YAPM Marketing Strategy Checklist

FACT: You will likely not find YAPM candidates on major recruitment websites that your agency typically uses.

Important Marketing Steps

* Develop clear job description that makes sense for your context. Have young adults review this; revise.
* Develop brief descriptions of role for various audiences & posting contexts. Have young adults review this; revise.
* Partner with HR; meet in person to review job description & qualifications
* Post on social media sites (Transformation Center website posts peer jobs <https://transformation-center.org/>)
* Inform as many staff as possible about new role. All staff are recruiters! Meet with staff in person to answer their questions; follow-up with email they can forward on.
* Partner with local groups & institutions – get out of the office!
  + Leverage all community connections, lean on leadership!
  + Find & connect with peer & advocacy groups
  + Find & connect with Supported Employment & Vocational Training Programs
  + Certification programs, colleges, universities, & treatment providers!
* If possible include online screening question: “Why would you be a good mentor for youth & young adults with mental health challenges?”
* Help HR review resumes & cover letters to make sure that you are attracting the right candidates.
* Meet with HR to evaluate this process – and to ensure potential candidates are NOT being screened out due to insufficient education level, justice system involvement, or lack of experience. Must be flexible with requirements. Few will have experience as “peer mentors,” although many will have informal mentoring experiences.



Want more tools? Visit: <http://www.cbhknowledge.center/young-adult-peer-mentoring-overview/>

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