Email templates you need to promote your mentoring program internally

together

an Absorb company

What you'll find below

Launching a successful mentorship program requires a lot of stakeholder management. First, you need leadership to buy into the program. Then, you need them to be its champions so employees see that the organization is serious about mentorship.

As employees learn more about the program, you need them to get excited to register. As any experienced mentorship program manager will tell you, one email isn't enough.

To make things easier, our team has compiled four different email templates to use when promoting your mentorship program to employees:

- **Introducing the program to Leadership**
- **Teaser email to participants**
- **Promoting the launch of registration**
- **Reminder email to register**

We hope these email templates help you launch a wildly successful mentorship program!

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Introducing the program to Leadership

Send to...

To: [Company Leadership Team]
From: Program Admin
Subject: New Mentoring Capabilities coming to [Company Name]

Email template

Hi [Name],

I have exciting news - [Company Name] is partnering with Together, a software solution to host our mentoring programs.

This partnership will bring new features and capabilities to allow us to take mentoring to the next level. Together's platform will manage registration, matching, scheduling, training, reporting, and more. For a brief overview of how Together works, you can watch the video here.

While we are starting with [program name] with [employee group], our hope is to scale over time and offer mentoring enterprise-wide. It's also worth noting that we can launch unlimited programs with Together - if you'd like to launch a department-specific program, please reach out at any point.

We are excited about this evolution at [company name] and look forward to your support of this initiative.

Please reach out if you have any questions!

Best,
[Program Admin]

Introducing the program to Leadership

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We are excited about this evolution at [company name] and look forward to your support of this initiative.

Please reach out if you have any questions!

Best,
[Program Admin]

Teaser to participants

Send to...

To: [All invitees for mentorship program]
From: Executive Sponsor or Program Admin
Subject: [Program Name] Mentorship Program: Coming Soon!

Email template

Hi [Name],

I'm excited to share that you have been selected to participate in [Program Name] Mentorship Program, which will be launching on [insert date].

The purpose of this program is to provide you with the opportunity for [insert goal. Ex, networking and mutual learning]. Whether you choose to join as a mentee, mentor, or both, we are certain this will be a highly rewarding experience!

We will be using a software, called "Together" to host the program and guide you through the mentoring journey!

You'll hear more about the program shortly, but in the meantime, here are the key details:

What: [Program Name] Mentorship Program
When: Registration opens [Date] and closes [Date]
Who: The program is open to [employee groups]
How Long: [X] 1-hour sessions over [X} months
Next steps: Watch for an email from mentorship@togetherplatform.com inviting you to the program. Make sure to add this email to your contact list so you never miss a message!

Looking forward to sharing more, and seeing you participate!

Best,
[Name of Executive Sponsor or Program Admin]

Promoting registration

Send to...

To: [All invitees for mentorship program]
From: Executive Sponsor or Program Admin
Subject: Registration Open for <Program Name> Mentorship Program

Email template

Hi [Name],

I'm excited to share that our [Program Name] Mentoring Program is officially underway!

For mentees, this is a great opportunity for you to connect with a mentor who can offer you insight and help you navigate the next stage/s of your career.

For mentors, this is a great opportunity to give back and refine your skills and networks (FYI, it's not just mentees who stand to gain a lot of value from mentoring - reports show that 87% of mentors feel empowered by their mentoring relationship).

There has been a lot of demand for this program, so make sure to sign up ASAP to guarantee your spot!

[Choose 1 of the below options to register employees]
- *Option 1: Use the link below to register - it only takes a few minutes to complete. <Insert registration link>*
- *Option 2: We've launched registration through the Together Platform, so keep an eye out for an email from mentorship@togetherplatform.com*

As a reminder, here are the key things to know about the program:
- *What: [Program Name] Mentorship Program*
- *When: Registration opens [Date] and closes [Date]*
- *Who: The program is open to [employee groups]*
- *How Long: [X] 1 hour sessions over [X] months*
- *Next steps: Register in the link above, then you'll receive prompts from the platform with any next steps*

We're excited to have this program officially kicked off, and look forward to hearing your feedback! Please reach out if you have any questions.

Best,
[Name of Executive Sponsor or Program Admin]

Final reminder to register

Send to...

Email template

Hi [Name],

If you haven't already, please take the time now to register for [Program Name] Mentoring Program. It only takes a few minutes! As a reminder, the deadline for registration is [insert date].

Once you are registered, you'll have access to a library of resources that will equip you to be a great mentor/mentee. The platform will prompt you through every step of the process, so you can focus on what matters most - [insert program goal. Ex. your learning].

[Choose 1 of the below options to register employees]
- *[insert registration link]*
- *[encourage employees to look for the registration email from mentorship@togetherplatform.com]*

We're excited to have you as part of the program! Please reach out if you have any questions.

Best,
[Name of Executive Sponsor or Program Admin]

Other tips & tricks to promote the launch of your program

Ideally, you combine these promotional emails with other proven tactics to maximize awareness and interest in the program. Here are some that we have seen work well:

- *Leverage every platform or medium - copy this announcement on other company communication channels, like Slack, Teams, and/or your company Intranet*
- *Build even more excitement in company meetings*
- *Host a launch party - who doesn't love a party?!*
- *Leverage influence - get leaders, and managers, to promote the program*
- *Highlight available mentors*
- *Shine a spotlight on employee success stories*
- *Time your launch right*
  - *(For example, avoid launching before holidays, or during the busiest time of year for employees)*
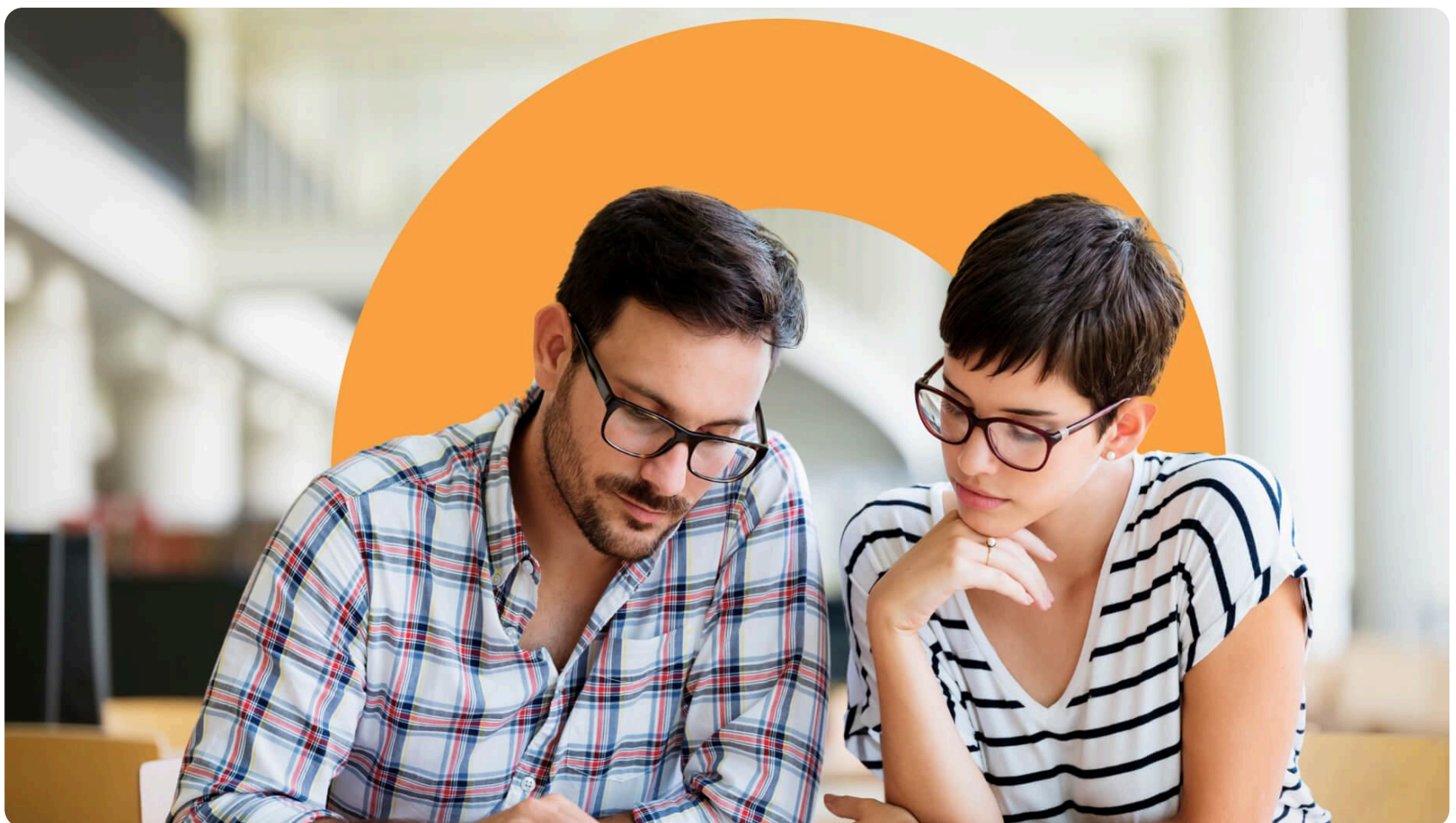
About Together

Together empowers organizations to accelerate their employee learning and development through mentoring programs. With 1-on-1, peer, and group mentoring, we enable organizations to level up their employee development initiatives.

Organizations leverage mentorship programs to:

- Support diversity, equity, inclusivity, and belonging initiatives
- Prepare high potential employees to take on leadership roles
- Build communities of well-trained and experienced managers
- Set up new hires for success with buddy programs
- Build meaningful connections between your remote employees

HR and L&D teams love Together because our platform offers the best user experience for employees. They don't need to learn or download a new tool because our web-based platform integrates with existing email and calendar systems to make it as easy as possible to build meaningful mentoring relationships.

Each program is fully customizable, allowing administrators to white label their program with a custom URL and branding. Together's platform includes session agendas and resources that provide employees with cues and steps to support mentors and mentees at each stage of their development. In addition, Together's dedicated Support Team provides guidance every step of the way.

Some of our customers include

Want to see how we can help you bring your mentorship program to life?

Book Demo

Expert advice for starting your mentoring program

We hope these emails help you promote your mentoring program.

To continue learning, get inspiration from the webinars, customer panels, and content below.
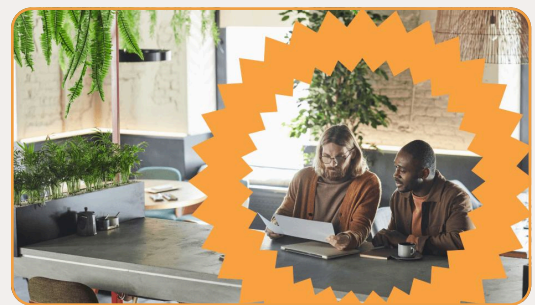
Get inspiration our webinars, customer panels, and content below

[Best practices for running a mentorship program](#)

[How to measure, track and evaluate your mentoring program [with examples]](#)
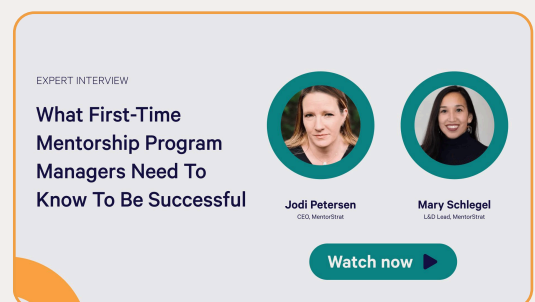
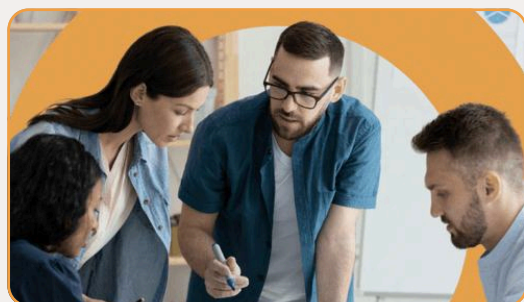[Mentoring topics: Agendas that encourage meaningful discussion](#)

[What Separates Successful Mentoring Programs From Those That Flop?](#)

[Round-Table: How The UN And The Forum Run Successful Mentoring Programs](#)

[What First-Time Mentorship Program Managers Need to Know to be Successful](#)

[17 Mentoring activities](#)

[Mentorship program survey questions template](#)

[State of coaching and mentoring at work](#)