

TALKING POINTS for communications to **prospective mentors** regarding the upcoming mentorship program:

- This mentorship model is different from other programs a mentor may have experienced. In this model, a mentor's time commitment is very light-duty – typically just 4 or 5 one-hour sessions spread over several months, and at locations or by virtual means convenient to the mentor.
- There are no assignments, tasks, or deadlines; no notetaking or reporting functions. Each mentoring session (usually with a different mentee each time) is a comfortable topics-based conversation regarding industry and career related subjects that are important to the mentee who booked the session with the mentor.
- With participation in this type of program, **mentors can gain as much as they give**. The chance to share their experiences and knowledge is satisfying and rewarding, plus each exchange is a chance to learn from the mentees with whom they meet. The sessions are meaningful opportunities to meet rising talent and see the industry in a fresh light.
- Here's what mentors with other organizations have said about their experiences ...
“Deep satisfaction from making a positive contribution to others building their careers.”
“Great opportunity to meet young talent and I have stayed in touch with my mentees.”
“I always come away feeling inspired for the future.”
“Made four new friends and enjoyed the opportunity to reflect on my career.”
- When a mentor has agreed to participate, and after the mentor's online profile is initiated by association staff, the staff will invite each mentor to visit the dedicated, branded program website and register/login to complete their online profile. Here, again, this mentorship model is light duty in that the online profile a mentor is asked to complete is minimal. A photo, a brief biography and mentoring session dates is essentially all – *roughly just 10 minutes' work*.
- Furthermore, mentors may think of the mentoring session dates that they set in their online profiles as **placeholders**. The dates always can be revised to accommodate a mentor's changing schedule: 1) mentors have total freedom and flexibility to edit un-booked dates in their online profiles; ... 2) mentors may, of course, reschedule any date directly with their mentees when the mentees reach out after booking sessions.
- Starting at a date and time to be announced by the program administrator, all registered mentees simultaneously will be able to book sessions with mentors by clicking on any of the meeting dates displayed in the mentors' profiles on the organization's exclusive mentorship website. When a mentoring session is book by a mentee, the system delivers a confirmation email to both the mentor and the mentee. *Mentees are responsible for following up by directly contacting their selected mentors; ensuring the times and locations/methods for mentoring sessions are mutually established and that the meetings occur.*
- While building his/her online profile, each mentor creates a private Login on the mentorship website. When the session-booking stage begins, it's recommended that each mentor log in to view a personalized summary page called 'My Sessions' which shows a list of the mentees (including contact information) who booked sessions with the mentor. It only takes seconds, and 'My Sessions' is available 24/7. This is a quick, convenient way for any mentor to verify that the mentorship inquiries they receive are indeed from the mentees who booked sessions in the online program.