

10 TIPS FOR MARKETING

Charity Mentoring Network



Direct Communications to a Single Person

Don't write to "everyone." Pick your ideal employee, someone who would really benefit from mentoring, and speak directly to them.

Offer a Clear Promise

Tell them what they'll gain. Will they grow skills? Build confidence? Get support? Use real testimonials (found in your welcome pack) to make it relatable.

Make It Stand Alone

This message should be front and centre. Don't bury it in newsletters or bundle it with other updates.

Focus on a Real Need

Make sure the programme solves a problem they actually have. Don't offer a solution to a problem they don't resonate with.

Show Real Benefits

Appeal to both the head and the heart.
Head: "Learn how to lead meetings with impact."
Heart: "Feel confident in leading meetings."

Be Clear on Positioning

Who is this for?
What problem does it solve? Why now?

If the value isn't obvious, it won't land.

Cut the Fluff

Skip phrases people are used to hearing often, such as: "We're excited to announce..." and get to the point fast.

Use a Simple Structure

Start with a hook, tell a short story they can relate to, end with a clear next step.

Be Clear on What's Next

Make your call to action simple and direct: "Sign up here," "Join today," "Email me" or "Book a chat."

Launch at the Right Time

Consider when you'll launch to avoid busy or stressful periods. Launch when your people have space to engage.

