



Mentee Referral Campaign

Asking mentees to share their experience of the program with their network is a good way to recruit potential mentees through referrals.

Social media

Ask current and past mentees to post on social media about their experience of mentoring. Ask them to leave a comment, a video or share one of the social images. They can tag you and TRIEC and use the hashtags #PowerofMentoring #TRIECMentoring. You could offer the incentive that anyone who posts will go into a draw to win a gift card or other prize.

Example post: Calling all mentees past and present of #TRIECMentoring Partnership. What valuable lessons did your mentor share with you? What impact has your mentor made in your life? When you share your story, you will encourage more immigrant professionals to consider joining TRIEC Mentoring Partnership. Leave a comment or a video on this post about your experience with your mentor. You can share this post and talk about how mentoring has benefited you. Tag us and use the hash tags #PowerofMentoring #TRIECMentoring.

Email/Newsletter

Do a call out in your newsletter or email to current and past mentees using one of the social graphics and posters. Ask them to either forward the email to people they know who could benefit from mentoring and/or post on social media.

Sample Email: We want to help more immigrant professionals like you who may not know about TRIEC Mentoring Partnership. Can you help us spread the word about the program? There are two ways to help. You can email the attached poster to people in your network who could benefit from mentoring. If you are comfortable sharing on social media can you post the social media image with this sample caption?

Finding work as a newcomer in Canada can be challenging without a network and knowledge of how the job market works. When I joined TRIEC Mentoring Partnership I matched with a mentor in my professional field who helped me to navigate the Canadian job market. My mentor supported me with my resume, prepare for interviews and gave me tips on how to grow my network. If you are an immigrant professional living in Canada for less than five years I recommend you sign up for mentoring at (your website).

WhatsApp or Text Message

A lot of information is shared via WhatsApp and text message. You can send one of the social graphics, or posters to current and past mentees via WhatsApp or text message and ask them to share with their network.

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Manulife

