



Mentoring Marketing Materials.

This guide is marketing materials and you promote the launch and ongoing engagement of PushFar and your mentoring scheme.



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Introduction.

This pack contains an array of marketing materials and guideline templates to help you promote the launch and ongoing engagement of PushFar and your mentoring scheme, to your mentors and mentees.

This pack includes the following:

- Email Best-Practice Guidelines
- Email Templates
- Marketing Collateral
- Mentoring Statistics
- Ongoing Marketing Strategies

In addition to the above content, if you require any further support, remember that the PushFar team are here to help you navigate through the launch and ongoing success of mentoring, so please do not hesitate to contact us at any time.

The Subject Line:

Every day most professionals are bombarded with hundreds, if not thousands, of emails. The subject line is vital to ensuring your email is opened in the first place, so make sure it is appealing, unique and creates a 'curiosity.



The Time and Day:

Be mindful of the time of the day and the day of the week in which you are sending your email. A no-go is a Monday morning. However, whilst most marketing emails do not work well on Fridays', mentoring emails can often work well on a Friday, as it is usually a time when people have managed to get through most of their work and have a bit of time to focus on their self-development. Of course, every organisation is different, so take this into account.



The Audience:

Personalising any communication is important. This might sound obvious but rather than sending one email out to everyone, try breaking it down into key different audience segments. So, for example, you may wish to target mentors with a different communication to mentees. Personalising your emails as much as possible will help with engagement.



Email Guidelines.

When drafting your promotional launch marketing email and any ongoing communications to engage your mentoring individuals, there are a few things you should consider.

We recommend always keeping communication simple and, where you can, highlighting the core benefits of mentoring, of which some are listed below. Highlighting these benefits can both reinforce engagement with existing PushFar users and also educate those who are not yet engaged with mentoring.

Benefits to Mentoring:

- The opportunity to improve interpersonal skills.
- The opportunity to understand other departments and roles.
- The opportunity to give back and nurture.

Benefits to being Mentored:

- The opportunity to learn and grow their career.
- The opportunity to develop self-confidence.
- The opportunity to develop skills and knowledge.
- The ability to better understand organisational culture.

As well as highlighting the benefits of mentoring, make sure you consider the following points when sending a marketing email (see next page).

Email Templates.



We've compiled a range of different email communications, both for launching and ensuring there is ongoing engagement with mentoring. Some are a lighter tone, whilst others are more formal. Feel free to use whichever you feel will resonate best within your organisation. Equally, those emails that don't 'fit the mould' can often perform best, as they're unexpected.

01 Key Stakeholder Pre-Launch Email:

Used to engage key stakeholders in the business before launching the mentoring.

Dear [name],

I am delighted to be launching our new mentoring scheme with the support of PushFar's platform, which allows us to offer mentoring scale and engage more people.

The scheme will be launching on [Insert Date].

If you would like to be part of the scheme, please do let me know. The benefits to mentoring, proven with several studies include improved employee retention, engagement and will additionally further our efforts with our diversity and inclusion agenda too. Your support, both with the launch and ongoing engagement to mentoring, would be greatly appreciated and are certain to help increase awareness within the business, given your position.

Thank you,
[name]

02 Existing Mentoring Email:

Used to engage existing mentors and mentees before launching the scheme to everyone.

Dear [name],

I'm pleased to announce that we will be moving our mentoring scheme across to a new platform, aimed at streamlining the process of matching and management. You will be able to easily find mentoring matches, schedule meetings, set goals and track progress through the platform.

To join, simply register here: [\[Insert PushFar Registration URL\]](#).

Thanks,

[name]

03 Launch Email:

Used to launch the mentoring scheme to everyone.

Hi [name],

We are delighted to announce our new mentoring scheme is now open for you to join. It only takes 2 minutes to sign-up and you can entirely manage your mentoring relationships with our platform.

Join here now: [\[Insert PushFar Registration URL\]](#)

Once registered, you will be able to view prospective mentoring matches, request mentors or mentees and start to mentor. Should you have any questions about the platform, please do take a look at the attached guides or email us directly.

Thanks,

[name]

04 Engagement Email for Mentees - Not Matched:

Used to engage with those registered as mentees who've not yet found a match.

Hi [name],

We now have [X] available mentors on the platform who are keen to mentor and help.

You can log in, review suggested matches and request whomever you feel would be a good match for you (everyone registered as a mentor is happy to be contacted and to mentor).

[Insert PushFar Login URL]

As always, if you have any questions about mentoring then don't hesitate to email me directly.

Thanks,
[name]

05 Engagement Email for Mentors - Not Matched:

Used to engage key stakeholders in the business before launching the mentoring. .

Hi [name],

Great to see you registered as a mentor on PushFar! If you've got the time, why not request someone as your mentee? You can log in, review suggested matches and request whomever you feel would be a good match for you (everyone registered is keen to be mentored).

[Insert PushFar Login URL]

As always, if you have any questions about mentoring then don't hesitate to email me directly.

Thanks,
[name]

06 Broad 'Nudge' Engagement Email:

Used to re-engage and remind people of PushFar and mentoring.

Hi [name],

How are you getting on with mentoring?

If you've done so recently, it is worth logging into the platform and seeing who your mentoring matches are - [\[Insert PushFar Login URL\]](#).

Thanks,
[name]

Marketing Collateral.



In addition to the email templates, the below graphics can be used to promote mentoring and the use of the platform. Should you require higher resolution graphics, please just ask.



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Mentoring facts and statistics can also have a big impact on engagement, education and encouragement of mentoring (see next page).

Facts & statistics.

01

84% said mentors had helped them avoid costly mistakes.

02

84% become proficient in their roles faster.

03

69% were making better decisions.

04

Of those with a mentor, 97% say they are valuable.

05

Mentees are promoted 5 times more often than those without mentors.

06

87% of mentors and mentees feel empowered by their mentoring relationships and have developed greater confidence.

07

Mark Zuckerberg, Oprah Winfrey, Yves Saint-Laurent, Bill Gates, Nelson Mandela, Barack Obama and Elizabeth Taylor were all mentored.

Ongoing Marketing.



As well as launch marketing materials, it is important to consider ongoing marketing, to sustain engagement with existing mentors and mentees, as well as encourage additional employees onto the platform. Below are some suggested ways in which you can encourage the ongoing marketing of your mentoring scheme.

Mentoring Case Studies

Sending an email out to those engaged with mentoring and in existing mentoring relationships can be a great way to gather case studies of mentoring successes. If both parties within the mentoring relationship are happy to, ask them a few questions about the mentoring success and turn this into a promotional email, article or story you can share with others about the benefits of mentoring.

Senior Leadership Visibility

Creating a successful and impacting mentoring culture starts with senior leadership and those in the most visible roles. Engaging with senior leaders and ensuring they are on board as mentors (or in some cases reverse mentees) can have a positive impact on ensuring the rest of the organisation embraces mentoring. Asking those in senior leadership to talk about mentoring and their positive experiences of it can further promote mentoring through ongoing word of mouth.

Check-in Events

Consider hosting quarterly check-in events for mentors and mentees. These can be a fantastic way of ensuring the engagement to mentoring is taking place and a good way of informally capturing feedback around the mentoring, their experience of PushFar and any suggested changes they wish to see too.

About PushFar.

PushFar is the world's leading mentoring and career progression platform, helping thousands of individuals and organisations across the globe. Our cloud-based platform is the perfect solution for implementing a mentoring program within your company to meet organisational and employee goals. Our platform enables you to build highly effective, customisable and scalable mentoring programs for your team members. Our data-driven algorithm, easy-to-use platform, and efficient features create a truly seamless experience.

[REQUEST A FREE DEMO](#)

