Recruiting Men To Mentor Men
Recruiting Male Mentors in Person will:

- Bring Awareness
- Bring Understanding & Empathy
- Bring Comfort
- Bring Commitment
- Bring Success
**Awareness**: Making Men Aware Of The Need For **P.R.I.D.E.** Mentors

- Make sure that men are aware of the need
- Make sure that men have a fundamental understanding of the issue
- Make sure the men are informed about the statistics and other data as it directly relates to **P.R.I.D.E.** mentees, the community, the city, the State of N.C., and their own lives
Understanding: Telling & Listening To Stories

- Stories are the basis of empathy & understanding
- Stories that reflect how mentors have made a difference
- This allows the man to reflect on his own childhood stories of growing up and he begins to recognize how his own role models made (or did not make) a difference in his life
- Men in general start to empathize with the P.R.I.D.E. mentees, who need strong role models
- In sharing stories, emphasize role models outside the home or family. This will show him that he does not have to take on the role of a father nor be there everyday
- Describing a mentor as a father can be a little overwhelming and cause the man undue concern about his expected role & time commitment.
*Consider brainstorming the types of people that made a difference in the candidate’s life. Examples include; teacher, coach, youth group leader, boss, neighbor, etc.

If he did not have a good role model, allow him to talk about how that impacted his life. The key is getting him to talk about and acknowledge the importance of a mentor.

“That must have been difficult not having (reflect on what he talked about). We have a lot of young men similar in P.R.I.D.E.

I don’t know about you, but I was surrounded by lots of great role models. I had great coaches and teachers. How about you? Did you have an important role model?

*Listen carefully. If the candidate did have a positive role model, encourage him to talk more about what made that role model so special. Be sure to highlight the role models that are outside of the family.

If he did not have a good role model, allow him to talk about how that impacted his life. The key is getting him to talk about and acknowledge the importance of a mentor.
Think a moment about your life as you were growing up. What men guided you in life? Was it your coach, or a pastor, or a caring teacher?

What would you be like today if there were no good role models in your life?

If you hadn’t had someone to look up to, what people would have shaped your life?

How might your life have been different
Comfort: Acknowledging That He Is Ready

- Assure him that he possesses the skills and characteristics P.R.I.D.E. needs to make a difference.
- He must understand that the most important quality he brings to P.R.I.D.E. is his own unique personality.
- Inform him that by listening, considering, and understanding, demonstrates readiness.
- Utilize the information you learned about him to show him that he has what P.R.I.D.E. needs.
Commitment: Let’s Be Clear About Things

- Men need clarity regarding the commitment required
- Right up front they will want to know;
  - “What do you expect of me?
  - How much time will this really take?
  - When does it end?”
- Providing clear information from the start about what is being asked of them will allow men to make the right choice
- There is a need for balance
  - Don’t scare away potential candidates
  - Determine whether a prospect is serious about working with children
Success: The Ability to Win

- Men need to know that mentoring is a winning proposition – both for themselves and the young men they will mentor.
- Perhaps the greatest fear men will confront in this process is the fear of failure.
- Paint a clear picture of success: “You are the right person, you have the right skills, you will succeed.”
- It is worth noting that most men will not want to openly talk about being successful, but it is surely on the minds of candidates and needs to be gently addressed.
- Success is not what you accomplish. While many youth experience increased academic and social behaviors, these results are often not immediate and are rarely observed within the first year.
- Success is being someone a young person can go to when life throws them a curve ball or when there’s an occasion to celebrate.
Closing: Talking Points

- You seem ready to be a mentor. Would you be willing to fill out an application this week?
- Are you willing to become a mentor this month?
- When can you come down and fill out an application?
- We really need men like you, [name]. When can you join our program?
- At this time all I need is your willingness to apply. You still have the choice to accept later. So, will you apply this week?
- If you are still unsure, you can check out our program with one of our mentors
Recruiter to Employer: Special Considerations

- Employees are more likely to volunteer if their workplace encourages it.
- Help the employer understand how they could benefit if their employees mentor.
- It is important to make the employer understand the business benefits of having their employees volunteer as mentors.
- Prior to making a pitch to an employer, it is important to consider ways to make mentor recruitment a benefit to all parties.
- Certain businesses may be an ideal fit for the youth in your program.
Religious Leader to Men: Special Considerations

- This talk can be focused on need and offering the opportunity to demonstrate the candidate’s commitment to a higher calling.
- A religious leader can make a powerful case for mentoring as advisors to their congregation in regards to spirituality and duty to the community.
- It is important to utilize a member of the congregation as the recruiter.
- The recruitment message you deliver may vary based on the life circumstances of the men you are speaking with.
Overcoming Objections/Concerns

- In virtually every situation it is possible to get a “yes” from a viable candidate
- “No” means you have not yet said the words to overcome their objections
- Not every candidate is a viable candidate
- What concerns does the candidate have? Try to keep the candidate talking until you can learn what his objections are and how they can be overcome; if you keep hearing “no” then it is time to change your way of presenting to your male candidates
- Overcoming objections can often be easier if you can actually get the candidates to visit the program, meet the boys, and engage them in fun activities