new Mentoring Program, which will be launching on Jan 15<sup>th</sup>.*

*The purpose of this program is to provide staff with the opportunity to help or be helped in building careers at ACME Corporation. Whether you choose to join as a mentee, mentor, or both, we are positive this will be a highly rewarding experience.*

*You will hear more about the program shortly, but in the meantime, here are the key details:*

*\* What: ACME Mentoring Program*

*\* When: Registration opens Jan 15<sup>th</sup> and closes Feb 15<sup>th</sup> 2025*

*\* Who: The program is open to all employees*

*\* How Long: Monthly 1-hour sessions over six months*

*\* Next steps: Watch for an email from [mentoring@acmecorp.com](mailto:mentoring@acmecorp.com) inviting you to the program. Make sure to add this email to your contact list so it doesn't go into your spam folder by accident.*

*Looking forward to sharing more, and getting started!*

*If you have any questions please feel free to reach out.*

Thank you,

- Wile E Coyote, Program Administrator

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### **B.1.3. Promoting the launch of your program (to get them even more excited!)**

From: ACME Mentoring Program <[mentoring@acmecorp.com](mailto:mentoring@acmecorp.com)>

To: [company or organization leadership team]

Subject: Registration open for new ACME Mentoring Program! Don't miss out!

Message:

Hello [First],

I'm excited to share that our new Mentoring Program is officially underway!

For mentees, this is a great opportunity for you to connect with a mentor who can offer you insight and help you navigate the next stage/s of your career.

For mentors, this is a great opportunity to give back and refine your skills and network with other mentors.

There has been a lot of demand for this program, so make sure to sign up ASAP to guarantee your spot!

To register click on this link: [www.mentoring.acmecorporation.com](http://www.mentoring.acmecorporation.com)

\* What: ACME Mentoring Program

\* When: Registration opens Jan 15<sup>th</sup> and closes Feb 15<sup>th</sup> 2025

\* Who: The program is open to all employees

\* How Long: Monthly 1-hour sessions over six months

We're excited to have this program officially kicked off, and look forward to hearing your feedback!

Please reach out if you have any questions.

Thank you,

- Wile E Coyote, Program Administrator

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#### **B.1.4. Reminder email to register**

*From: ACME Mentoring Program <[mentoring@acmecorp.com](mailto:mentoring@acmecorp.com)>  
To: [company or organization leadership team]  
Subject: Final Reminder - Register for ACME's new Mentoring Program!  
Message:*

*Hello [First],*

*If you haven't already, please take the time now to register for ACME Mentoring Program. It only takes a few minutes! As a reminder, the deadline for registration is Feb 15<sup>th</sup>.*

*Once you are registered, you'll have access to a library of resources that will equip you to be a great mentor or mentee. The platform will prompt you through every step of the process, so you can focus on what matters most - getting the most out of your time together!*

*To register click on this link: [www.mentoring.acmecorporation.com](http://www.mentoring.acmecorporation.com)*

*We're excited to have you as part of the program! Please reach out if you have any questions.*

*Thank you,*

*- Wile E Coyote, Program Administrator*

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*Don't forget to review all our email templates to use and get ideas from at <https://docs.google.com/spreadsheets/d/1iKS2vEZ-M-BbDzvzCFzE4cY-KrQAORYTJPfAdWEufas/edit?usp=sharing>*

### B.3. Social Media and other channels of communication

Use your organizations social media platforms and other channels of communication to help get the message out!



Social media posts are made up of images, text, links, # hashtags and @ mentions (if possible).

It's great if you have access to a graphic designer or an in-house marketing team or website company who can help design content to be posted on social media and other communication channels such as Slack.

It's important to note that different social media platform require different formats and sizes for posting content.

These examples below are just for reference for whoever is designing the content, but the standard image proportions for best display are:

- \* 1:1 For square images
- \* 4:5 For vertically-oriented images
- \* 9:16 For stories and videos

Also, each social media platform has a different size format for best display on their site:

- \* Facebook: 1200 x 628 pixels
- \* X: 900 x 450 pixels
- \* Instagram: 1080 x 1080 pixels
- \* LinkedIn: 1350 x 440 pixel
- \* X: 1200 x 675 pixels for landscape, 900 x 900 pixels for square, 506 x 253 pixels for 2:1 aspect ratio

Try and keep the messaging short and simple. Here are some sample common promos:





**Sample Association**

**Exploring STEM Mentoring Program**

**Become a Mentor or Mentee!**

- \* Register between Jan.15 - Feb.15, 2025
- \* The program is open to all active members
- \* Monthly 1-hour sessions over six months

**Apply today at**  
[www.mentoring.acmecorporation.com](http://www.mentoring.acmecorporation.com) >>



**I'M AN**  
**Exploring STEM Mentoring Program**

**MENTOR**



**First Last**  
Title, Company



#### B.4. Info Session (In-Person or Webinar)

Host an information session to announce the mentoring program. This could be done in-person or virtually or even both! It could be general information about the program for all participants or even split into groups - one for potential mentors and one for potential mentees.



Select a suitable time and send out a Zoom/Meet/Teams link for people to register and join. Keep the meeting to about 20 minutes if possible and then send further information afterwards to participants.

It's useful to create a Powerpoint presentation about the mentoring program.

The presentation could include these slides:

- \* Cover slide - with the program logo, company logo, exciting imagery and overall style
- \* Program overview - how long is the program, how many meetings required, goal setting
- \* The mentoring commitment - expectations from both mentors and mentees
- \* Establishing guidelines - how to plan for the first meeting
- \* How matching is done - do mentees select a mentor or admin matches everyone
- \* Profile completion - reminder to answer all questions, think of what are your goals
- \* Setting expectations - from both the mentee and mentor sides
- \* Setting meetings - process and tips to not cancel at last minute for example
- \* Goal setting - how to think through what should be your goals for the program
- \* Tips - how to get the most out of the mentoring relationship
- \* Questions slide

## **B.5. Events & Photos**

To “soft launch” the program you can host a live event where you present the presentation slides but also have a short “speed mentoring” among the potential mentors and mentees in the event room.

It helps to ask participants for permission to take photos and videos at this event, so that you can later use those photos in further promos for the program in general.



Here is a sample Photo Release form you can ask them to sign or accept online:

### **PHOTO RELEASE**

I grant [ACME], in its sole discretion, full permission to take and use photographs and/or videos of me, either alone or with others, for use on [ACME] web sites or other electronic form, print or media, without notifying me, in promotion of [ACME]. I hereby waive any right to inspect or approve the photographs or electronic matter used in promotion of [ACME].

This event is an opportunity for potential mentors and mentees to learn more about the program, ask questions, and meet the other participants.

## **B.6. Chapters, Offices & Regions**

**If your organization has multiple chapters, departments or locations**, you could leverage that structure by:

- \* Inviting chapter leaders to promote the mentoring program to their people
- \* Provide them with customized promos for their chapter, department or location
- \* Leverage the chapter events to also have more photos and videos as content for promos

## **B.7. Partners & Sponsors**

**Some mentoring programs have partners or sponsors.** This happens in several ways:

- \* Organizations that already have sponsors can invite them to also sponsor the program
- \* Sometimes a company may want to sponsor a mentoring program via an association - instead of creating their own program. Then they invite their employees to join that program.

\* Industry associations can partner with universities and colleges to connect graduating students with professionals in the field. This provides an incentive for the university for example to sponsor the program as it helps their students gain career knowledge, connections and increase the potential that they will find a job after graduation.

## C. DURING THE PROGRAM

You need to make sure that after the program starts, you don't forget to keep communicating with the participants both directly and also general communication across the organization.

One major mistake that can happen is that there is big fanfare at the start of the program but then no plans have been put in place to make sure participants stay on track and complete the program.

It's important to send out emails and communications at different milestones in the program. At the halfway mark send out an email to let everyone know that that program is half completed, and that if they missed the program then to be sure to sign up for the next cohort!

### C.1. Post Launch Surveys

Touch base with participants using your mentoring software's automated email process. Don't send too many emails, but also, not too few! Your mentoring software should be using a surveying tool such as Survey Monkey or Qualtrics to regularly ask for feedback from participants. The emails can include links to the surveys.

Depending on the length of the program you may want to check-in with everyone 2 weeks or a month after the program started. It can be a very quick survey just to find out their status with questions such as:

- \* Have you met with your mentor or mentee?
- \* On a scale of 1 to 10 how well do you think your mentoring is going?
- \* Is there any issue or something we can help with?

## **C.2. Auto-reminders**

Mentoring software can set automatic reminder emails to be sent throughout the program. A common sequence of these emails:

- \* First check-in after 2 weeks or a month
- \* Halfway through the program - email with a link to a halfway survey
- \* Two weeks before the program ends - send an email with a reminder it's ending and completion survey

## **C.3. Halfway & Completion Survey**

### **Direct response - speak with a few participants**

Make the time to call a number of people in the program to get feedback. Maybe just choose random pairs to call. Record the feedback they give you.

### **Here are suggested questions for the halfway survey:**

1. How satisfied are you with your match? Select 1 to 5
2. If not satisfied, why are you not satisfied with your mentor?
3. Have you been able to maintain regular contact with your mentor?
4. How do you usually meet? (video call, in-person, coffee shop, office)
5. If you didn't meet yet, what do you think has prevented this? Is there anything the Mentoring Team can do to assist?
6. Have the sessions with your mentor been helpful in working towards your goals?
7. Have you been using the platform to: take notes, set goals, get feedback, resources, etc.
8. Is there anything else you would like to team to know about your experience so far?
9. If you would like the team to reach out to you, please leave your name and a description of your issue.

The completion survey can have similar questions.

## D. PROGRAM COMPLETION

### D.1. Collect Testimonials & Permissions

In the completion survey sent out to mentors and mentees at the conclusion of the program it's a great idea to request testimonials from mentors (and mentees) and permission to use them.

Add these to the mentoring program landing page and also use in promos to encourage more people to sign up for the next session.

These testimonials can also be added to management information and the key metrics reporting.



### D.2. Post Success Stories

Beyond short testimonials you can look for the best outcomes some pairs achieved from the program and ask them to contribute more information about their experiences.

Use this information to write a "Success Story" about the program with:

- \* Intro to the program and how it works, when it started, how many participated, etc.
- \* Story about the great matches and how it helped the mentee, and also the mentor
- \* Include highlighted quotes from participants if received
- \* Summarize overall results and a call to action to sign up for the next session





# Looking for more?

***Contact us for more information on how to better market your mentoring program.***

Visit <https://mentorease.com> and click [Schedule a Demo](#).

You can also email us at [info@mentorease.com](mailto:info@mentorease.com)

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