



**CAN'T BE
BEAT.
WON'T BE
BEAT.**



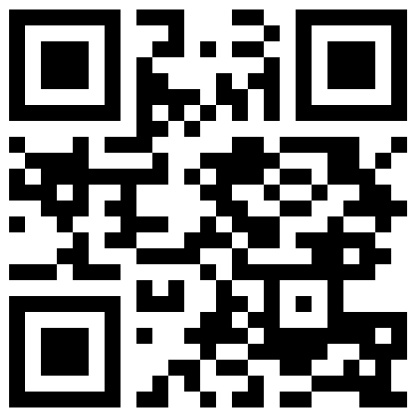
2022 NATIONAL
MENTORING MONTH
TOOLKIT

INTRODUCTION

National Mentoring Month (NMM) is the largest-scale mentoring campaign nationwide, culminating each year with the National Mentoring Summit. The campaign was launched by the Harvard T.H. Chan School of Public Health and MENTOR: The National Mentoring Partnership.

This year will reflect the positive impact TeamMates has had on communities since 1991. Our theme "Can't be beat. Won't be beat." is inspired by our new CEO, DeMoine Adams', speech at the 2021 TeamMates Tailgate Gala.

Scan here to watch the video.



HANNAH'S HOT TIP!



Use group photos or real match photos in your NMM marketing materials! People want to see local kids in the program.



SMALL GIFTS

National Mentoring Month is a great opportunity to honor our mentors, board members, coordinators, and mentees for their support of your local program. Over the years, we've seen local programs go ABOVE AND BEYOND to show their appreciation. Below are some examples of things we've seen in our communities during National Mentoring Month.



Need help with T-shirts?

Email Hannah Miller at
hannah@teammates.org



RED Swag- RED means "Recruit Every Day". Help your matches show their TeamMates pride by providing TeamMates to mentors and mentees!

Capture the Moment-a photo of the mentor and mentee pair in an inexpensive acrylic frame or simply surrounded by a construction paper frame.

Sweet Treat-use a candy bar attached to a note that says, "It was sweet of you to volunteer your time to mentor" or a similar phrase. Any candy will do.

Write Stuff-use a pencil or pen (with or without the TeamMates logo) and a note that says, "You've got all the 'write' stuff to be a great mentor".

Ticket to Success-using the phrase "Mentoring is the ticket to success!" give mentors tickets for local sporting events, an ice cream cone, movie rental or any number of things.

Grand Idea-use a 100 Grand candy bar and a note that says "You are worth a Grand to your mentee or this program".

Measure Up-Give each mentor a Ruler or Measuring Tape with the note that says "Thanks-What you give is IMMEASURABLE" or "Thanks for helping us Grow from Good to Great".

Highlight the Moment-put a highlighter with a note that says, "You Highlight your mentees day!"(Check school supply sales for multi-packs of highlighters.)

Stick with Us-Give a small packet of sticky notes with the saying "Thanks for Sticking with Us" written on the top sheet.

Worth a Mint-Stick a wrapped mint to a note that says, "You are Worth a Mint to our Program" or personalize it with the mentees name.

BUILD AWARENESS

Here are some fun things you can do with your local program to help make TeamMates look FUN!!

Chuck-A-Duck- This is a great awareness builder and fundraiser! Get a bunch of rubber ducks and sell them at a basketball game (\$1-\$5). At halftime, ask everyone with a duck to "chuck it" toward the middle of the court. Ask your TeamMates board president or superintendent to choose one duck and the thrower wins a prize!

Mentor Appreciation Night- We have so many chapters who do this! Ask your matches to attend a home basketball game. Honor your mentors and mentees on the court during halftime! Bonus points if you ask the matches from the opposing team to stand too!



Need Chuck-A-Duck Resources?

Email Hannah Miller at hannah@teammates.org



Get the Mayor Involved!- Ask your mayor to sign a proclamation recognizing January as National Mentoring Month! Maybe even ask him to become a mentor! To learn how to do this, check out the [National Mentoring Partnership's Toolkit](#).

Creative Calendar- As a match activity, ask your mentees to draw a photo of what TeamMates means to them. Publish the drawings as a calendar and hand them around town to local businesses and supporters.

In the news- Ask members of your board and other mentors to write a "Letter to the Editor" in your local paper about the benefits of mentoring. They can share about their experiences and encourage others to join the local team.

Yard Signs- There is truly nothing better than driving around town and seeing TeamMates yard signs all over the community! Make them available to each of your mentors and supporters during National Mentoring Month!



MATERIALS

Our Marketing and Recruitment team created several templates you can customize for YOUR local program! Here's how to get started:

1. Go to the TeamMates Canva Team

If you haven't already, please create a FREE Canva account. You'll have access to all of our templates, brand colors, and other marketing assets.



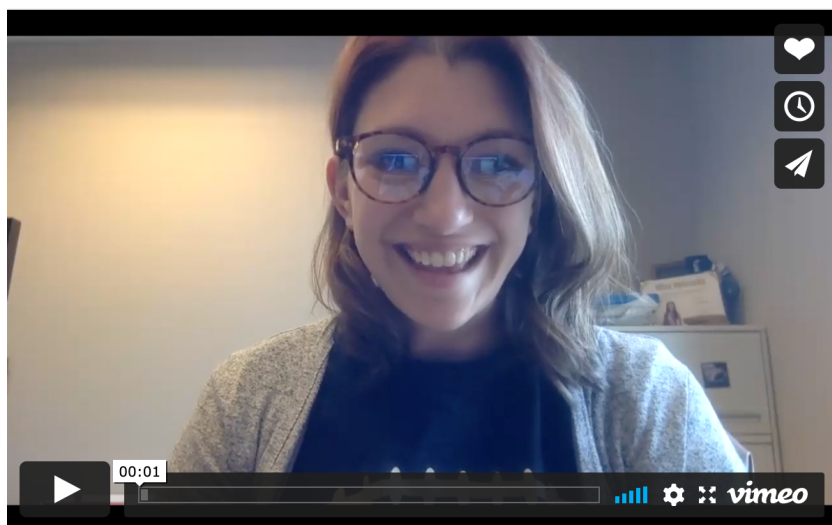
2. Go to the National Mentoring Month folder in our Team

If you're not already on the TeamMates Team, make sure you click "TeamMates Team" on the left-hand side. Click "Folders" and there you will find "National Mentoring Month".

HANNAH'S HOT TIP!



Have your chapter's logo on your desktop so you can simply drag and drop it into your Canva workspace.



Need some extra help? Don't worry, we've got you covered.



Check out Hannah's how-to for National Mentoring Month materials on Canva!
[You can click here](#) to watch video or scan the code.