

Career Readiness Recruitment Messaging

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Mentor Messaging

#1 - Email

Subject: Join Us to Provide Game-Changing Mentorship to Budding Professionals

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 here's why:

- **Students need a nudge to act sooner rather than later.** At a time when they need to consider where they'll head after graduating, many are simply not taking those steps. [\[source\]](#) Uplift University mentors are uniquely positioned to help empower their mentees to set and achieve goals - *and those currently in the workforce are beautifully positioned to help with this.*
- **Mentorship creates benefits for mentors and mentees alike.** Mentors experience benefits like expanding their own skill sets, expand their own professional knowledge, and **are 6x more likely to be promoted into a higher position** [\[source\]](#). And if you're nervous about how you'll do, please know that *we provide all our mentors with training, resources, and ongoing support to help them feel equipped to take on the immense but important challenge ahead.*
- **"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.

[LEARN 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 Shawn, it's Mentor Collective - did you see our email? We're out to change how students think about careers + we'd like your help! More: [link_to_sign_up] OptOut:Text STOP

#3 - Email

Subject: Mentoring with Us is a SMART Use of Your Time!

Hello again, Gilbert!

One of the frequent concerns we hear from folks nervous about taking on mentees is their ability to be helpful.

"Do I have what it takes to be a mentor?" they sometimes ask. "What will I need to do?"

Good news: we have a framework to help you make the experience efficient, thoughtful, and impactful. Think **SMART**:

- **Stimulating:** Ask questions to get your mentees thinking about what they'd like to learn, and let them ask big questions of you and your journey.
- **Mastery:** Seek opportunities to help them gain mastery in their areas of interest, and share how you grew in your areas of strength.
HINT: When it comes to mastery of your own skills, we can help: we require mentors to participate in training before they begin, and we also provide mentor support and discussion guides to steer your conversations.
- **Agency:** Help them develop a sense of agency in the relationship by setting a schedule to meet, but exercise your own agency to create boundaries around when, how, and on what topics you advise them.
- **Relational Capacity:** A mentor can't and shouldn't be the only good influence in a mentee's life; help them build and nurture relationships with others who can guide them along their path: career advisors, prospective bosses, shadowing subjects,

and more.

- **Tolerable:** Being willing to help doesn't have to mean letting this mentorship or their career exploration consume you both. Encourage a balance between career development and everyday life, for you and your mentee alike.

Ready to help mentees be SMART about their career exploration?

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

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

Don't forget, we welcome your questions - feel free to share them with us by replying to this email, or sending us a text at (617) 340-3014.

Looking forward to working with you,

#4 - Email

Subject: Your Mentorship Toolbox: You'll Have What You Need to Succeed

Hi Bailey,

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 an *online training* 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:

- *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!](#)

We hope you'll take advantage of this opportunity! As always, we're here to answer any questions.

Best,

#5 - SMS

"Millennial and Gen Z workers with mentors are 20+% happier than those without mentors."
Want to make the difference for students at the dawn of their career? [[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: What Mentorship Means to Mentees ...in Their Own Words

Hi Karl,

All across the country, students are delaying their career moves out of frustration, overwhelm, and intimidation.

Think of the confidence you could give students like Samiksha when you share your successes *and* struggles from the working world:

*"I remember before my career fair I was very scared. The thought of having to talk to recruiters among hundreds of people was very intimidating. My mentor was a huge help during that time. She sat down with me, reviewed my resume, prepared me for questions recruiters might ask, and *also shared some of her experiences where she had done a silly mistake - and it was okay. It was okay to make a mistake. This was a huge confidence booster for me.*"*

Even as they find the motivation to take on these tasks, it's not always easy to handle the thoughts and emotions that come up along the way.

Think of the strength and support you could offer students like Jesse:

"[T]o know that someone on the other side of the screen cares about you, is trying to help you, cope with whatever you're trying to go through is nice. *It's warming, it's welcoming.*"

And this last nudge of encouragement is from a current mentor, Brianne.

She says, in part, about the feeling she gets when serving as a mentor to students:

"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."

If you want to make the difference for students who could benefit from your experience, support, and willingness to do good, there's still time to join us by signing up:

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

[Learn more](#)

Hope to hear from you soon,

#8 - SMS

The window to make an impact on students with career 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 Daphne,

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

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

[Learn 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: Chart Your Path to Career Success - with Mentorship!

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

You may have heard about us in a prior email from your organization, so allow us to introduce ourselves. We're dedicated to helping students achieve their highest potential through mentorship - **and we'd like to formally invite you to participate in our program as a mentee.**

At its core, we see mentorship as a powerful tool. It can help you to explore your future, solidify your goals, develop valuable skills, and position you for professional success once you graduate. A mentor can help you navigate the path:

Mentoring is, to me, like a navigation map that we use. Say, Google Maps or Waze or those kinds of apps, in an unknown terrain. So basically, mentors can share their experience by giving and shedding light on different parts of the unknown terrain - which might [be helpful] for the mentee to overcome more easily and more gracefully.

-Debmalya (CO)

We know that embarking upon career exploration is scary *precisely* because it's a journey full of unknowns. Having a mentor to help you know when to keep going, when to turn, and when to watch out for obstacles, could set you up for success in important ways.

[I'D LIKE TO LEARN MORE!](#)

[I'm ready, sign me up!](#)

Questions? Respond to this email or text us at (617) 340-3014.

Not interested? No problem, you can unsubscribe from our messages at the bottom of this email.

Best,

#2 - SMS

Hi Darius, it's Mentor Collective - did you see our email? We're out to empower students with tools for their career journey, including the power of mentorship! More: [[link_to_sign_up](#)]

OptOut:Text STOP

#3 - Email

Subject: What Does Mentorship Mean to You, Literally?

Hi again, Dillan!

When we speak to people around the country, we are repeatedly reminded of just how many ways people think about mentorship.

Some see it as a structured program to check in with a mentor at regular intervals, others see it as having someone "on-call" to talk to as a challenge arises. Still others see it as a chance to learn more about a specific area of interest. And there are even more definitions, if you can believe it!

So who's right? **Everyone is!**

At their core, mentors are folks who share a key set of qualities but interact however they and their mentee see fit:

- *Invested in You:* Building a solid relationship takes time and effort. Finding a mentor committed to this process is key.
- *Respectful:* A good mentor is kind and admires you as a whole person who may be different in small or large ways.
- *A Good Listener:* An effective mentor uses active listening to pay attention to your needs and provide appropriate feedback.
- *Empathetic:* Good mentors know you have a unique point of view and can understand what you are feeling and why.
- *Can See Solutions and Opportunities:* The best mentors ask questions to help you determine your next steps and stay focused on your biggest goals and priorities.
- *Flexible:* The mentoring relationship may change as your life and goals evolve. Adapting to these shifts is an important trait of a quality mentor.

Who wouldn't want someone like that in their corner, especially when embarking upon something new?

I'M READY - SIGN ME UP!

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

Don't forget, we welcome your questions - feel free to share them with us by replying to this email, or sending us a text at (617) 340-3014.

Looking forward to working with you,

#4 - Email

Subject: Your Most Common Mentorship Questions, Answered.

Hi Dallas,

You might have a few questions about mentorship with us, so in this latest email call for signups, we'll answer some of the most common ones.

Q: Who will my mentor be?

A: Mentors are volunteers who Uplift University recruits to devote time and energy to help students think about their career prospects. 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.

[LET'S DO MY MATCHING SURVEY!](#)

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

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:

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

-Brianna (NY)

You don't have to clear those hurdles alone. 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,

#5 - SMS

What might it feel like to have a 60% higher chance of being happy with your career?
Mentorship has given those chances to people across the country, and we want to offer it to you! [link_to_sign_up] OptOut:Text STOP

#6 - SMS

Mentorship helps Matthew realize "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." Follow Matthew's lead and find your mentor: [link_to_sign_up] OptOut:Text STOP

#7 - Email

Subject: Speaking of Not Having to Go It Alone...

Hi Gally,

A common question we get when we talk to prospective mentees is, "what will we talk about?" 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:

- *Success Plan:* you co-create the guidelines and ground rules for your time together
- *Discussion Guides:* a library of 40+ topics and talking points, from career competencies like Interviewing and Networking, to broader conversations like Emotional and Mental Health, Navigating a Diverse Workplace, and Perfectionism
- *Community:* the chance to learn from other mentors and mentees from around the country through our Facebook community, Ambassador program, and more!

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 career 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 In the Workplace

Hi Ezra,

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 talk about mentorship at work when you're still planning your entry into the workforce, but it pays to think about it early.

We mean that literally.

According to Sun Microsystems, 25% of people who identify as someone's mentee have experienced an increase in salary, versus 5% who weren't. Further, employees involved with mentoring are promoted five times more often than those who opt out of it [\[source\]](#).

And in a world where a staggering number of people feel disengaged from their work, it's heartening to know that Millennial and Gen Z workers who have a mentor are 21% to 23% more likely to report being satisfied with their jobs, compared to those who don't have mentors [\[source\]](#).

So the numbers are clear. Mentorship makes work more lucrative *and* more satisfying. With numbers like that to back it up, why wait until you enter the workforce? Start now, and create relationships that will help ease your path toward a career you love and can be proud of.

I'M READY - SIGN ME UP!

I'd like to learn more first.

Hope to hear from you soon,