



Public Official Outreach & Advocacy

ENGAGING ELECTED OFFICIALS

Developing relationships with elected leaders in your state and community can result in actions that expand mentoring opportunities for young people. During National Mentoring Month, you can help elected officials celebrate the power of relationships, programs and volunteer mentors by sharing tools, templates, and resources.

Engaging elected leaders and their staff (equally as important!) on multiple fronts contributes to the advancement of public policy that supports our mission of expanding the quantity and quality of mentoring relationships.

Presenting elected officials with a variety of ways to engage - from an “easy lift” (such as celebrating NMM on their social media platforms) to more substantive ideas (such as releasing a formal proclamation honoring the contributions of mentors) - increases the likelihood these leaders will find a way to comfortably participate in NMM and interact with you as an advocate. Use this fun and important campaign as a reason to reach out!

WAYS TO CONNECT WITH ELECTED OFFICIALS DURING NATIONAL MENTORING MONTH

Governors

Make a Proclamation: Request your governor issue a [proclamation](#) honoring National Mentoring Month in your state. A proclamation is a formal recognition and declaration from elected officials for special events and occasions being honored in your state.

TIP: Submit this request in mid/late-December and follow up early in January. Please share it with MENTOR so we can amplify your success!

Share Mentoring Stories: Ask your governor to reflect on a mentor in their life and share their thoughts in your January newsletter and on your social media platforms. Use #MentoringMonth to be part of the collective conversation.

TIP: Provide a sample of what you’re looking for. At the very least, be clear about your formatting needs: word count, whether photos are preferred or not and in what format, when the publication will be published and to roughly how many people, etc.

Expand Paid Leave Time to Mentor: Are state employees eligible for paid volunteer leave time in your state? National Mentoring Month presents a great time to encourage your governor or state officials to permit these employees to serve as volunteer mentors utilizing their paid volunteer leave. Make the case as a means of reducing your state’s mentee wait list and increasing mentor recruitment efforts.

TIP: Check out [Elected Leaders Can Support Youth Mentoring](#) for additional ways Governors can support youth mentoring in your state.



RESOURCES FOR ENGAGING GOVERNORS

- [Template](#): Proclamation Draft for Governors or Other Elected Officials
- [Template](#): Proclamation Press Release
- [Sample](#): Recommended Paid Leave for City/State Employees to Serve as Volunteer Mentors
- [Sample](#): Social Media Messages
- [Resource](#): Mentoring Talking Points
- [Resource](#): How Elected Leaders Can Support Youth Mentoring
- [Resource](#): About MENTOR and our Network of Affiliates

Members of Congress

Participate in Virtual Events: Invite Members of Congress to virtually visit your programs or join virtual celebrations of outstanding volunteers, youth, etc. during National Mentoring Month.

TIP: Be clear in the invitation whether the event is in person or virtual, live or pre-recorded. Invite them to pre-record remarks if that's acceptable.

Engage on Social Media: Tweet or post on your Members of Congress social media handles thanking them for their support of mentoring ([see sample messaging](#)).

TIP: Follow them on social if you don't already and like or share relevant and positive posts.

Meeting Request: Request a virtual meeting to talk about your program and needs in your community while using [MENTOR's legislative agenda](#). These meetings can happen in-person or virtually depending on current rules, personal comfort and availability.

National Mentoring Month Resolution: Ask your Members of Congress to sign on to the National Mentoring Month Resolution.

RESOURCES FOR ENGAGING MEMBERS OF CONGRESS

- [Guide](#): Scheduling a Virtual Meeting with a Member of Congress
- [Guide](#): Hosting a Virtual Site Visit with a Member of Congress.
- [Resource](#): MENTOR's Legislative Platform
- [Resource](#): About MENTOR and our Network of Affiliates
- [Resource](#): Tips for Successful Virtual Meetings
- [Resource](#): Mentoring Talking Points
- [Resource](#): Town Hall Sample Questions and Tips
- [Sample](#): Social Media Messages
- [Webinar](#): Grassroots Advocacy 101 Training

Mayors

Engage on Social Media: Ask them to contribute to #ThankYourMentor Day on **Thursday, January 27, 2022**. Coordinate efforts to best amplify their message through your social media platforms.

Participate in Events: Invite mayors to keynote and/or present awards and recognitions at any celebration events you're hosting in January. These can be in person or virtual.

TIP: If they've done work on mentoring, it's a great time to honor and recognize their efforts at your event by celebrating their nomination to be a [Mayor for Mentoring](#).

Partner on Recruitment: Work with your mayor's office to host a mentor recruitment campaign they champion during National Mentoring Month.

TIP: This is an excellent way to encourage mayors to use their convening prowess!

Nominate a Mayor for Mentoring: Does your mayor already celebrate and support youth mentoring? [Nominate them](#) to be a Mayor for Mentoring, a national campaign to celebrate the efforts of mayors to expand the quality and quantity of mentoring opportunities for young people in their communities.

RESOURCES FOR ENGAGING MAYORS

- [Sample](#): Social Media messages
- [Resource](#): Mayors for Mentoring Nomination and Information
- [Resource](#): Mentoring Talking Points
- [Resource](#): How Elected Leaders Can Support Youth Mentoring
- [Resource](#): About MENTOR and our Network of Affiliates

If you have any questions about engaging elected officials, please contact [Caden Fabbi](#), Policy Manager or [Abbie Evans](#), Sr. Director of Government Relations at MENTOR.