



# Mentoring in Membership-based Organizations *Your Checklist for Success*



Membership-based organizations are constantly challenged to do more with less, whilst delivering great value for their members. If you want to engage new members and provide opportunities for senior members to give back to your profession or industry, mentoring is a particularly cost-effective way to achieve genuine outcomes for your association, and its members.



## Attract New Members

These days, prospective members expect to see tangible membership value. A well-established mentorship program is a key benefit that will attract new members.



## Support Membership Goals

Strategically targeted mentoring can support and develop particular member segments e.g. graduates, mid-career, those seeking professional certification.



## Increase Engagement

People who mentor or who are mentored are more engaged and connected to their association or membership-based organization.



## Prepare Future Leaders

Mentoring is a well-established method for fast-tracking people with leadership potential as future leaders of your organization and within their own workplaces.



## Increase Member Employability

Mentors can help your members identify the skills they need to further their career and enhance their employability and promotability.



## Help Navigate Change

Digital disruption is affecting almost every profession and industry. Mentors can help people navigate disruptive change and build resilience.



Check out our **checklist for mentoring success** on the following page.



[www.artofmentoring.net](http://www.artofmentoring.net)



## Your Checklist for Success

Give your mentoring program every chance of success. We have compiled a checklist on how to implement an effective mentorship program or enhance an existing program.



### Be clear on your objectives

Work with internal team members to create a clear purpose and business case for your program.



### Create a program with appropriate structure

Mentoring program design is not simply a case of listing people on a spreadsheet. Check out some of our [resources and case studies](#) on membership-based organizations that are achieving great results.



### Adequately resource your program

Every membership-based organization is different, some are looking for smaller internally managed programs, others prefer to outsource and use external Program Managers. Ensure your program is supported with sufficient resources to foster positive results.



### Gain commitment up front from your mentors and mentees

Make it clear what time commitment is required for them to succeed, and ask the question: *Are you willing to devote the time required to establish a meaningful mentoring relationship?*



### Training and education

A lack of quality training for both mentors and mentees almost always leads to program failure. Equip your program participants with the skills they need to maximize their mentoring experience.



### Quality mentor-mentee matching

Forget the excel spreadsheets. There are many ways to approach matching of your mentoring pairs, the best of which are evidence based and built on research. Learn about these in more detail in our eBook linked below.



### Measure your results!

How do you know if your program has been a success if you haven't taken the time to ask the participants? Mid-program and post-program events and surveys provide the insights you need to make improvements to your program, which ultimately benefit your participants, and your association!



Check out our eBook:

**7 Steps to Starting a Successful Association Mentoring Program** for more information and to get started!