

# **Student Success Recruitment Messaging**

**Mentor Messaging**

**2**

**Mentee Messaging**

**8**

# Mentor Messaging

## #1 - Email

### **Subject:** Join Us to Provide Game-Changing Mentorship to New Students!

Hi Daphne, and greetings from the team at Mentor Collective!

We're currently recruiting mentors for Uplift University, and we received your name in our list of nominations!

You might be wondering, "Me? A mentor? Are you sure?" Our answer is yes, and a current mentor Brianne had a fantastic answer as to why:

*"We all have something special that we can offer to [...] students [...] because we've all been there, right? Your experience can be really valuable and make the difference for students who are just starting out like you did at one point."*

Think for a moment to when you were starting college. What might you have needed help or support in mastering? Some of the most common things our mentors help their mentees with include:

- *Managing their time:* remember wondering how'd you tackle a full course load, making new friends, getting involved with new opportunities, and more? **A mentor can help.**
- *Meeting new people:* Remember wondering how you'd connect with the people you were newly learning and living with? **A mentor can help.**
- *Adjusting to campus:* Every college is different. They all have their quirks, traditions, and ins and outs that are hard to learn on your own. You've had the time to do this, and can now offer that earned wisdom to someone new. **A mentor can help.**

Need another motivator to join? Consider this: **"It feels good to give."**

We actually can't take credit for that tidbit; it's owed to a former mentor from one of our programs, Nzali Campbell.

But she's right. A sense of altruism drives many of our mentors to participate - and many tell

us they get even more out of the experience than they expected.

[Tell Me More!](#)

[Let's get started - sign me up!](#)

If you have questions, we welcome them via replies to this email address or texts to (617) 340-3014. Mentorship is a powerful tool to impact the journey of someone at the dawn of their career - and we'd really like to support you as you embark upon the role of mentor with Uplift University.

*With that said, if you'd like to opt out of this opportunity, simply reply to this email with the word "STOP" in the subject line and we'll remove you from our contact list.*

Best,

## #2 - SMS

Hi Paula, it's Mentor Collective - did you see our email? We empower students with tools to navigate their college journey - including the power of mentorship! More: [ [link\\_to\\_sign\\_up](#) ]  
OptOut:Text STOP

## #3 - SMS

### **Subject:** What Can Mentorship Do For You?

Hi again, Desiree!

In our last email, we alluded to a few ways in which mentorship is its own reward. But today, we'll talk specifically about what mentors gain from giving their time, energy, and wisdom to someone - with the help of [this article originally published with The Huffington Post](#).

In brief, here's what you can look forward to when you take on the role of mentor:

- **Lessons You Teach Are a Good Reminder for Yourself:** In the article, the author Alex Lyman talks about how mentoring reinforced important lessons. "Nothing can help you learn better than teaching a concept to someone else," she shares, "because you have to know it inside and out in order to convey it to others."
- **Mentorship Forces You to Step Back and Gain Perspective:** When you mentor, Lyman said, you have to step back and look at a problem objectively, with as much

information and objectivity as possible. Many of us could stand to do the same with the challenges we face - and mentorship offers a chance to practice this skill.

- **Mentees Can Teach You Something Too: Mentorship** is a two way street, one that allows mentees to share their perspective with their mentors. And in the process, you can learn about yourself too! A current mentor, Fabian, shared a similar notion with us: *I've really enjoyed asking [my mentees] questions that make them think about their future - and them doing the same for me.*
- **Mentorship Grows Leadership Capacity:** Lyman put it beautifully when she wrote,

*You learn to bring out the best in others, recognize strengths and weaknesses, how to be diplomatic while getting results, how to give sound advice and be supportive, and most importantly, how to look within in order to make changes.*

All of these skills are essential elements of a good leader, and mentorship can bring them all out in you.

[I'm Ready - Sign Me Up!](#)

[Tell me more...](#)

It's okay if you still have questions, and we'd like to answer them! So please feel free to send us an email at [help@mentorcollective.org](mailto:help@mentorcollective.org), or text (617) 340-3014.

#### #4 - Email

##### **Subject:** Your Supportive Words Could Spell Success

Hi Hank,

Here's a quick stat for you: the average college-aged student sends about 110 text messages a day. Those texts can be for catching up with friends, reassuring family, coordinating plans...the list goes on and on.

At Mentor Collective, we believe that the space in that inbox can be used for good - and a researcher at California State University Fullerton agrees with us.

A study conducted among over 3700 college students between the ages of 18 and 35 found that students **who receive check-in texts from friends, family, and mentors can reduce loneliness and depression.**

For students who may be away from home for the first time, far from the people and things that feel most familiar, these conditions are incredibly likely. And while we don't train you to serve as a mental health professional, mentors have the power to interrupt isolation and help manage depressed feelings, simply by reaching out with encouraging or reassuring words.

You can have a major impact on your mentee - and we'd like to help you get started.

[I'm Ready - Sign Me Up!](#)

[Tell me more...](#)

You still have time to ask more questions and get more information before signing on - so if anything comes to mind, we encourage you to reach out at [help@mentorcollective.org](mailto:help@mentorcollective.org), or text (617) 340-3014.

## #5 - SMS

"Mentoring is a unique opportunity to step outside my normal circle of friends and social media's echo chamber, to get an intimate understanding of how the world looks through someone else's eyes." - Aiden, Penn State. Your widened perspective awaits: [ [link\\_to\\_sign\\_up](#) ] OptOut:Text STOP

## #6 - SMS

"Every time I had uncertainties about college, I could lean on my mentor to help fill those voids." - Gabriel. Be this kind of mentor and sign up today: [ [link\\_to\\_sign\\_up](#) ] OptOut:Text STOP

## #7 - Email

### **Subject:** You'll Have What You Need to Succeed!

Hi Gilbert,

Today, we want to go into more detail about how we prepare mentors to work effectively with their counterparts.

Mentors are asked to complete *a brief matching survey*, which offers the insight required to make thoughtful and well-matched pairs. You'll answer questions about your demographic identification, professional background, hobbies, and skills you're willing to share. Then, we use that information to find someone whose background and aspirations match.

Next, you'll complete a *training experience* that introduces mentors to the program platform, the philosophy that informs our approach to mentorship, and to other mentors embarking upon the journey with you.

And once you're matched and in your new pairing, we offer:

- *Mentor Office Hours* for current mentors to hear from our team and other mentors to share successes, troubleshoot challenges, and learn from one another;
- *A library of 40+ discussion guides* to help you talk to your mentee about career-related topics like interviewing and networking, and topics in campus life like finding involvement opportunities, managing stress, and dealing with discrimination;
- and more!

[I'm Ready - Sign Me Up!](#)

[Tell me more...](#)

The bottom line: you won't have to navigate this relationship alone. We're here to help in so many ways. So [if you'd like to learn more](#), or if we can offer that same help as you make your decision to join us, please reach out! You can reply to this email, or text us at (617) 340-3014.

Hope to work with you soon,

## #8 - SMS

The window to make an impact on students with peer mentorship is closing - but you still have time! Join us here to learn more and sign up: [ link\_to\_sign\_up ] OptOut:Text STOP

## #9 - Email

### **Subject:** Not Ready to Be a Mentor? Keep Us in Mind!

Hi Gilbert,

The time is drawing close to join us as a mentor by signing up and completing your matching survey. We're hoping to bring this "class" of mentors aboard by **X/X/XX**.

This registration and matching survey, plus a bit of training, are all that stands between you and the promise of a fulfilling mentorship experience.

[I'm Ready - Sign Me Up!](#)

[Tell me more...](#)

However, if now's not the right time or you're not interested, we understand that too.

We hope to be able to reach out to you next year - and with a whole year of additional experience, we hope the time will be right for you to pass those lessons to a mentee in need of support and motivation.

As always, if you have any questions or concerns, we always welcome them by replying to this email or by texting us at (617) 340-3014.

That's all for now and take care,

# Mentee Messaging

## #1 - Email

### **Subject:** Take Your College Journey to a New Level - With a First Year Mentor!

Hi Ernie,

As you adjust to college life, we're excited to partner with Mentor Collective and offer you a mentor. This mentor will be trained to support you through the challenges that await you, like:

- *Managing your time*: how will you tackle a full course load, making new friends, getting involved with new opportunities, and more? **A mentor can help.**
- *Meeting new people*: so many people are embarking upon this journey alongside you. How will you connect with the people you're now learning and living with? **A mentor can help.**
- *Adjusting to campus culture*: as you know from your college selection experience, every college is different. They all have their quirks, traditions, and ins and outs that are hard to learn on your own. **A mentor can help.**

We make this easy: once you complete a brief matching survey, we work behind the scenes to match you with someone based on your desired experiences, interests, identity, and more.

[SIGN UP HERE](#)

**I'd like to learn more first.**

If you have questions, we welcome them via replies to this email or texts to (617) 340-3014.

*With that said, if you'd like to opt out of this opportunity, simply reply to this email with the word "STOP" in the subject line and we'll remove you from our contact list.*

We're proud to change the trajectory of thousands of students through the power of mentorship - and we look forward to the prospect of including you in that journey.

Best,

## #2 - SMS

Hi Lauren, it's Mentor Collective - did you see our email? We empower students with tools to navigate their college journey - including the power of mentorship! More: [ link\_to\_sign\_up ]  
OptOut:Text STOP

### #3 - Email

#### **Subject:** Be Part of the 67% - With a New Mentor!

*Trust us, we know. Starting college is full of uncertainty.*

There's a new space to get acquainted with, a new routine to build, and new people to meet and build relationships with. So wouldn't it be nice to feel certain about something?

Good news: **67% of college students who had mentors during their time as students felt "extremely certain" about what they'd like to do by the time they graduated.** And while it might feel as though you're a long way from that time, getting the support you need along the way is not only normal - it's beneficial in the long term.

Take it from one of our current mentees, Jade, who found a number of benefits from having a mentor in her first year of college:

Outside of being a friend and a good support, my mentor provided me with a myriad of different resources pertaining to stress relief and goal setting that became essential to my freshman year success.

If you're ready to create an experience like this, you can start the process by signing up now!

**MATCH ME, PLEASE!**

It's okay if you still have questions, and we'd like to answer them! So please feel free to send us an email at [help@mentorcollective.org](mailto:help@mentorcollective.org), or text (617) 340-3014.

### #4 - Email

#### **Subject:** How Mentorship Serves as a Literal Key to Success

Think, for just a moment, about the last time you had to learn something new. A language, a hobby, a life skill like cooking or changing a flat tire - **something you had no idea how to do.**

Could you learn it by yourself? Probably. But it'll be easier, faster, and more fun to learn with someone invested in your success. Cooking is easier with a sous chef, changing a flat is less of a drag with someone on the side of the road with you, and learning Spanish verbs is easier with someone to hold up the flash cards.

## Mentorship is a lot like that.

Coming to college is a challenge that first year students have likely never faced before. You're finding your bearings, meeting new people, likely creating your own schedule for the first time in your life...the list goes on. A current mentee, Brianna, put it best when she said:

*"As a college student I know that college is not easy. It's definitely rewarding, but at times an individual may need help [...] **Being able to talk to another individual definitely helps - especially if there's hurdles that you may come across.**"*

We're offering you the opportunity to find that person to unlock the potential you already have. You have what you need to get through - think of your mentor as the person with the key to let you in.

[I'M READY - SIGN ME UP!](#)

Still have questions about how mentorship works? We want to answer them for you! Send them our way by replying to this email, or by texting us at (617) 340-3014.

Talk to you soon,

## #5 - SMS

"I hope all people [...] entering a new stage in their life, can find a mentor to help them navigate it, see that someone else has made it through the journey they're going through." There's still time for you to sign up and feel how Gabrielle feels: [ [link\\_to\\_sign\\_up](#) ]  
OptOut:Text STOP

## #6 - Email

**Subject:** Your Mentorship Questions, Answered.

You might still have a few questions about mentorship with us - here, we'll answer some of the most common ones.

**Q: Who will my mentor be?**

**A:** Mentors are older students who Uplift University recruits to devote time and energy to help you navigate your first year of college. They've been where you are, they're trained to work with you effectively, and have additional support from the program to help you through academic struggles, mental health concerns, and more.

**Q: How do I know my mentor will be a good match?**

**A:** Your first step to joining Uplift University is completing a matching survey where you outline your interests, goals, and what you'd like in a mentor. Using that information, we pair you with someone who fits the bill. And if we miss? Let us know. We'll work with you to either address your challenges, or find you someone new.

[COMPLETE THE MATCHING SURVEY](#)

**Q: How often do I have to talk to my mentor?**

**A:** You get to set those rules with your mentor once you're matched! We find that the most successful mentorships have *at least three conversations over the course of their time together*. You can set monthly checkpoints, agree to chat every other week, decide to check in as needed...whatever works best for you all, we support!

**Q: Does mentorship *really* make that much of a difference?**

**A:** For the answer to that, we'll share this quote from a program participant, who had this to say:

*I signed up for a mentor because I thought it would be a good idea to have somebody who could guide me and advise me through my first year of college and through my transition from high school to college.*

*My mentor has helped me become more confident in my classes, and she has made me feel like I belong [...] by making me feel like I can achieve all my goals and make it far in my career [of] choice.*

-Alejandra

Having support in your goals can make a major difference, especially as those goals are just starting to form. A mentor can help. And we'd like to help you find one.

You might have questions we didn't answer here, and we want to hear them! Feel free to share them with us by replying to this email, or sending us a text at (617) 340-3014.

Take care,

**#7 - Email**

**Subject: Once You're Matched, You Won't Be Going at it Alone!**

A common question we get when we talk to prospective mentees is, "what will we talk about?" Especially when you're new to college, you might not even know what you can or should ask!

As with so many other elements of the mentorship experience, **we're here to help.**

We have a full suite of tools and resources to give your mentorship purpose and direction, including:

- *Goals:* you co-create the guidelines and ground rules for your time together, based on the goals you set and the resources we provide to achieve them
- *Discussion Guides:* a library of 40+ topics and talking points, from new-to-campus concerns like Living with Roommates, Choosing Your Major, and Getting Involved on Campus, to broader conversations like Emotional and Mental Health, Navigating a Diverse Campus, and Perfectionism
- *Community:* the chance to learn from other mentors and mentees from around the country!

Ready to have all these tools at your disposal, along with a mentor to guide you through it all?

[I'M READY - SIGN ME UP!](#)

[I'd like to learn more first.](#)

Hope to hear from you soon,

## #8 - SMS

The window to find a guide for your first year journey is closing - but you still have time! Join us here to learn more and sign up: [ link\_to\_sign\_up ] OptOut:Text STOP

## #9 - Email

### **Subject:** The Power of Mentorship Persists All Through College

Your time to sign up for mentorship with Uplift University is drawing close; the deadline is **X/X/XX**.

As you weigh the idea of participating one last time, consider this: it might feel a little early to think about how *you'd* be as a mentor, but it pays to think about it early.

This past year, we heard from a mentor, Matthew, who chose to take on that role precisely because of the impact his mentor had on him during his first year in college. He wrote,

*When the first year of college was over, I knew I had to share my knowledge with other first-generation freshmen. My experience shaped my view of the importance of mentorship by showing me that there are people who are similar to me who are willing to help me succeed in [my] education, and that I don't have to do it by myself.*

Mentorship isn't just a way to find your footing in your first year of college. It's an opportunity to unlock knowledge, confidence, and leadership skills that you can call upon later in your college career - and beyond. But it all starts with the decision to join us this year. Are you ready?

[I'M READY - SIGN ME UP!](#)

[I'd like to learn more first.](#)

Hope to hear from you soon and take care,