



Alberta Mentoring Partnership's Mirror Mirror Campaign

With a simple message, the Mirror Mirror campaign targets new mentors, encourages past mentors to get involved and inspires existing mentors to increase their involvement. Mentoring programs have been experiencing a challenge gaining volunteer mentors, and recruitment strategies used pre-pandemic are not meeting the needs of mentor programs.



How you can participate:

STEP 1

Receive mirror decals and [installation instructions](#)

STEP 2

Install decals on mirrors and [send communication](#) to staff to let them know about the campaign

STEP 3

Familiarize yourself with the campaign [key messages](#)

Each engagement period is 6 weeks long.

- Ideal social media engagement is feed posts/stories 2 - 6 times a week
- Decals can be reused when relaunched in September 2023 and January 2024



STEP 4

Engagement period begins!

- Staff & volunteers take pictures/videos in mirrors
- Tag our socials in stories or feed posts

STEP 5

Encourage other agencies to host mirrors of their own and join us!

Sample questions for videos:

- Who is a mentor in your life?
- Why is it important for young people to have a role model?
- What does mentorship mean to you?



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