



Global Mentoring Walk Toolkit





Welcome Flag Bearers!

Dear Flag Bearers,

Thank you for joining us for the Global Mentoring Walks movement. Each year, Flag Bearers for the Global Mentoring Walks come together to demonstrate the importance of women's leadership. Flag Bearers and their teams dedicate time, energy and resources to lead walks that positively impact their communities and raise visibility for women's leadership worldwide.

What started with one women leader has grown to a global movement, demonstrating what the Vital Voices Global Leadership Network knows to be true: **power expands when shared**. With every year, we have seen more and more Flag Bearers like you joining us in creating Mentoring Walk events in communities around the world. We are thrilled that this year the movement continues to grow through your efforts!

It's no small undertaking, and one that no one should do alone. Vital Voices and the incredible network of past and present Flag Bearers are here to support you every step of the way. We've put together everything you need to know to host a successful Mentoring Walk. The Global Mentoring Walks Toolkit includes best practices, lessons learned and advice from previous Mentoring Walks Flag Bearers, as well as the Vital Voices Global Mentoring Walks Team. Use the resources, share them with your team, and reach out with ideas, questions or feedback.

Happy organizing!
The Vital Voices Team

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To access the online Toolkit Dropbox [click here](#).



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Introduction & Frequently Asked Questions

What is the Global Mentoring Walks?

The Global Mentoring Walks convene established women leaders and emerging women leaders to walk together in their community. As they walk, they discuss their personal and professional challenges and successes to establish a mentoring relationship, in which the established leader guides, advises and supports an emerging leader. Held on the same day in countries across the world, the Global Mentoring Walks unify the Vital Voices Global Leadership Network.

How did the Global Mentoring Walks Start?

It was the idea of one very successful, very busy woman. The founder and former CEO of Oxygen Media, Geraldine Laybourne launched mentoring walks to empower young women professionals in the United States. Due to her over crowded schedule, Gerry did not always have time to meet with the young women who wanted her advice. Instead, she invited them to join her on her morning walks through Central Park. Soon, she was scheduling young women each day to walk with her. Seeing the power and success of this simple formula, she organized walks in key U.S. cities to highlight the importance of mentoring and to provide access to some of the United States' smartest, most successful women. They provide insights, guidance and share their own stories over the course of walking – and many of these relationships transcend the Walk and lasting mentor-mentee partnerships are born.

In 2008, Gerry shared her strategy for paying it forward with Vital Voices women leaders and they immediately took the model home to their communities. What started with one women leader has grown to a global movement, demonstrating what the Vital Voices Global Leadership Network knows to be true: **power expands when shared**. With every year, we have seen more and more Walks take place and thousands of women from across the globe gather in their own communities to participate in their Mentoring Walk. In 2019 alone, the women leaders in our Vital Voices network hosted 185 walks in 61 countries; nearly 14,300 women and girls participated.

What is Mentoring?

Mentoring is a unique relationship in which an experienced and successful person serves as a role model, and guides and facilitates another person to make progress in her professional and/or personal life. In addition to giving advice and sharing one's experience, a mentor provides inspiration and encouragement, helping the mentee find a way to achieve her objectives, and facilitates access to resources that maybe helpful.



MENTORING WALK GOALS

Provide emerging women leaders with the support and guidance they need to fulfill their goals.

Instill the values of mentoring in rising leaders, who can then give back to future generations.

Provide an environment for collaboration and networking among emerging and established women leaders within a community.



Although it can be structured, **mentoring is a flexible and dynamic process** where both the mentor and the mentee actively contribute to the relationship, building its strength and character.

A mentor is someone with professional expertise that qualifies him/her to offer sound opinions or advice to someone who is less experienced. Different from other forms of professional training, a mentor can offer guidance and support on a range of issues from skills development to personal advice.

A mentee is often less experienced and desires guidance and cultivation by a more established leader. A mentee listens and learns but also helps to shape the mentoring relationship. The mentee can tell the mentor what skills she wants to develop, what guidance she needs and what she hopes to gain from a mentor.

The relationship can continue for as long as both parties find it beneficial, and feel that they have something to gain. Vital Voices has found that unique bonds develop between mentors and mentees that effectively position both parties to grow and succeed on various levels.

Why Mentor?

Mentoring recognizes that women who have gone before and succeeded are in a unique position to guide and facilitate others to successfully navigate through similar obstacles in their career paths. When established women reach out as mentors to younger counterparts, they are supporting and cultivating the next generation of women leaders. These same mentees often become mentors, paying it forward by empowering even more women to be successful leaders.



Who organizes the Global Mentoring Walks?

Vital Voices invites women leaders within its Global Leadership Network to organize Global Mentoring Walks in their communities. These members include Businesswomen's Network leaders, Vital Voices Chapter leaders, and alumnae of Vital Voices programs.

What is required of a Mentoring Walk organizer or Flag Bearer?

Flag Bearers determine the size and scope of their Mentoring Walk, recruit and organize participants, fundraise and plan logistics for the walk event. Flag Bearers are also responsible for collaborating with Vital Voices in their Mentoring Walk planning process, both by communicating event activities and outcomes to Vital Voices staff, and by including other local members of the Vital Voices Global Leadership Network in their activities.

"I can't pay it back, so I have to pay it forward. And that's the power of mentoring - it's cyclical."

Alyse Nelson

President and CEO of Vital Voices

How much time does it take to organize a Mentoring Walk?

The time required to organize a Mentoring Walk varies based on the number of partners you choose to work with and the number of participants you choose to invite. A Mentoring Walk can involve as little as 10 participants or as many as 1,500 participants. Smaller walks will require a commitment of a few hours a week over several months whereas larger walks can take up to nine months to organize. In the past, Flag Bearers have been able to spend less than 10 hours a week working in the first few months of preparation, but dedicated over 30 hours per week in the weeks preceding the walk.

While a few Flag Bearers in the past have organized walks alone, most have a team helping them. A support team can alleviate some stress in the planning process, as well as broaden the reach of your network. In 2016, the average number of people who helped Flag Bearers coordinate walks was six. We highly recommend beginning the planning process as early as possible, so you and your team are not overwhelmed in the weeks leading up to the day of the walk.

How are Flag Bearers selected each year?

Network members interested in organizing a Mentoring Walk must register their Mentoring Walk with Vital Voices. When the registration is released, Vital Voices will share a list of cities where Mentoring Walks have occurred in the

past and are already scheduled to take place in the upcoming year. If your city already has a Walk taking place in the upcoming year, we can connect you with the current Flag Bearer to see how you can collaborate and help with the organizing process. If your city does not already have a Walk, we invite you to submit a Flag Bearer registration to lead your own local event!

How do I register for the Global Mentoring Walks?

All Global Mentoring Walks must be registered online with Vital Voices. If you are working on a team, please have only one Flag Bearer from your team fill out the registration. We ask that you include initial estimates for your event in this survey. We understand that these numbers are not final. We encourage Flag Bearers within a single city to collaborate to create one Mentoring Walk event. If upon registration, we realize that there is already another walk being organized in your city, we will reach out to everyone in order to connect you as a group.

- [Register in English](#)
- [Registrarse en español](#)
- [Cadastre-se em português](#)

Who can participate in a Mentoring Walk as a mentor or mentee?

Flag Bearers select participants based on their understanding of the needs of the women and girls in their community. Mentees can range from high school girls to mid-career women professionals. Mentors can range from female university students to established, high level women executives.

Can men participate in a Mentoring Walk as a mentor or mentee?

The goal of the Global Mentoring Walks is to accelerate the impact of women leaders through mentoring. As such, Flag Bearers typically select women and girls to participate as mentors and mentees. However, Flag Bearers are welcome to engage men and boys in their walk based on the needs of their community. In previous years,



Flag Bearers have engaged men and boys as speakers, volunteers, mentors and mentees.

What are the costs for a Mentoring Walk?

The cost of an individual Mentoring Walk can range from \$300 to \$25,000 USD depending on the size of the event. In 2016, the average cost for a Mentoring Walk was \$3,200 USD. Unfortunately, Vital Voices cannot offer funding to support the Global Mentoring Walks. However, many Flag Bearers find partners or sponsors to support their walk through direct financial support or in-kind donations. [See our Fundraising section in the Toolkit for more information.](#)

What resources are available to Flag Bearers?

Vital Voices can serve as your resource as you plan your Mentoring Walk: to answer your questions, brainstorm with you, work through challenges you may face, connect you with other members of the Vital Voices Global Leadership Network, offer advice, and share in your successes. Specific resources include:

- Access to other Vital Voices Network members who may be interested in acting as mentors or mentees.
- Event planning tools, including guidelines for selecting participants, and tips for facilitating positive mentoring relationships.
- Communications materials, including a press release template, letters of invitation, talking points and social media guide.

How do I access the Global Mentoring Walks logos?

In order to access the Global Mentoring Walks logos as separate images, please follow the

below steps: 1) Fill out the [online Trademark Agreement](#). 2) Once you have submitted the online agreement, you should be taken to a Thank You page that includes the link to the online Dropbox with the logos. You should also receive an email confirmation with the link to the Dropbox when you have submitted the agreement.

Are there reporting requirements?

Flag Bearers must complete and submit the Flag Bearer Check-In Survey and the Flag Bearer Follow-Up Survey. Vital Voices will distribute the online check-in survey during the planning process for the walks, and will distribute the online follow-up survey within 30 days of the walk's conclusion. Through the survey, Flag Bearers will be asked to answer questions on topics including the following:

- Number of Mentoring Walk participants;
- Impact of the walk in their communities;
- Initial feedback from mentoring pairs;
- Cost of your Mentoring Walk;
- Issues that arose during the planning and implementation of the walk and tactics for resolving these issues;
- Best practices in organizing these walks, including recruitment and fundraising;
- Visibility in terms of traditional and social media.

Vital Voices strongly encourages you to also include a Mentor & Mentee Follow-Up Survey as part of your M&E activities for the Mentoring Walk. By reaching out to mentors and mentees after the end of the walk, you will be able to more accurately measure the long term impact of the walk and the value of the mentoring relationships. You can see template surveys in the Mentoring Walk Dropbox!



I don't want to serve as a Flag Bearer. Are there other ways to get involved?

There are a number of ways you can get involved with the Mentoring Walks. These include: you can be a part of the organizing process for a Mentoring Walk in your city, serve

as a participant in a mentor/mentee pairing, or serve as a volunteer during the Mentoring Walk event. If you are interested in supporting your local Mentoring Walk, look on the Vital Voices website starting in February to find out if there is a Walk being organized near you! You can reach out directly to the listed Flag Bearer to get involved.

Event Planning and Logistics

This guide includes tips, best practices and general information you might need to begin organizing your Mentoring Walk. It is up to you to determine the size and scope of your event, however you can use this guide as a resource when beginning to conceptualize the structure of your Mentoring Walk.

1. Register Your Mentoring Walk

The first step, which you have likely already completed, is to [Register your Mentoring Walk by filling out this online form](#). This allows us to help coordinate the Walks on a global scale, keeping you informed and providing you resources for organizing.

2. Set Measurable Goals

The first step to organize your Mentoring Walk is to set tangible goals and objectives. Consider: what are the needs in your community and how can you leverage the Mentoring Walk to address these needs? What outcomes do you want to achieve? How will you measure success?

3. Begin Outreach to Potential Funders and Partners

Who you partner with in your community to make your event possible may influence the size, scope, theme and venue of your event. Flag Bearers have partners with local organizations as thought partners, for in-kind donations such as event space, as funders and as a source for participants. [Use the Fundraising & Budgeting section of the Toolkit to help you create a budget and fundraise for your event.](#)

4. Choose a Theme

Will your event have a theme? For example, previous walks have focused on women in business, science or politics. Other walks have had themes such as “Developing Your Personal Brand” and “Women in Sustainable Development.” Your selection of mentors and mentees might be determined by the theme you decide on.

Flag Bearer Tip

It is a good idea to create strategic alliances with people, organizations and actors in the community who are somewhat familiar with Vital Voices, or have high awareness about women's empowerment. **Start talking about the event months before on TV channels, social media, radio to build awareness and conversation, even before starting to fundraise.** Be clear on what the event is and what the needs for the event are. Highlight the global aspect.

5. Determine the Event Size, Scope and Agenda

The size and scope of the Global Mentoring Walks range significantly between each Mentoring Walk. A walk can involve as little as 10 participants or as many as 1,500 participants. Questions to consider:

- Is this your first year organizing a Mentoring Walk? Many first-time Flag Bearers organize a small event in order to ensure they can achieve the goals they set for the event.
- With your potential partnerships, staffing and financial resources, how many people can you include? Do you have the capacity to organize pre- and/or post- Mentoring Walk events?
- Do you have (or want) volunteers to help you organize, set-up, and break-down the event?

[Use the Mentoring Walk Event Components section of the Toolkit to learn more about designing your Mentoring Walk Event Agenda.](#)

6. Select a Venue

Previous Flag Bearers often advise to choose an event space as early as possible, as many other pieces of the event planning center around the location and venue. Past Mentoring Walks have been held at parks, schools, gymnasiums, or in downtown streets. Some Flag Bearers have even been able to secure their venue as an in-kind donation. Questions to consider include:

- Do I prefer to organize the walk in an outdoor public or indoor setting? Past Flag Bearers recommend coming up with a poor weather contingency plan.
- Is the venue easily accessible? Can participants get to the venue via public transportation?
- Does the space have AV capabilities?
- Does the space allow mentors and mentees to choose whether they would like to sit, stand, or walk?

Flag Bearer Tip

Reach out to private parks that rent out space for parties and may benefit from exposure to your participants. The park owner may make an in-kind contribution of the park for use as the venue.

7. Fill Out Trademark Agreement to Access Logos

In order to access the Global Mentoring Walk Logos, you will need to fill out the Trademark Agreement. This can now be filled out online [here](#). You should immediately receive a link giving you access to the dropbox with the logos.

8. Identify Mentors and Mentees

To determine your target group of participants, consider the gaps that exist in women's

leadership positions in your particular field of work or community. Invite mentors and mentees whose increased participation in leadership positions will help close this gap. You should seek to create mutually beneficial mentoring matches so that the experience is meaningful for both participants.

Potential selection criteria include:

- Age of mentors and/or mentees
- Level of professional experience
- Professional sectors such as business, civil society, or government
- A specific industry or issue area such as technology, media, or education
- Whether or not men will be allowed to participate in the event and in what capacity. In the past, men have participated as speakers, allies, mentors, mentees, and volunteers.

Identifying Mentees

Age will be an important consideration: will this be a mentoring program for emerging women leaders - mature women in their thirties and forties whose careers may already be launched? Or will you be targeting younger women, who are just beginning their careers? Mentees should be of an age and/or education level that appropriately positions them to benefit from the knowledge and experience of the mentors you choose for the walk.

Ideal mentees are aspiring women and girls who meet some of the following criteria:

- Individual is interested in learning more about the importance of women's leadership and participation in society.



- Individual is motivated to learn about the value of mentoring from established leaders who can share their experiences.
- Individual is interested in politics, business, civil society, academia or another field, from which mentors can share insights.
- Individual is of an appropriate age and/or education level to benefit from the knowledge and experience of an established woman professional.
- Individual commits to corresponding regularly with her mentor and/or meeting their mentor in person.

See [Letter of Invitation to Mentees at the end of this toolkit](#).

Identifying Mentors

The mentees you target should direct your decision on the type of mentors you will need for the program. If you decide to run a mentoring program for women who are established in their careers, you will need mentors who are successful women in high positions in the same or comparable fields. Decide if these women are accessible to recruit as mentors, and if it is realistic to think that they would be willing to take on a mentee.

Turn to others in your network of contacts to identify the women that would be the best participants for your Mentoring Walk. If you are planning to serve mentees who are professional women, ask friends and associates for recommendations. Even if you do not know the best candidates personally, you probably know someone who does.

Ideal mentors should meet some of the following criteria:

- Individual recognizes the importance of women's leadership and participation.
- Individual is motivated to instill the value of mentoring in rising leaders who can give back to future generations.
- Individual has experience in politics, business, civil society, academia or another field, from which their mentee would be interested in learning.
- Individual has sufficient professional experience and expertise to feel confident in sharing experiences in their field.
- Individual commits to corresponding regularly with her mentee(s) and/or meeting their mentee(s) in person.

See [Letter of Invitation to Mentors at the end of this toolkit](#).

9. Recruit Participants

Once you've identified your target group of participants, reach out to relevant individuals, groups and organizations to recruit mentors and mentees. Tools and tactics for participant recruitment include:

- Create a registration system and application for mentors and mentees to express interest in the event.
- Send individual invitations to speakers, mentors, mentees and other guests.
- Create an online form that is hosted on your website, or other social media platforms.
- Develop an open sign-up that is posted at your organization and other key locations.



- Send out a hard copy mail application that mentors and mentees can mail in to confirm their participation.
- Invite mothers wishing to participate to bring their children.

While all these ideas have proven effective, previous Flag Bearers have seen that sending personal invitations to mentors or speakers increases their desire to participate. While for mentee recruitment, word of mouth, social media, or direct contact with organizations such as NGOs, churches, schools, and businesses is successful.

10. Match Mentors and Mentees

You may choose to match your mentors and mentees before the walk, allowing them to learn a bit about each other before the day of your Mentoring Walk. As a Flag Bearer, you may find that sharing profiles on all of the mentees and mentors is a great way to spark conversation between mentors and mentees. *See [Application Sample in Resources to use as a template](#).*

When matching mentees and mentors there are a number of factors to consider. Vital Voices has seen successful matches when pairings are made based on shared industry (i.e. both work in the media); shared role (i.e. both lead fundraising for their organizations); but also less apparent similarities, such as shared family background or hobbies. It is important to remember that even if the mentor and mentee do not have apparent similarities, this does not mean they cannot have a positive mentoring relationship—perhaps the mentor has expertise or a skill set that her mentee would like to develop.

Many walks consist of a larger number of mentees than mentors, thus there will be more than one mentee paired with the mentor during the walk. Keep this in mind as you go about making the matches based on personality or interest. Think about what ratio you would like to see between mentees and mentors.

Here are some ideas to help establish meaningful mentor/mentee relationships:

- Ask that all participants submit a profile of themselves, including both professional and personal information about who they are. Equipped with these profiles, you will be able to make the strongest matches.
- Pre-walk mixers or speed dating events with mentees and mentors allow the participants to get to know each other and potentially have a say in who they are matched with.
- Holding an event for mentoring pairings to break the ice before the actual walk will allow stronger relationships to be formed during the walk.

You can the [Goal Setting Worksheet in the Toolkit DropBox as a mentee profile](#).

Flag Bearer Tip

As my list was finalized a week before, I had problem in managing last minute drop outs. It helps to have extra mentors/mentees.

11. Setting Expectations & Orientation

Setting expectations for both mentors and mentees before your event is extremely important, as it can be the catalyst for a positive,



continued mentoring relationship. Before your Mentoring Walk, you may consider providing orientation information for mentors and mentees. This orientation can take the form of a welcome brunch or dinner the night before; handouts distributed to participants once they are selected; a conference call or goal setting session before the event; or even as part of the introductory remarks as you launch the Mentoring Walk. The goal is to set the tone for the program and the mentoring style you envision. One tip we've heard from previous Flag Bearers: consider bringing women you know who have been mentored or are already mentors to help guide the discussion and answer these questions. [*Use the Mentor & Mentee Orientation Agenda in Resources to learn more about what to cover in your orientation.*](#)

12. After the Mentoring Walk

Continued Engagement

After your Mentoring Walk, you may want to play a role in continuing the momentum that has been started. While the event will be a great place for the mentees and mentors to launch their mentoring relationship, regular communication and follow-up from you can help motivate long-term engagement and goal progress. Consider the type of network or community you would like to create with the participants of your Mentoring Walk. As a Flag Bearer, you can also serve as the facilitator for a new network for your mentors and mentees. Let them know that they should expect to hear from you after the event. If you choose not to hold formal or informal post-walk events, there are a number of other ways to help mentors and mentees continue to engage with one another.

Keeping in Touch

Determine how often you will be in touch with your participants, and ensure that your communication with them is regular—whether that is once a week, once a month, or once a quarter. In addition to sharing updates and photographs, you may want to send follow-up surveys to track mentees' progress and received updates on their mentoring relationships.

Use social media to connect and communicate with your mentors and mentees. For example, make a Facebook or WhatsApp group to share information with your participants and allow them to connect with one another.

Engaging Your Network

Solicit updates from the mentors and mentees, and share them with the group. You may want to announce upcoming events taking place in your community, and encourage your participants to attend together. Highlighting your participants' successes—for example, sharing an article featuring one of your mentees—is a great way to foster a supportive and positive group dynamic.

Maintaining Mentor-Mentee Relationships

In addition to communication with the group, check in with your mentors and mentees individually in a time frame that is reasonable for you. You will want to find out if your mentors and mentees are staying in touch, and if they are mutually satisfied with their relationship. Offer to facilitate communication if needed. [*Tools that may be useful to share with your mentors and mentees are the Mentoring Agreement and the Action Planning Worksheet in the dropbox.*](#)



Event Planning Checklist & Timeline

While each Flag Bearer approaches the planning process differently, this timeline will give you an idea of several of the main activities and milestones to implement a Mentoring Walk.

Fall 2018

- Set goals for your Mentoring Walk
- Develop budget for the event
- Identify and confirm event sponsors and partners
- Identify and confirm event venue
- Draft preliminary agenda
- Invite special guests and speakers

Spring 2019

January

- Finalize agenda for program
- Determine audio/visual needs and confirm AV partner
- Identify and invite Mentoring Walk participants
- Schedule orientation program
- Determine food and beverage needs for the Mentoring Walk
- Confirm special guests and speakers
- Identify and confirm photographer if applicable
- Socialize Mentoring Walk on relevant social media platforms

February

- Match mentees and mentors
- Schedule preparation calls with special guests and other relevant special guests
- Tailor and distribute press release
- Highlight Mentoring Walk in relevant media outlets
- Send event reminders to participants
- Create and print relevant materials for the event (e.g., including mentoring worksheets, briefing materials)
- Socialize Mentoring Walk on relevant social media platforms
- Determine and purchase supplies needs for Mentoring Walk

March

- Remind local press of your upcoming Mentoring Walk
- Collect press coverage, gather photos
- Calculate participation numbers
- Send thank you notes to all participants
- Remind participants of relevant follow up activities
- Complete Vital Voices post-walk survey

Mentoring Walk Event Components

Each Mentoring Walk should be designed independently to meet the needs and goals of the individual community, as determined by the Flag Bearer. However, Vital Voices recommends certain basic components to assist you in creating an effective agenda for the day of the walk.

Check-In

Past organizers have found it useful to include a check-in station to hand out materials, capture participants' updated contact information and identify participants who do not show up on the day of the event. This is also a good opportunity to distribute any t-shirts or informational materials you would like them to have (keep in mind that they will have to hold this as they walk.) Make sure you allot enough time for check-in (up to 1 hour is recommended) and staff the check-in station accordingly.

Welcome Remarks

Before the walk begins, welcome participants, describe the context of the Global Mentoring Walks and outline the agenda for your event. Emphasize the power and importance of mentoring in your opening comments. Past Flag Bearers have done so over a "welcome breakfast" while others have included a brief set of opening remarks from event organizers, partners or sponsors.

Orientation

Plan an orientation that will help catalyze discussion and promote engagement between mentees and mentors. Provide mentees and mentors with suggested questions or topics to discuss during orientation or as they walk, or ask mentees to fill out the Goal Setting Worksheet before the event and bring it to discuss with their mentor.

Keynote Speeches and Featured Guests

Past Flag Bearers have featured keynote speakers and special guests as role models and as a source of inspiration for Mentoring Walk participants—mentees and mentors alike. Inviting government/political figures or other high-profile individuals is likely to attract media attention and incentivize participation. Past organizers have engaged Ambassadors, Minister of Women's Affairs, Supreme Court Justices, female political figures, Olympic athletes, women working for the World Bank, celebrities and other representatives from business, government and civil society to deliver remarks on topics such as leadership, mentoring and women's empowerment. Consider, is there is a particular topic you would like this speaker to address?

The Walk

The Walk should be the focus of your event and should be centrally placed in your agenda. On average, past Mentoring Walks organizers have allotted three to four hours for this portion of the agenda, including walking and the key mentoring sessions.



Talking Points

Welcome to the Vital Voices Global Mentoring Walks!

On this day, international women leaders from Vital Voices' Global Leadership Network are walking in different countries across Asia, Eurasia, Latin America, North Africa, Sub-Saharan Africa, and North America.

The concept for this initiative is derived from American media icon, founder and former CEO of Oxygen Media, Geraldine Laybourne, who launched mentoring walks to empower young women professionals in New York City and across the United States. She did this because her busy schedule did not allow for her to meet with the dozens of young women who were eager to learn from her and receive advice. Instead of rejecting meeting requests, she offered young women to join her on her morning walk each day. This quickly became a regular occurrence. Eventually, she launched the Mentoring Walks in key cities across the United States as a means for emerging women leaders to meet with top women leaders across sectors.

Beginning in 2008, the Global Mentoring Walks have reached thousands of women across the globe. In 2019 alone, there were 185 Walks in 61 countries reaching over 14,300 women and girls.

The Global Mentoring Walks are an opportunity to highlight the importance of women's leadership, and to accelerate the impact of women leaders through mentoring. Surveys show that individuals who have been mentored are 59% more likely to pay it forward in the same fashion than those who have not been mentored. In fact, women are more likely to mentor others—when compared to men, 65% of female mentees continue the cycle.

We recognize that women face unique challenges on their path to leadership and we are committed to helping aspiring women succeed.

Mentoring is proven to be one of the most important steps to a successful career; it opens doors to new networks, collaboration, and opportunities.

As we walk today, we will discuss our professional challenges and successes—allowing us to guide, support and advise one another.

We value your participation and thank you for joining us here today. You are now part of a global movement, an effort to increase the leadership opportunities of future generations of women.

So before we begin, please join me in recognizing fellow women who are walking with us in [countries to come].



Closing Remarks

Flag Bearers can lead closing remarks for the event, or open up a discussion at the end of the event, allowing participants to share what they have learned and what they hope to learn as they continue to engage in the mentoring relationship.

Pre- and Post- Mentoring Walk Events

Past Flag Bearers have had success in building lasting mentoring relationships by hosting separate events prior or following the Mentoring Walk. These include:

Flag Bearer Tip

My walk always goes beyond the scheduled time. Moving forward, we won't have very tight schedule and will keep extra few hours for discussion and sharing of experiences.

Joint Mentor-Mentee Pre-Events: These events offer an opportunity for mentors and mentees to get to know each other as well as the larger network, while also setting expectations and goals for one-on-one mentoring relationships before the walk begins. Types of events include: pre-walk mixers, speed dating and goal setting workshops.

Individual Mentor or Mentee Briefings: In these briefings, Flag Bearers prepare mentors and mentees to get the most out of the mentoring relationship.

Follow-Up Events: To maintain the momentum after the Mentoring Walk, many Flag Bearers organize follow up events where mentors and mentees can re-connect and continue their mentoring relationships. Types of follow-up events include: workshops, periodic check-ins, site visits such as the local World Bank headquarters or the Ministry of Gender, a talk at a development organization, etc. Think about whether or not you want to hold such event, and if you do plan to hold post-walk events, what would it look like?

Questions to consider: How frequent will these events be? How many will there be? Who will be involved? Where will it take place? Will you need additional funds for these events? [See *Mentoring Best Practices* for more ideas and information.](#)

Sample Event Exercises

Ice Breakers

Joint Resume: Either in a mentor-mentee pair or small breakout groups, women discuss one another's professional and life experiences to create a joint resume representing their combined achievements and milestones. (E.g., seventy-five years of business development, 3.5 children, etc.).

Peer Mentoring/Group Exercises

Give & Get Exercise: Breakout groups of 10-20 (max). Women share two things they would like to get from a mentor or peer in order to advance their work or personal leadership goals, and two things they could give. Breakout group can discuss give/get as a group (moderated) or in rotating groups of two.

Goal Setting Challenge Exercise: Breakout groups of 10-20 (max). Breakout group can discuss biggest goal/challenge and offer advice to each other (moderated) or break into groups of two (15-20 minutes to discuss).

Networking Exercises

Stakeholder Analysis: Mentees conduct their own analysis of their stakeholders. Questions they should consider: Who can you reach out to in order to accelerate into top leadership positions? Identify who is in your network, how well you know them and why they would help you and how. Once they have done their analysis, then they have 30 minutes to walk around the room and add people to their network.

Mapping Your Network: Mentees map their network out on a piece of paper. Then present their network, professional goals and challenges to a partner. Mentees can share members of their own network who could be beneficial to their partner.

Networking Session: The purpose of this session is to give all of the mentors and mentees an opportunity to meet each other and identify opportunities for peer mentoring. Use if program participants have been clearly assigned to mentor/mentee roles.

Mentor-Mentee Exercises

Goal Setting: If permanent mentor-mentee matches are made before or at start of the program, they can spend 30 minutes using the Vital Voices Goal Setting Worksheet and SMART Goals Checklist to establish the strengths, weaknesses, short term and long term goal of the mentee. During this session, they should also discuss the specific skills set, expertise and contacts the mentor can offer.

Fundraising & Budgeting

Flag Bearers often find funding their walk to be one of the most difficult aspects of organizing a Mentoring Walk. However, over the years, Global Mentoring Walks Flag Bearers have identified a number of creative approaches to fundraising for their Mentoring Walk. Below we've included their best practices, as well as recommendations from Vital Voices.

Start by Making a List of Target Partners

Before you begin fundraising for your Mentoring Walk, **do your research** to identify potential partners and sponsors who are most likely to support you. Consider individuals, groups, and organizations who:

- ☒ **Deliver products and services to your mentors and mentees.** Whether it is businesses that are actively marketing their products to your participants, or social service organizations who provide services to women and girls, these partners will benefit from the access you can offer to their target audience.
- ☒ **Share your values.** Look for individuals, organizations or groups who have similar values and may benefit from connecting with your participants or the event itself. For example, in the past, Flag Bearers have forged successful partnerships with other organizations interested in women's and girls' issues.
- ☒ **Have employee engagement programs.** For many companies, the Global Mentoring Walks represent a unique way to engage their employees. Staff members can serve as keynote speakers, mentors, mentees and even volunteer during the Mentoring Walk event.
- ☒ **Have corporate social responsibility (CSR) initiatives.** Your Mentoring Walk provides an opportunity for a company to directly impact its immediate community. When identifying potential corporate partners, look for companies focused on women's and girls' empowerment, or the specific focus of your Mentoring Walk. Do not waste your time on a company whose CSR initiatives are focused on issue areas outside of your focus.
- ☒ **Support similar causes.** Similar to researching corporate partners with CSR initiatives, look for individuals and organizations that have given – financially or in-kind – to organizations focused on the issues you seek to address through your Mentoring Walk.

While each Flag Bearer's target list of partners will be unique to their community, consider the below types of partners when creating your target list. *See [Sponsor Letter](#) and [Proposal Template](#) in the Appendix for help creating proposals for potential partners.*

1. Government Sponsors

Seek out the participation of local government branches, city councils, and local US Embassies. Many of these establishments have been associated with women leaders in the Global Leadership Network, and are possible sources of financial support. Additionally, high profile women who work in the government and political sectors could serve as speakers or mentors. The participation of these high-profile women leaders could then draw more funders for your event.

2. Business Associations

Chambers of Commerce are excellent sources of revenue, and can be approached in the same manner as government and corporate sponsors.

3. Corporate Sponsors

Businesses that target women, such as clothing, hair, and cosmetic companies may be interested in supporting you walk in exchange for publicity, advertising in pamphlets or programs, good public relations, or getting to set up as a vendor at the event.

Flag Bearer Tip

Engage fitness and wellness companies by marketing the Mentoring Walk as a physical fitness activity. These companies also often donate beverages, snacks or other collateral.

4. Community Groups

Groups within communities, especially those with an emphasis on women or with high female membership, may be more inclined to participate in the walk, or to make in-kind donations. Consider book clubs, advocacy

groups, parent-teacher associations, arts foundations, etc.

5. NGOs

Look for organizations working in the women's and girls' space. Like-minded NGOs have often served as implementing partners to local Mentoring Walk organizers. NGOs have shared their resources, publicized the Mentoring Walk to their networks, and provided speakers, mentors, and mentees.

6. Academic Institutions

Academic institutions have also often served as implementing partners to local Mentoring Walk organizers, similarly sharing their resources, publicizing the Mentoring Walk to their networks, and providing speakers, mentors, and mentees.

Flag Bearer Tip

The best way to attract sponsors is through the **real testimony** of the benefits that the walk provides. Setting up a flyer, with mentees and mentors testimonies, telling the good things that the Walk left them, is the best way to convince advertisers about the impact that this movement has on the community.

Use your Network for Outreach

Once you have your target list of potential partners, identify individuals in your network who are connected to these potential partners, and can facilitate an introduction. Consider, does your Board of Directors know anyone on your list? Your friends and family? People in your professional network?

Potential partners are significantly more likely to provide financial or in-kind support if you share a connection. However, if you cannot secure an introduction, you may still have success by reaching out with a cold call or email.

Provide a Menu of Funding Levels

Some Flag Bearers provide a menu of funding levels for partners to consider. For each level of funding requested, Flag Bearers clearly specify what a partner can expect in return. In some cases, the funding levels may be different financial amounts, such as requesting funding from \$1,000 to \$3,000 USD. In other cases, Flag Bearers provide financial and in-kind contribution options. By accepting in-kind contributions, you expand your pool of potential partners as many local companies or local branches of national/international companies may be willing to offer in-kind donations instead of directly funding your Mentoring Walk. Donations can take the form of t-shirts with the company's logo on the back, water bottles, snacks, live entertainment, or even a venue or meeting space.

Share your Impact with your Partners

Previous Flag Bearers have a number of recommendations for documenting your impact:

- **Produce a video** capturing highlights from the Mentoring Walk, such as the videos created for [Amman](#), [Kampala](#), and [Amsterdam](#) in 2017.
- **Compile and publish photos** on Facebook, Instagram, or other platforms like [Exposure](#).
- **Create a post-walk report** tailored to the expectations of your partners. The report could include your objectives, activities, results, press coverage, photos, and/or testimonials from participants.

However you document your impact, be sure to share the impact of your walk with your current partners, as well as partners you hope to engage in the future. Though some organizations may not have been able to support your Mentoring Walk in 2019, following up to share the impact you achieved maintains the possibility for partnering in the future.

Guidelines on Charging Entrance Fees

While you do not want the event to be cost-prohibitive, **requiring an entrance ticket at the Mentoring Walk is one way to collect funds**. If you decide to use entrance tickets to fund your walk, a pre-determined ticket price is suggested, for both mentees and mentors. The price of the ticket can include a t-shirt, water bottle, entertainment, "goodie bag," or food options. Alternatively, some walks simply have a suggested donation instead of charging admission.

If your program is targeting a younger group as mentees, one way to ensure that entrance tickets are not a financial burden is to **ask mentors to "sponsor" their mentees by purchasing both tickets**. Alternatively, other partner organizations could provide support by "sponsoring" an agreed upon number of entrance tickets for mentors or mentees.

Another way to prevent entrance tickets from becoming a financial burden, is to **suggest a payment period**. Mentees can pay a monthly fee for participating in a mentoring program.



Pitch Your Mentoring Walk

While Flag Bearers tailors their partnership packages to each potential partner, below are several common talking points previous Flag Bearers have used to pitch the Global Mentoring Walks.

Join a global movement: As a Mentoring Walk sponsor, you will not only support a walk in [INSERT LOCATION], you will join a global movement. Inspired by Geraldine Laybourne – and with the support of Vital Voices – women leaders in the Vital Voices Network launched the first Global Mentoring Walks in 2008. Last year, Global Mentoring Walks Flag Bearers led 126 walks in 60 countries, reaching nearly 13,000 people around the world.

Mentorship is the solution: Many Flag Bearers use the Global Mentoring Walks as a mechanism for addressing critical issues in their community. In your pitch, highlight a problem in your community and show how mentoring women and girls can be the solution.

Raise visibility for your brand: Partners can receive greater visibility for their brand, reaching new audiences at the local and international level. How? Vital Voices and the local Flag Bearers will leverage social media to raise awareness about the Global Mentoring Walks. Local Flag Bearers will also engage traditional media to cover the walk, and ensure partners will receive on-site brand recognition during the event through signage, branded collateral, and/or onsite information booths. However, remember to set expectations with your potential partner. While Vital Voices works to highlight each Mentoring Walk on its social media platforms, we cannot guarantee coverage of every walk.

Employee engagement and retention: The Mentoring Walk presents a unique opportunity to engage your partner's senior executives, employees and other key stakeholders. Perhaps they want to highlight key members of their leadership team or senior female staff through participation in the Mentoring Walk. Use this opportunity to allow this company to highlight their commitment to empowering women leaders to their employees and their target audience.

Additional Resources

Social Media Graphic Templates

Click the links below to access templates that you can edit and download to use for promoting your Walk!

- Facebook - [English](#) | [Spanish](#)
- Instagram Post - [English](#) | [Spanish](#)
- Instagram Story - [English](#) | [Spanish](#)
- Twitter - [English](#) | [Spanish](#)

Mentoring Strategies

Approaches to Mentoring

There are many approaches a mentor can take when establishing a relationship with her mentee. It is important to identify your personal approach to mentoring relationships, and what benefits you can provide your mentee. The following are common types of mentoring relationships:

Peer: Someone at the same level who can share information, advise on strategy, and offer mutual support for mutual benefit.

Guide: Someone who is able to explain how systems work or what may be needed to succeed but does not have the capacity or credibility to be a champion.

Sponsor: Someone who can guide the mentee in a particular direction and helps promote them but does not offer in-depth personal advice and guidance.

Mentor: An influential person in a position of power who uses her influence and expertise to help a mentee develop and advance professionally.

Key Inputs

Knowledge and Skills: A mentor may not have all of the answers for a mentee. Focus instead on the specific knowledge and skills you bring that are most relevant to your mentee. By starting with her goals, you are better able to identify the specific skill set you offer to help your mentee develop and achieve her goals.

Motivation: Think about your own motivation for participating in the mentoring relationship. While you may want to help develop someone professionally, you should also be motivated to learn from your mentee, wanting to know more about her experience and background, as well as being open to helping her achieve goals within her own cultural and professional context. This may require you to listen in the beginning to better understand the circumstances that create her current working environment.



Key Qualities of a Mentor

Boschke (1999) identified key personality traits and qualities of mentors in successful mentoring relationships. These include:

- Good listening and communication skills
- Objectivity
- Patience
- Honesty
- Self-confidence
- People and team oriented
- Common sense
- Openness
- Vision
- Having common interests

Key Behaviors for Mentors

- Listen actively to mentee at all times and respond appropriately
- Ask clarifying questions and avoid making assumptions
- Recommend realistic strategies for achieving goals
- Act as a sounding board for ideas and concerns
- Demonstrate an open mind and willingness to learn from the mentee
- Identify resources and contacts within your network to help the mentee with specific questions or concerns
- Encourage the mentee to think creatively and approach goals in new ways

Post-program

You may elect to continue your mentoring relationship weeks, months and years beyond this program. Continued relationships include facilitating introductions and new connections (often virtually), bi-monthly check-ins, occasional emails or offering guidance around a specific area of your mentee's work.

Vital Voices recommends an honest discussion to set expectations about the time commitment you can offer after the program ends. At any point after the program, if you feel unable to offer the level of commitment your mentee expects, tell her. If possible, help her find another mentor in your field who may be able to offer guidance and support.

Mentor & Mentee Orientation Agendas

Agenda for Mentor Orientation

Create an opportunity to give the mentors a clear understanding of their mentoring guidelines and the commitment that is required of them. One tip we've heard from previous Flag Bearers: consider bringing women you know who have been mentored or are already mentors to help guide the discussion and answer these questions.

No matter the form of your orientation program, be sure to communicate the following ideas before your Mentoring Walk:

Your Vision for the Program

Review your goals with mentors; explain your aspirations for the program and what you hope to achieve with it. Help them understand why these goals are important.

Planned Activities

Let them know what the agenda is for the Mentoring Walk itself, and the types of follow-on activities you have in mind for the future. Communicate why these events are important for achieving the goals of the program.

Commitment

Share the commitment you expect of mentors participating in your Mentoring Walk. For example, you may ask that mentors commit to meeting or talking with their mentee at least twice a year.

Note: In the past, some mentors find the idea and title of mentor to be overwhelming at first. Be sure to explain clearly what their role really means, and the level of commitment that is expected of them.

Consider using the [Mentoring Agreement](#) in the Toolkit dropbox to share with your participants

Sharing Best Practices

Encourage your mentors to speak with one another and to keep a dialogue going during the mentoring process. They can share best practices, ideas and challenges and include other mentees in some of their activities. Many mentors in Vital Voices' programs set up events or meetings and invite other mentees with similar interests. If you set this expectation early on, it helps develop connections and form networks between the mentors, and gives them further incentive to participate.

Mentee Profiles

Provide profiles of the mentees so that they have a sense of who they are and the areas in which they may be looking to grow.

Potential Challenges

Be upfront and honest about potential difficulties. Discuss them with the mentors and be open to suggestions for the program. Show your willingness to listen if they have any problems or fears.

Question and Answer

Open up the conversation for participants' questions.



Agenda for Mentee Orientation

Similar to the orientation you design for your mentors, it could be helpful to have an orientation session for the mentees. This orientation can also be the best time to explain the concept of “paying it forward.” The orientation agenda should include the following items:

Setting Expectations

Vital Voices has found that managing expectations for mentees is one of the most critical aspects of a mentoring program. Be clear that all mentoring relationships are different. Some are more personal and some are more professional. The Mentoring Walk provides an opportunity to begin an ongoing mentoring relationship, but ultimately, the frequency of communication is a decision that the mentor will make. Some mentors will spend more time getting to know their mentee and will communicate with their mentee more regularly than others. *Consider using the [Mentoring Agreement](#) in the Toolkit dropbox to share with your participants*

Outlining Goals

It may be helpful for the mentees to write down their goals for their mentoring relationship. You can share this with their mentors. *Use the [Goals Worksheet](#) in the Toolkit dropbox to share with your participants*

Prepare Discussion Questions

You can also ask the mentees to develop a list of questions they would like to ask their mentors, so that they are prepared to start conversations with their mentors.

Commitment to “Pay it Forward”

Each mentee should make a commitment to support other women or girls in some way. Talk to them about the principle of “paying it forward,” discuss ways to pursue it, and encourage the mentees to commit to it. The central idea is this: supporting one woman’s leadership will affect thousands more.

Mentoring Quotes

"Mentoring is a critical path to leadership because power expands the moment it is shared." –Alyse Nelson, President and CEO of Vital Voices

"Mentorship is like a candle: one can light many without losing its glow and will thus create more heat and better light." –Rehmah Kasule, 2017 Global Mentoring Walks Flag Bearer

"If she walks alone, she will go very fast, and if she takes others with her, she will go very far." –Rehmah Kasule, 2017 Global Mentoring Walks Flag Bearer

"Our chief want in life is somebody who will make us do what we can." –Ralph Waldo Emerson, American poet

"Mentoring is a powerful force in building the confidence women need to lead effectively." –Connie Morella, Vital Voices Global Ambassador

"[Mentoring] gives a chance for women to realize their potential and their ability to make an impact in their local communities." –Lu Argueta, 2013 Global Mentoring Walks Flag Bearer

"One of the most important benefits for young women to understand is that there are no boundaries and they can achieve anything they want to".

Anna Wiland, Mentor in the 2012 Global Mentoring Walks in Poland

"I have been very fortunate to receive amazing support, training, mentoring and capacity building opportunities from Vital Voices. I wanted to pay back and pay forward. After having experienced it and greatly benefited from it, I believe Vital Voices mentoring programs can be a very powerful force for a very positive change. I wanted more Mexican women to have the opportunity of experiencing the VV mentoring experience." –Luz Maria de la Mora, 2017 Mentoring Walks Flag Bearer in Mexico City, Mexico

"Strong friendships, mentors and inspiring moments have been the highlight of the walk always." –Sarika Gupta Bhattacharyya, 2013 Mentoring Walks Flag Bearer in Delhi and Mumbai, India

"Being someone who has benefited from mentoring, which opened doors for me, increased my networks and presented me with opportunities that wouldn't otherwise have been possible had my mentor not put in a good word for me, I wanted to do the same for other young women, linking them to successful women who can help accelerate the attainment of their goals." –Sandra Ndonga Kasonso, 2013 Mentoring Walks Flag Bearer in Lusaka, Zambia

"The idea is for mentors to show mentees that it is possible for women to make it to the top."

Jebet Ahluwalia
2012 Global Mentoring Walks
Flag Bearer

"I linked young women with mentors and that is tremendous help to the young women who need support and guidance while they are in tertiary education. Often the feeling is that tertiary education girls are mature enough to handle their own challenges, [but the] truth is, once I started being invited to speak in the universities, I noted a huge gap that these young people require mentors and support. So this programme where I am coming in to support young women linking them with older women



where we have tied this to the Vital Voices Mentorship walk is a great programme for them.” –Nyaradzo Mashayamombe, 2017 Mentoring Walks Flag Bearer in Harare, Zimbabwe

“I have both work and personal mentors. My work mentor has played an important role in my career development and growth within the company. My personal mentor has also had a great impact in helping to guide me on following my passions, and growing as an all-rounded individual.” –Hema Vallabh, 2017 Mentoring Walks Flag Bearer in Pretoria, South Africa

“Women are not naturally considered for leadership roles and those who achieve [them] are not celebrated. Often you see programs that highlight men without the inclusion of women who might have equally achieved or achieved more. It is important therefore to showcase women who have attained these heights, to younger women who will be inspired to do [the] same or better.” –Brigitte Dzogbenuku, 2017 Mentoring Walks Flag Bearer in Accra, Ghana

“As this is the first [Mentoring Walk] in Algeria, this has allowed us to create a network of women at the national scale, ideas exchanged, commercial ...a wonderful experience that deserves to be renewed.” –Fairouz Habache, 2017 Mentoring Walks Flag Bearer in Setif, Algeria

"As a First Lady, mentoring is a whole project in my office and I personally have a passion for mentoring. I was so happy to participate as a mentor and serve as a keynote speaker. I hope the next Mentoring Walk will be replicated to the provinces to give girls there the opportunity to benefit from this laudable initiative.” –First Lady of Sierra Leone Sia Nyama Koroma, Mentor in 2016 Mentoring Walks in Freetown, Sierra Leone

Sample Budget

STAFFING		
Most Mentoring Walks have been organized by volunteers pro bono. If Flag Bearers and staff are compensated, they should be paid at market rates and with the knowledge and consent of funders.		
Item	Cost	Notes
Flag bearer/Organizer		
Co-Organizer		
Event Staff 1		
Event Staff 2		
Event Staff 3		
TOTAL STAFFING COSTS	0.00	
EVENT PLANNING COSTS		
Office Supplies		
Postage & Delivery		
Telephone & Internet Fees		
Online services		
TOTAL PLANNING COSTS	0.00	
EVENT COSTS		
Materials		This may include costs for printing banners, event flyers, information press packets, name badges, etc.
Equipment		This may include costs for audiovisual services, including speakers, microphones, etc., and furniture such as chairs or registration table.
Venue		This may include costs for renting a private venue space and/or providing onsite security. Please note that many flag bearers have hosted their Walks in public spaces to avoid costs affiliated with renting a venue. In some cases, this requires organizers to receive permissions from local government officials
Transportation		This may include the cost of taxis or car services for Mentoring Walk staff transportation to the event as well as Mentoring Walk related meetings and errands
Refreshments		This may include the cost of drink and snacks
Gifts		This may include gifts to Mentoring Walk speakers, staff and volunteers
Branding Materials		This may include Mentoring Walk tee-shirts, hats, etc.
Filming & Photography		This may include photography/videography fees and any costs associated with printing photos or creating DVDs
TOTAL EVENT COSTS	0.00	
TOTAL STAFFING, EVENT PLANNING, and EVENT COSTS	0.00	

Sample Application

This below is a sample application for both mentors and mentees to fill out in order to help you as Flag Bearers make matches for the Walk. You may want to add or adjust questions based off of the goals of your Mentoring Walk. We suggest using an online survey system such as Survey Monkey, Google Forms, or Survey Gizmo to collect this information. You can include a link to the survey in your invitation to participants.

First Name:

Last Name:

Email:

Phone:

Note: We suggest that in your application you include a description of what you are looking for in a mentor or mentee. For example, if you are creating a Walk for college aged women:

Mentees are college students or recent graduates.
Mentors have at least 5 years of experience in their field.

I am interested in being a:

☐ Mentor

☐ Mentee

Current Title & Organization:

Number of Years of Experience:

Note: If you are engaging students, you may want to note here in the application that this is the field they are interesting in entering.

Industry/Sector/Career Field:

- ☐ Education
- ☐ Social Care
- ☐ Healthcare
- ☐ Science, Environment and Agriculture
- ☐ Entrepreneurship and Business
- ☐ Government and Public Service
- ☐ Law
- ☐ Media and Marketing
- ☐ Leisure and Sport
- ☐ Law Enforcement and Security
- ☐ Tourism, Hospitality and Event Planning
- ☐ Engineering and Manufacturing
- ☐ Creative Arts, Design and Architecture
- ☐ Finance, Accounting and Banking
- ☐ Other (please specify) _____

This also may not be necessary to ask if your Walk has a theme around a specific industry. These Fields can be adapted to your needs.

What are you interested in learning about or sharing your experience on? (Select all that apply)

- ☐ Career Path and Advancement
- ☐ Work Life Balance
- ☐ Education – College and Graduate School
- ☐ Entering the Workforce
- ☐ Women's Leadership
- ☐ Other (please specify) _____



What do you like to do in your free time? What hobbies do you have?

What do you hope to gain from this mentoring experience?

Is there anything else you would like to share with us?

Sample Sponsorship Letter

Date
Sponsor Name
Address

Dear Sir or Madam,

My name is **YOUR NAME** and I am writing to you regarding an opportunity to help commemorate International Women's Day through co-sponsoring a Global Mentoring Walk in **LOCATION**.

The Global Mentoring Walk is an initiative launched by Vital Voices Global Partnership, a nonprofit organization that invests in women leaders who improve the world. Founded by then First Lady Hillary Rodham Clinton, and guided by the belief that women are essential to progress in their communities, Vital Voices has partnered with leaders from more than 140 countries who advance economic opportunity, increase political and public leadership, and end violence against women. Vital Voices believes that mentoring is a critical activity in empowering women to succeed as leaders and creating opportunities for women on a local scale. Guided by this belief, it launched the Global Mentoring Walks in 2008.

The walks are an opportunity to highlight the importance of women's leadership, and to accelerate the impact of women leaders through mentoring. They are organized by local leaders, such as myself, who are members of the Vital Voices Global Leadership Network, a network of 15,000 women leaders who are at the forefront of change and global progress. The annual Global Mentoring Walks bring together established women leaders and emerging women leaders to walk together in their community. As they walk, they discuss their professional challenges and successes and establish a mentoring relationship in which the seasoned leader guides, advises and supports her peer. Last year, there were 185 walks in 61 countries, reaching nearly 14,300 women and girls.

The benefits of women's mentorship are numerous. It establishes camaraderie, creates gender-friendly environments, promotes a stronger environment for women's success, and expands horizons for further personal growth as you explore innovative leadership strategies.

Support from **SPONSOR** would be invaluable to emerging women leaders in **LOCATION**. [In this segment, be specific about how the sponsor can help accomplish this goal, why they should help, and how it is mutually beneficial] Please contact me at **EMAIL ADDRESS** to confirm your sponsorship and receive further information.

I hope you will assist in making the Mentoring Walk in **LOCATION** possible and thereby help to nurture a global community of female leaders. Thank you in advance.

Best regards,
Name



**2019 VITAL VOICES GLOBAL MENTORING WALKS
PARTNERSHIP OPPORTUNITY PRESENTED TO COMPANY NAME**

INTRODUCTION

Starting in 2008, the Vital Voices Global Mentoring Walks has taken place every year in countries around the world in celebration of International Women's Day. Thousands of women from across the globe gather in their own communities to participate in the Walk. In 2018 alone, the women leaders in our Vital Voices network hosted 141 walks in 59 countries; nearly 13,000 women and girls participated.

It was the idea of one very successful, very busy woman. The founder and former CEO of Oxygen Media, Geraldine Laybourne launched mentoring walks to empower young women professionals in the United States. Due to her over crowded schedule, Gerry did not always have time to meet with the young women who wanted her advice. Instead, she invited them to join her on her morning walks. Soon, she was scheduling young women each day to walk with her. Seeing the power and success of this simple formula, she organized walks in key U.S. cities to highlight the importance of mentoring and to provide access to some of the United States' smartest, most successful women. They provide insights, guidance and share their own stories over the course of walking – and many of these relationships transcend the Walk and lasting mentor-mentee partnerships are born.

GLOBAL MENTORING WALKS 2018

Each year the Mentoring Walks take place in celebration of International Women's Day (March 8, 2019). The Vital Voices global network of women leaders in more than 60 countries around the world will host Mentoring Walks on **Saturday, March 9th** – sending the powerful message that women leaders around the world are giving back and investing in the next generation.

With the generous support and partnership of [COMPANY NAME], we propose hosting Walks in [NUMBER] markets that are of strategic interest. Potential target markets include: [LOCATION; LOCATION; LOCATION].

HOW IT WORKS

Vital Voices leads the coordination, organization, and overall logistical operation of the Mentoring Walks. We will work closely with our partners at [COMPANY NAME] to identify the appropriate and strategic markets, while also ensuring that key stakeholders and influencers of relevance to [COMPANY NAME] are involved. While the Walks can differ slightly and are unique to each market, we feel the core, organic nature of these gatherings is important to maintain. Here is the basic structure and key elements.

- The Walk opens with brief welcoming remarks from women in our network and from our partners that serve as a sort of pep rally to generate buzz and excite the crowd for the day's activities. As our partner, **we invite [COMPANY NAME] executives and/or key stakeholders to say a few words about the company and its commitment to women's empowerment.**
- The participants are matched in mentor/mentee pairs upon arrival and check-in. Following the welcoming remarks, the host or MC for the day leads the participants to the starting line and the Walk begins. **We invite [COMPANY NAME] to identify executives, employees and other key stakeholders who will serve as both mentors and mentees.**
- The walks typically last between 60-90 minutes - depending on location and route. Each pair walks along the route and begins an informal and organic conversation – learning from each other, forming new partnerships, sharing best practices and building a relationship that can last beyond the experience of this one day. **With [COMPANY NAME] as a partner, we will explore creative ways to help frame many of the mentoring conversations to focus on issues of particular relevance to your Global Women's Initiative.**



PARTNERSHIP BENEFITS & VISIBILITY

[COMPANY NAME] Employee Engagement:

The Mentoring Walks present a unique opportunity to engage both senior executives and employees throughout [COMPANY NAME].

- Executives throughout the company can serve as mentors and speakers. We envision having a company representative participate in the formal speaking program at the beginning of each walk in as many of the chosen markets as [COMPANY NAME] has interest and executive availability.
- The walks also present the opportunity to engage all associates throughout the company to join in as mentees.

Social, Digital and On-Site Brand Recognition:

Vital Voices will leverage its social media platforms beginning on March 8th to raise awareness about our partnership, the upcoming Walk(s), and [COMPANY NAME]'s commitment to women's empowerment. Additionally, at each Walk location we have the opportunity to think creatively about on-site branding and ways in which we can leverage the Walk(s) to kick start future engagement opportunities between participants and [COMPANY NAME].

- On twitter alone, Vital Voices has more than **80,000 followers**. Our goal is to spark an online conversation about the power of mentorship, women's leadership and empowerment.
- **Media coverage:** In addition to leveraging our social and digital media channels, Vital Voices will work with [COMPANY NAME]'s marketing and communications team to help engage media to cover the walks with the hope of profiling the mentors, the mentees and [COMPANY NAME]'s commitment to women's empowerment.
- We can also ensure that all chosen markets have **signage that features [COMPANY NAME] as the presenting partner of the Vital Voices Global Mentoring Walks**, which will include **banners, t-shirts, social media posting, invitations, and on-site information booths**.

PROFILE OF MENTORS & MENTEES

In 2018 we had more than **13,000 women** from around the world participate in **141 walks** in **59 countries**. Each year it reignites a global movement and sparks a dynamic conversation about the importance of investing in women.

- In the selected markets we recommend being strategic in the structure, design and execution of each Walk. We recommend focusing on **quality of participants** ensuring that we are carefully recruiting, engaging and inviting **dynamic and influential community leaders** – from public, private and non-profit sectors – to serve as mentors in each US market. We recommend leveraging **[COMPANY NAME]'s employee engagement networks, colleges and universities and other young professional associations** to engage and recruit our mentees.

FINANCIAL SUPPORT AND PARTNER EXCLUSIVITY



We are excited about the opportunity to partner together to ignite the Vital Voices Global Mentoring Walks movement in [LOCATION].

Provided below is a menu of funding levels for your consideration. We have broken the funding request based on selected number of markets served:

Option 1: <ul style="list-style-type: none">Presenting Partner of 3 Mentoring Walks held in markets of strategic interest to [COMPANY NAME] and Vital Voices.Ensure that all chosen markets have signage that features [COMPANY NAME] as the presenting partner of the Vital Voices Global Mentoring Walks, which will include banners, t-shirts, social media posting and invitations.	Funding Request: AMOUNT
Option 2: <ul style="list-style-type: none">Presenting Partner of 2 Mentoring Walks held in markets of strategic interest to [COMPANY NAME] and Vital Voices.Ensure that all chosen markets have signage that features [COMPANY NAME] as the presenting partner of the Vital Voices Global Mentoring Walks, which will include banners, t-shirts, social media posting and invitations.	Funding Request: AMOUNT
Option 3: <ul style="list-style-type: none">Presenting Partner of 1 Mentoring Walk held in a market of strategic interest to [COMPANY NAME] and Vital Voices.Ensure that chosen market has signage that features [COMPANY NAME] as the presenting partner of the Vital Voices Global Mentoring Walks, which will include banners, t-shirts, social media posting and invitations.	Funding Request: AMOUNT

Vital Voices reserves the right to seek additional partners to help support Walks in markets not supported by [COMPANY NAME].

CONCLUSION

Thank you for your consideration of an expanded partnership and investment. We look forward to the opportunity to discuss the ideas outlined above and welcome any questions you might have.

Mentee Invitation Letter

DATE

ADDRESS

Dear NAME,

As a woman who has great leadership potential, you have been recommended to participate in the 2019 Vital Voices Global Mentoring Walks. We hope you can join us in commemorating International Women's Day with this Vital Voices Global Partnership signature initiative.

The Global Mentoring Walks are an opportunity to highlight the importance of women's leadership, and to accelerate the impact of women leaders through mentoring. Organized by outstanding local leaders who are key members of the Vital Voices Global Leadership Network, the annual Mentoring Walks bring together established women leaders and emerging women leaders to walk together in their community. As they walk, they discuss their professional challenges and successes and establish a mentoring relationship in which the seasoned leader guides, advises and supports her peer.

You have been invited as a mentee because you have proven to possess the following qualities—an interest in women's leadership and social participation, a passion for politics, business, civil society, academia or other specialty, and a desire to learn from and share experience with other successful women of your field. We encourage you to take advantage of this opportunity to advance your own networking opportunities and to acquire new skills and insight.

Your local Mentoring Walk will be held on March 9, 2019 at LOCATION. Please contact FLAG BEARER NAME AND CONTACT DETAILS to confirm your participation and receive further information.

Vital Voices is the leading non-governmental organization (NGO) that identifies, trains and empowers emerging women leaders and social entrepreneurs around the globe, enabling them to create a better world. Vital Voices believes that mentoring is a critical activity in empowering women to succeed as leaders and creating opportunities for women on a local scale. We hope you will join us on March 9 for the Mentoring Walk.

Regards,

FLAG BEARER NAME



[CITY] Global Mentoring Walk
Your Name
Your Email
Your Phone

Mentor Invitation Letter

DATE

ADDRESS

Dear NAME,

As an established woman leader, you have been recommended to participate in the 2019 Vital Voices Global Mentoring Walks. We hope you can join us in commemorating International Women's Day with this Vital Voices Global Partnership signature initiative.

The Global Mentoring Walks are an opportunity to highlight the importance of women's leadership, and to accelerate the impact of women leaders through mentoring. Organized by outstanding local leaders who are key members of the Vital Voices Global Leadership Network, the annual Mentoring Walk brings together established women leaders and emerging women leaders to walk together in their community. As they walk, they discuss their professional challenges and successes and establish a mentoring relationship in which the seasoned leader guides, advises and supports her peer.

The benefits of women's mentorship are numerous. It establishes camaraderie, creates gender-friendly environments, promotes a stronger environment for women's success, and expands horizons for further personal growth as you explore innovative leadership strategies.

We encourage you to embrace this opportunity to "pay it forward," and donate your time and energy to invest in the next generation of women leaders. The Mentoring Walk in COUNTRY will be held on March 9, 2019 at LOCATION. Please contact FLAG BEARER NAME AND CONTACT DETAILS to confirm your participation and receive further information.

Vital Voices is the leading non-governmental organization (NGO) that identifies, trains and empowers emerging women leaders and social entrepreneurs around the globe, enabling them to create a better world. Vital Voices believes that mentoring is a critical activity in empowering women to succeed as leaders and creating opportunities for women on a local scale. We hope you will join us on March 9 for the Mentoring Walk.

Regards,

FLAG BEARER NAME



[CITY] Global Mentoring Walk
Your Name
Your Email
Your Phone