



Technical Assistance and Training Program for  
**Mentoring  
System Involved  
Youth**

We would like to welcome you to our monthly E-newsletter. We hope the information will be useful to you and we encourage you to share it with other staff and agencies you know of who are mentoring system involved youth. If you find a particular Web site, research article, or helpful fact, we encourage you to send them to us and we will disseminate to all.

**Quote of the Month:**

Unless we think of others and do something for them, we miss one of the greatest sources of happiness. ~ *Ray Lyman Wilbur*

*Recruitment Ideas from the Source*

**The following tips came from a mentoring blog where mentor staff shared recruitment suggestions**

**5 General Recruitment Tips**

1. Use the media such as public service announcements on the local radio stations and newspaper articles.
2. Create a blog of mentor/mentee experiences and share with new recruits.
3. Make a website where potential recruits can sign up to learn more information.
4. Host a social event with food and activities and invite mentors to bring 1 friend.

Ex from the source: "I had a 'Celebration Picnic' at the end of the school year for volunteers. I invited them to bring a friend who would be interested. I also contacted local businesses for support (supplies, food, drink, dessert). The response from the business community was overwhelming."

5. Recruit employee groups so they can recruit within their organization.

**Male Recruitment**

- Create targeted gender/population materials & disseminate.
  - Use terminology such as "help out a young person" rather than "volunteer"
  - Tailor your marketing materials, message, and photos to reflect that target audience
- Provide men with a specific, concrete picture of the mentoring relationship and tie in an activity (basketball, computers, fishing) into the concept of the mentoring relationship.
  - From the source: "They will be more comfortable if they can spend time with a youth/build a relationship around a shared activity, rather than being told to hang out, talk, etc."
- Use your local newspapers.
  - Ex. One recruiter contacted a friendly journalist who ran an article with a photo of a mentor and his mountain bike.
  - Invite male mentors to share their stories.
- Have events that will attract males such as sporting events and include:
  - Food and sweets;
  - Give-away items;
  - and Frisbees.
- Demystify the mentoring experience for potential mentors.
- Have male staff and male mentors give presentations. The recruiters should match the population you are trying to recruit.
- Recruit male groups like fraternities.

- “I was in a fraternity while in college, and now members of the fraternity talk to each other via a Yahoo eGroup. I've used this group to encourage members of the fraternity to support my program. This has led some to volunteer and some to donate money.”

- **5 Tips to Recruit Male Mentors in Local University Fraternities**

There are a number of ways to get in contact with leaders of your local fraternities:

1. The university website is the best place to start, where you can find a page for Greek Life. You can contact the Greek Life Advisor to get in contact with the presidents.
2. Search the Greek Life webpage for their "Inter-Fraternal Council" and get in touch with the IFC president to make a presentation at an upcoming meeting. The IFC is for all presidents of fraternities (and sometimes sororities as well) and they generally meet once a month.
3. On the Greek Life website, they usually have all of the fraternities/sororities listed with pictures and possibly a link to their own webpage through the university. Find their website and look for their Guestbook to sign an entry explaining your organization, time commitments, screening process, etc. and ask them to contact you if their organization is interested. This is a great way to make contact with alumni, being that many alumni are well connected to their Greek organization via their website.
4. On the Greek Life webpage, sometimes an e-mail address of the current president is provided so that you can also email them directly.
5. Lastly, searching for black fraternities, Latino fraternities, and Asian fraternities through a search engine helps to get in contact with men of color in the community because many times their WebPages are through the national fraternity's main website.

“Like in any mentor recruitment endeavor, you have to put in a lot of work and in turn gain only a few mentors. But looking at it in terms of the few boys that we've been able to match up with mentors as a result of all of that hard work, it was most definitely worth it.” – experienced mentor staff

## **Rural recruiting**

- Recruit groups such as the following:
  - Local restaurants, hunters groups, Harley riders group, Red Hatters, flower clubs, local libraries, banks, school liaisons, Kiwanis, Foster Grandparents and Rotary clubs.
- When you are out driving, look for which groups have committed to keeping an area of road clean and contact them.
- Learn who writes PTO newsletters, church bulletins, etc. and put something in EVERY MONTH.
- Stuff bags at a grocery store, bank, etc.
- Publish a newspaper article or letter to the editor.

## **Recruiting Minorities**

The Mentoring Partnership of New York launched the Male Mentoring Project, a public awareness and recruitment strategy that 1) organized the NYC mentoring community around the male recruitment issue; 2) produced marketing materials that featured men of color - "recruits" needed to see themselves in the branding of the recruitment; and 3) facilitated inspirational & informational bi-monthly recruitment rallies. Their suggestions are below.

### **Tips**

1. Male recruits must be engaged programmatically immediately while the interest is high so conduct a Mentoring 101 training within two weeks after a recruitment event.
2. The strategy must be a combination of public awareness and recruitment.
3. Having a media partner (a daily newspaper) is invaluable.
4. Do Emotional Branding - ask people to "join."
  - Foster a sense of belonging to a movement.
  - Challenge/encourage men of color to support their communities and their children.

## **“Softening” the Market – MPNY’s Ideas and Success**

- MPNY held Bi-monthly Recruitment Rallies, which were key to "softening" the market. The rallies feature respected and well known community leaders as speakers who promote the value of mentoring. Seek to demystify the mentoring experience for attendees, mainly by providing existing male mentors with a platform to share their initial fears and reluctance to mentoring a young person but how once involved they are thrilled with their experiences.
- MPNY also distributed postcards & flyers that resonated with the targeted market. The image was a boy with boxing gloves hitting a heavy bag. Behind him were the words violence, gangs, drugs, etc. In front of him is the following message: "He Needs You In His Corner Become A Mentor". The postcard described the need for more Black & Latino male mentors and listed the Rally dates for the entire year.
- Presenting alternative venues for engagement other than one-to-one mentoring is important. Volunteering at a program; conducting a workshop, making a donation are examples of how we encouraged men to get involved as well.

## Internet Resources

**The State Juvenile Justice Profiles** web site features rich, descriptive information and analysis regarding each state's juvenile justice system, illustrating the uniqueness of the 51 separate juvenile justice systems in this country. Developed in collaboration with state and local juvenile justice practitioners, the State Juvenile Justice Profiles offers an evolving array of information about each state's laws, policies, and practices, with links to individuals and agencies in the state. To visit this page, please see <http://www.ncjj.org/stateprofiles/>. For more information about this Web site, please go to <http://ncjj.servehttp.com/NCJJWebsite/pdf/taspecialbulletinstateprofiles.pdf>.

### **The Safe Youth Listserv**

This listserv of the National Youth Violence Prevention Resource Center (NYVPRC), is a forum to discuss subjects in youth violence prevention. Professionals, including educators, health care practitioners, social service providers, law enforcement, researchers, and community-based organizations, may find this listserv to be particularly useful, although membership is open to all. SafeYouth provides periodic updates on happenings related to youth violence prevention. For more information, go to <http://www.safeyouth.org/scripts/news/listserve.asp>.

## Events and Conferences

**Date:** September 10-11, 2007

**Location:** Washington, DC

**Title:** Youth Microenterprise Conference

**Sponsor:** Making Cents International

**Description:** This interactive event is designed to develop strategies and identify synergies to meet the needs of youth entrepreneurs. The conference will bring together international development practitioners, policy makers, members of the private sector, youth, and other experienced professionals in fields including education, microenterprise development, and youth entrepreneurship. Participants will share experiences, best practices, and ideas on how most effectively to reduce poverty, vulnerability and unemployment many youth experience around the world.

**Web site:** <http://www.ymeconference.org/default.asp>