

A GUIDE TO MARKETING AND ENGAGEMENT FOR MENTORING

The Charity Mentoring Network's latest members meeting shared practical insights on marketing and building engagement around mentoring schemes. Ed Johnson, CEO of PushFar, the network's technology provider, shared expert advice on communication strategies and measuring mentoring success.

The Charity Mentoring Network's final members meeting of the year focused on how to build interest and engagement in mentoring schemes. The session, led by Ed Johnson, CEO of mentoring platform PushFar, and who has a background in digital marketing, started the session by telling members to focus on communications that are relevant and resonant: "Strong mentoring programmes require strong marketing. It's not about selling the idea but making it resonate," he told members.

Johnson shared a number of practical steps on how to make this happen.

5. Follow up consistently

Engagement grows with repetition. "Marketing is a campaign, not a one-off," Johnson reminded attendees. "It often takes seven touchpoints to convert interest into action."

6. Measuring success

Beyond engagement metrics like sign-ups and meeting frequency, the session covered qualitative feedback and long-term outcomes. Surveys, career progression tracking, and employee retention rates can all demonstrate mentoring's impact, Johnson said.

7. Practical Takeaway: Building a mentoring culture

To embed mentoring within an organisation, Johnson recommended starting with small steps:

- Use personalised emails to recruit senior leaders as ambassadors.
- Offer short, engaging training resources to mentors and mentees.
- Regularly showcase successes through videos and webinars.

1. Know your audience

Before promoting your scheme, identify the groups it will serve best. Whether targeting new starters, middle managers, or underrepresented groups, tailor your message to their needs. "Generic appeals rarely work," Johnson stressed. "Craft personalised communications that speak directly to the priorities of your audience."

2. Create impactful messaging

Ed shared tips on creating concise and compelling emails. For example, highlight benefits such as career development and time efficiency ("Less than an hour a month"). And include a clear call to action. According to Johnson, a simple subject line like "Mentoring?" can prompt curiosity and engagement.

3. Perfect your timing

Timing is crucial. Avoid busy periods and aim to launch campaigns when your audience is most receptive. January, for example, is ideal for new initiatives as people set fresh goals. "Think strategically about when your emails land," he advised.

4. Leverage social proof

Share success stories and statistics to build credibility. "Let your champions speak for you," Johnson told members. "Hearing how mentoring has transformed careers can inspire others to get involved."

Johnson added, "Mentoring thrives when people feel connected and inspired. By creating a clear message, targeting the right audiences, and showcasing success stories, you can turn your mentoring scheme into a powerful driver of professional growth and organisational impact." As the session concluded, attendees were encouraged to take these insights into 2025. With the right approach, mentoring programmes can be transformative, helping charities build skills, inclusivity, and more effective teams.