



## Embed Outreach and Influence

By embedding your program outreach to what you are already doing, you grow your program's influence. This is how you make your program stand out! I like to call it the "secret sauce." No one will quite be able to pinpoint why your program is working so well. They'll want to know what you are doing. You will share what you are doing. But the real secret is the ingredients are in the secret sauce. They don't know that. No one ever thinks it's the secret sauce. But, it's the secret sauce.

### Why Outreach and Promotion?

- It's easier to recruit and retain mentors
- You will get additional volunteers and services being offered without asking
- additional opportunities and support from greater community
- Makes people in the program feel important and valued
- Success generates success

### How does this happen? Through what means?

- Social media posts
- Articles about events, activities
- School Board presentations
- Presentations at local meetings and clubs (have mentors and mentees do it)
- Be mentoring presenters at CFES Global Conference and post about it
- Be part of an on-line mentoring panel discussion
- Attend CFES events and get on the CFES Brilliant Pathways website and link it to your school activity page.
- Thank you letters and cards to mentors
- Post news in the mentors circle of influence (if you have college students you would post in the college campus newsletter, if you have mentors from a local business, write for their business website or newsletter.) You don't have to do it all yourself, get them to do it.

### So what? What does this do for us?

- Your program has on-going media coverage
- You have evidence of your program's success (you will learn more about this in Step 6)
- The community learns of good things happening in the school.

### Now What?

- Keeps promoting and spreading the good mentoring word.
- Always look for new ways to promote the program. At the same time, if something you are doing is no longer working, stop doing it. Stick with what works.