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“Thank Your Mentor” Campaign to Celebrate National Mentoring Month hosted by Big Brothers Big Sisters of South Texas

In both our professional and personal lives, we have all been shaped by the mentors in our lives who have helped us become the people we are today. Big Brothers Big Sisters (BBBS) is launching a **Thank Your Mentor Campaign** to help promote the awareness of the crucial role that mentoring plays in growing up successfully.

January is **National Mentoring Month**. Big Brothers Big Sisters usually hosts a series of events to promote volunteer recruitment in January, but things are different this year. **BBBS typically recruits over 200 mentors in January**, but without being able to conduct the events that generate these recruits, the agency is **worried** it won't be able to attract the attention it needs to get the word out.

The Thank Your Mentor Campaign is a virtual campaign to replace the in person mixers and other events usually done to attract volunteers to serve as mentors. The campaign asks everyone to take a moment to thank their mentor in some way. This could be anything from posting a message, photo, or video on social media and then challenging someone else to thank a mentor too, to **help spread the word** of BBBS's need for mentor recruits.

The campaign is being supported by the organization's Black Advisory Council and Military Mentoring Advisory Council, 2 groups whose primary purpose is to recruit volunteers for BBBS. Members of these councils will **kick off the campaign** in early January by posting their Thank You messages to their mentors, and asking others to follow suit.

Raising awareness of the need for mentors is even more important now than ever. Not everyone has access to supportive adults in their natural environments. MENTOR recently released a report showing that **1 in 3 youth report never having had a mentor of any kind**. At BBBS we say that a mentor is *“a cool friend, with a car.”* Having a mentor builds social capital for some of the most vulnerable youth in our community. Through mentoring, the kids in the BBBS program develop the assets they need to be successful – things like self-confidence, problem solving skills, and the ability to make good decisions. We want this for every kid that walks through our doors. Volunteer recruitment is the first step towards making this happen.

Thank Your Mentor today – they are more important than you may realize, and you can help BBBS with your appreciation.

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About Big Brothers Big Sisters

Big Brothers Big Sisters (BBBS), the nation's largest donor and volunteer supported mentoring organization, creates and support one-to-one mentoring relationships that ignite the power and promise of youth. Partnering with parents/guardians, schools, corporations and others in the community, BBBS carefully pairs children (“Littles”) with screened volunteer mentors (“Bigs”) and holds itself accountable for children in its program to achieve measurable outcomes, such as educational success; avoidance of risky behaviors; and higher aspirations, greater confidence and better relationships. This mission has been the cornerstone of the organization's 44-year history in San Antonio. For more information on BBBS or to join their cause, please visit www.bigmentor.org.