



# Mentor Recruiting: Messaging Guide and Marketing

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# Messaging Guide

## Items required on all materials

You are free to create posters, handouts, social media posts, emails, letters, etc., to recruit mentors and promote your site and the ASPIRE program. We ask that you remember the following items:

1. Logo of ASPIRE
2. Follow the policies of your site in regard to permission forms (signature from guardians if under 18) for any images of students or mentors featured
3. You may use the suggested verbiage outlined in this Messaging Guideline to create your own materials

## Recruitment Message

A recruitment message must appeal to the person's motivation for participating in ASPIRE as a student or mentor, as well as anticipate any questions. The message should contain the following elements:

- Position title and purpose
- Basic requirements, time, place, etc.
- Contact information for the ASPIRE Coordinator
- Promise of training and support

## Definitions

**ASPIRE** is Oregon's statewide career and college readiness program that offers education, resources, and mentoring for students.

**Office of Student Access and Completion** (often referred to as OSAC) is an office of the Higher Education Coordinating Commission (HECC) of the State of Oregon. OSAC administers grant and scholarship funding to students pursuing a postsecondary education.

**Higher Education Coordinating Commission** (HECC) is the single state entity responsible for ensuring pathways to higher educational success for Oregonians statewide and serves as a convener of groups and intuitions working across the public and private higher education arena.

### **ASPIRE Coordinator**

The ASPIRE coordinator is a site-designated staff member responsible for managing the administrative side of the ASPIRE program.

### **ASPIRE Mentor**

ASPIRE community and staff mentors work one-on-one and/or in group mentoring. Mentors may also assist with ASPIRE site administration, activities, or events.

## ASPIRE Mission Statement

These statements describe what we do and how we do it. They should be one of the first things you say when you are explaining ASPIRE to people who are not familiar with the program.

### Mission Statement

ASPIRE is Oregon’s statewide career and college readiness program that offers education, resources, and mentoring for students. Join (Insert: Name of school or organization) ASPIRE program today!

### Long Version:

The ASPIRE program helps educate Oregon students to become career and college ready. ASPIRE at (Insert: Name of school or organization), offers education, resources, and mentoring opportunities for all students. Student supports include 1:1 and group mentoring, activities or events that focus on career exploration, career and college research, admissions applications, scholarships, and financial aid.

### Short version:

ASPIRE helps educate Oregon students to become career and college ready. Join (Insert: Name of school or organization) ASPIRE program!

## Quotes – ASPIRE Mentors Make a Difference

Using quotes is an important tool to describe your program, show its impact, and inspire others. You can collect quotes from your site. However, make sure you get permission and that these statements are in line with our purpose statements. When in doubt, contact an ASPIRE staff member.

### Quotes may be used in publications:

#### From Administrators:

“Most students have not considered training or education beyond high school. This is due to a number of factors including a lack of exposure, motivation, and direction, and lack of confidence in their ability to complete college/training post high school. Our ASPIRE middle and high school programs are designed to address these concerns.”

– ASPIRE Administrator

#### From Coordinators:

Mentors truly make a difference! Two of my seniors that will be first generation college students in the fall, received the ACT SIX Scholarship this year. These students will receive FULL NEED awards to attend their top choice colleges. It was because of their mentor's encouragement and her practical help with scholarship process that these students have received these scholarships. Their futures have been forever changed because of the support of their ASPIRE MENTOR.

– ASPIRE Coordinator

“ASPIRE has become a well-known organization in our community. Students have positive experiences year after year, and the many scholarships that are awarded to students, are without a doubt because of our mentors assistance assisting in our ASPIRE program.” – ASPIRE Coordinator

“I have a student who has been nervous about being in a college setting. He comes from a tough family and I think he has low self-esteem. But he met with an ASPIRE mentor applied to college and got a scholarship. I feel he stands taller. He feels worthy. He came in the other day and asked us if he could apply for more scholarships.” – ASPIRE Coordinator

#### **From Students:**

My mentors have been absolutely incredible, and I never doubted they were there to help me. I feel as though I made two new friends who encouraged me to do my best and wanted to watch me succeed. I hope to stay in contact with them both as I don't think I'll ever be able to tell them how much their help gave me clarity and confidence and prepared me for the future.

– ASPIRE Student

“There are so many decisions to make. Senior year has been crazy busy, but it was really helpful to have someone on my side helping me stay on top of all of my college and financial aid applications.”

– ASPIRE Student

Applying and figuring out the steps for college is stressful! Luckily, I had the most amazing mentor who helped me. Without her I wouldn't be attending one of my dream schools. My mentor goes above and beyond for every student she works with and I couldn't have had someone better to help me with everything.”

– ASPIRE Student

“The ASPIRE program was/is critical in my future education plans. Before ASPIRE, I had no idea what to do or where to start. So, when I joined, they laid out the timelines and framework for applying for colleges and scholarships. The mentor was very helpful in my choices and guidance.

– ASPIRE Student

#### **From Mentors:**

“The time people give to volunteer to help mentor kids, who may not have the support at home they need to get through the process, is invaluable.” – ASPIRE Mentor

“Many people want to contribute to their communities in one way or another; ASPIRE provides a unique opportunity to contribute to the future of a community.” – ASPIRE Mentor

“I love seeing the kids who thought they couldn't do anything after high school, see opportunity in their future. Whether trade school, nursing, line men, or a college education. Just to see that you helped a child see more in their future makes everything we do, every essay we look through, every application we help with, all worth it!

– ASPIRE Mentor

“I am helping students in the ASPIRE program...AND I have two kids in high school, so I can also help them as they start to work on their goals.” – ASPIRE Mentor

## Create your Own Quote

Ask questions to your volunteers and students. Prompts could include the following questions:

### For Community or Staff Mentors

- Talk about your favorite experience as a volunteer.
- What inspires you to volunteer?
- Why do you think mentoring is important?
- What made you want to volunteer?
- Why is your work important?
- Why is education beyond high school important?

### For Students

- Why do you think working with a mentor is important?
- Why do you think education beyond high school is important?
- What made you first get involved with ASPIRE?
- What do you want to study?
- How has ASPIRE helped you decide to go to college?
- What have you gained from your experience working with volunteers?

## ASPIRE Website and CANVAS “Courses”

Many ASPIRE programs have chosen to create their own Website or Canvas “courses” to connect and interact with students and parents. We believe that this is a great way to engage communities, yet we ask that you adhere to suggestions found in this messaging guide to help assist you.

Reach out to your ASPIRE access specialist or connect with other ASPIRE coordinators who may have already created pages to get some helpful ideas of how to start.

## Posting on Volunteer Boards/Social Media Pages

It is important to clearly list your postings as VOLUNTEER and not paid. In addition, mention volunteers must pass a criminal background check.

List ASPIRE volunteer opportunities in online recruitment websites:

- **Idealist.org**: site lists volunteer and work opportunities for non-profits and government.
- **VolunteerMatch.org** or **Allforgood.org**: both lists volunteer opportunities by location

**Example:**

The ASPIRE program at [Insert: Name of ASPIRE site] needs caring and dedicated volunteers like you to help your local students explore career and education options after high school.

ASPIRE matches students with volunteer mentors to help them:

- Explore career and educational options,
- Narrow and determine plan for after high school,
- Apply to college and/or prepare for career
- Assist with financial aid and scholarship process

ASPIRE coordinators can be flexible with your schedule. You will receive training and continued support from your ASPIRE coordinator and site staff. As an unpaid volunteer you must also complete an application and pass a criminal background check before meeting with students.

For more information, call: [Insert: Coordinator Name and phone number].

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## ASPIRE Phone Dialer Message

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Good evening!

[Insert: Name of ASPIRE site]'s ASPIRE program helps our students become career and college ready. We want each student to be confident of their plans after high school. Our ASPIRE coordinator, [name of ASPIRE coordinator] is looking for interested volunteers to serve as student mentors. In this role you will help students identify and develop their personal post-high school plan. No experience needed, all volunteers will be trained, and volunteer time is flexible. Please contact [Insert: Coordinator Name and phone number] for more information.

# Templates

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## Volunteer Recruitment: Sample Letter for College Students

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Consider connecting with your local community college or university and provide a letter (or flyer) to be promoted on campus. College students participating will benefit by gaining experience with students (great to market to education/social work majors) and building their resumes with service to their community.

Dear College Student,

ASPIRE is Oregon's statewide career and college readiness program that offers education, resources, and mentoring for students. We are looking for individuals who might enjoy mentoring [high school/middle school] students as they create a plan for after high school. ASPIRE needs individuals willing to help students prepare and explore career and education options.

Would you consider volunteering your time to support students at (Insert: Name of school or organization)? By serving students, this opportunity would give you the chance to build your resume while gaining leadership experience.

"There are so many decisions to make. Senior year has been crazy busy, but it was really helpful to have someone on my side helping me stay on top of all of my college and financial aid applications."  
– ASPIRE Student

Please consider this opportunity. Our ASPIRE mentors are trained and prepared to help students with whatever plans they choose to follow. You don't have to be an expert; you just want to make a difference in a student's life.

Interested? Or would you like to know more? Please reach out! I will be happy to connect with you and clarify any questions you may have about this volunteer opportunity. Additionally, if you are interested, I am happy to discuss a flexible volunteer schedule that will work for your schedule.

I look forward to hearing from you!

[ASPIRE Coordinator/Contact]



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## Volunteer Recruitment: Sample Letter for Graduating ASPIRE Students (letter given as they exit ASPIRE before graduation)

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Dear [Insert Name of Senior ASPIRE Student],

Congratulations - Graduation is right around the corner! You are about to launch into the next season of your life. We are so proud of you and the future plan you have chosen!

Remember, for a minute, before you were first connected with the ASPIRE Center/program. You may have been uncertain about your future or not sure about the steps to take to make your dreams a reality. The financial aid process seemed to be a foreign language, scholarships, and essays seemed really hard to navigate, and the many deadlines were constant and sometimes overwhelming. I'm sure you can identify with this student's quote:

"There are so many decisions to make. Senior year has been crazy busy, but it was really helpful to have someone on my side helping me stay on top of all of my college and financial aid applications."  
– ASPIRE Student

The ASPIRE program was significant in helping you get to where you are.

As we build our ASPIRE program, we are always looking for leaders who can help us to achieve the mission to help students become career and college ready. We believe that you could be a valuable mentor to other high school students in the years ahead.

"The time people give to volunteer to help mentor kids, who may not have the support at home they need to get through the process, is invaluable." – ASPIRE Mentor

We would love to have you serve as an ASPIRE mentor! The experience you gained during your time in ASPIRE gives you exactly what you need to support other students in need of the same encouragement and direction. If you are interested in coming back and serving as a mentor in our program, please let me know. If you are staying in the area, we could work to create a flexible schedule that works with school and/or work obligations you have. And if you are moving away to college, consider the possibility of volunteering as a virtual mentor.

I look forward to hearing from you!

[ASPIRE Coordinator Contact]

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## Volunteer Recruitment: Sample Letter to Businesses

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Dear [Insert Business Contact],

ASPIRE Oregon's statewide career and college readiness program that offers education, resources, and mentoring for students. Statistics show that employment rates and lifetime earning rates correlate with the amount of education one receives. Education helps build a stable path for both individuals and for the community.

Our ASPIRE program brings together adults who are excited to mentor students and help them create a path for their future.

There are many ways you can be involved:

- Become an ASPIRE mentor working with students one-on-one to help them identify and create a plan for their future
- Recruit others from your industry to serve as ASPIRE mentors
- Donate resources to your ASPIRE program at (Insert: Name of school or organization)
- Be a guest career presenter

This is an opportunity for you to invest in your community. If you are interested in volunteering as an ASPIRE mentor or supporting our program in other ways, please reach out! I am happy to connect with you to clarify any questions you may have about our ASPIRE program and the opportunities I have shared.

Thank you for your consideration,  
ASPIRE Coordinator [ASPIRE Coordinator Contact]

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## Volunteer Recruitment: Sample Letter to Parents

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Dear [Insert Name of Parent/Caregiver/Community Member]:

The ASPIRE program at (Insert: Name of school or organization) helps educate students to become career and college ready. Our center offers education, resources, and mentoring opportunities for all students. Student supports include 1:1 and group mentoring, activities or events that focus on career exploration, career and college research, admissions applications, scholarships, and financial aid.

We are looking for individuals who are passionate about helping our students prepare for their future. We want to invite you to become part of our ASPIRE Mentor Team. The great thing is, as a parent you will be learning and gaining a lot of knowledge about the career and college process as you assist students. This becomes a great benefit when your own children start planning for their futures. You will be up to speed about the process, deadlines, and supports and resources available to your student!

One parent expressed:

“I am helping students in the ASPIRE program...AND I have two kids in high school, so I can also help them as they start to work on their goals.” – ASPIRE Mentor

You don't have to be an expert; you just have to be willing to make a difference. All we ask is that ASPIRE mentors excited and eager to help students reach their goals.

Interested? Or would you like to know more? Please reach out! I will be happy to connect with you and clarify any questions you may have about this volunteer opportunity. Additionally, if you are interested, I am happy to discuss a flexible volunteer schedule that will work for your schedule.

I look forward to hearing from you!

[ASPIRE Coordinator Contact]

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## Newsletter, Example 1 - Mentor Recruitment

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### Change the Future of a Community as an ASPIRE Volunteer Mentor

Joe Smith [Name your ASPIRE Mentor] is an ASPIRE Coordinator and College and Center Coordinator at Sam Barlow High School [Name your ASPIRE site]. Each day she works with adult volunteers who help students explore career and educational pathways and apply for scholarship and grants. She says: [use your mentor quote] “I love mentoring students and being a part of their decision-making process. Their success becomes my success. Sometimes they do not think it is possible and I get to convince them otherwise. Whether it’s a financial challenge or a family barrier or any other kind of barrier, I get to challenge all of their fears and let them see, education beyond high school is possible.”

ASPIRE is Oregon’s statewide career and college readiness program that offers education, resources, and mentoring for students while helping them create a plan for their future. Mentors become the key to the students’ success. Simple things, from helping research career and educational options to following up on deadlines, opens a world of possibilities for students. ASPIRE mentors consistently find the experience both rewarding and impactful.

One ASPIRE volunteer mentor said, “Many people want to contribute to their communities in one way or another; ASPIRE provides a unique opportunity to contribute to the future of a community.”

Interested in getting involved? Contact (Insert: Name of school or organization) [ASPIRE Coordinator/Contact Info: e-mail, and phone number]

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## Newsletter, Example 2 - Mentor Recruitment

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### ASPIRE Mentors Make a Difference

“Applying and figuring out the steps for college is stressful! Luckily, I had the most amazing mentor who helped me. Without her I wouldn’t be attending one of my dream schools. My mentor goes above and beyond for every student she works with and I couldn’t have had someone better to help me with everything,”

– ASPIRE Student

ASPIRE is Oregon’s statewide career and college readiness program that offers education, resources, and mentoring for students while helping them create a plan for their future. Mentors become the key to the students’ success. Simple things, from helping research career and educational options to following up on deadlines, opens a world of possibilities for students. These mentors are critical and often in short supply.

Mentors don’t have to be experts or even a college graduate, “My mentor was the best! Sometimes, I would ask her a question and she would say ‘I don’t know’ and then we would both jump on the computer and search for the answer. Sometimes we might even make a call to the admissions or financial aid office of colleges I was interested in to get specific information. I loved that I didn’t have to do everything on my own and my mentor was there to help!” said one ASPIRE student.

Become a mentor and make a difference in the future of your community. The time commitment is flexible; ASPIRE Coordinators can work within your schedule. Students need consistent and patient volunteers who truly care about them.

Contact (Insert: Name of school or organization) ASPIRE Coordinator [ASPIRE Coordinator/Contact Info: e-mail, and phone number]

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## Newsletter, Example 3 - Mentor Recruitment

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Hi there,

ASPIRE is Oregon's statewide career and college readiness program that offers education, resources, and mentoring for students. [Insert: Name of school or organization]'s ASPIRE mentor program offers one-on-one mentoring to students as they create a plan for life after high school. We are in need of community volunteers to serve our students as ASPIRE mentors.

Interested in volunteering? Volunteer mentors help students:

- Research and explore career options
- Apply for college and financial aid
- Review and edit college application Essays
- Consider apprenticeship, trade, or workforce programs

Become a mentor and make a difference in the life of a student. The time commitment is flexible; ASPIRE Coordinators can work within your schedule. Students need consistent and patient volunteers who truly care about them.

Feel free to contact me with any questions or to learn more about ASPIRE.

Contact [ASPIRE Coordinator/Contact Info: e-mail, and phone number]

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## Sample Radio Script to Recruit Volunteers

<b>:05</b> (10-15 words)	
<b>:15</b> (45-50 words)	High school students often struggle with knowing what to do after high school. Students are forced to make difficult decisions about their future, and many don't know how to navigate their options. The ASPIRE program helps educate Oregon students to become career and college ready. Mentors support students, explore career options, and consider educational opportunities. ASPIRE needs volunteers like you to help students create a plan for a successful future.
<b>:30</b> (90-100 words)	Impact your community today by volunteering as an ASPIRE Mentor. Visit Oregon student aid dot gov, that is Oregon student aid dot gov and click ASPIRE to find out more.
<b>:60</b> (180-200 words)	