These emails are intended to support you in communicating with the mentors and mentees in your cohort at key points within the programme selection process. Simply copy and paste them, adapting for your organisation where indicated.

Email to invite mentors and mentees to join the programme:

### [Subject:]

### **Action required | Apply now for the 30% Club mentoring programme**

### [Email:]

Dear <insert name>,

We are delighted to confirm that <insert organisation> will be taking part in the **30% Club cross-company mentoring programme**, launching in November. Now in its eighth year this mentoring programme is a fantastic initiative to improve gender balance in the workplace, enhance diversity and inclusion and widespread culture change. Applications to become a mentor or mentee are now open.

Please see below for more information about the 30% Club cross-company mentoring programme, including a new film to showcase it:

* [30% Club programme overview](https://static1.squarespace.com/static/537fa434e4b0c92673d36a64/t/5f10776aca76392ba6b0a61c/1594914702566/0290%2B30PC%2Boverview%2Bdoc%2810%29NewFilms.pdf)
* [30% Club programme snapshot](https://static1.squarespace.com/static/537fa434e4b0c92673d36a64/t/5f107795c32b72624889eefd/1594914710594/30%25%2BClub%2B-%2Bkey%2Bfacts.pdf)
* [30% Club film](https://vimeo.com/428594296)

The programme launches on **5th November 2020** and we are now inviting applications for mentors and mentees. This is a high-profile external programme; you will be representing <insert organisation> and places are limited.

As a mentor or mentee, your commitment is to:

* **Attend** your mentoring meetings, every four to six weeks, for the nine-month programme
* **Make the most** of the programme events and masterclasses
* **Share your feedback** and experiences with Moving Ahead
* **Complete a profile** onlineby **25th September 2020**

To apply to become a mentor or mentee on this pioneering programme, please email <insert email address>/reply to this email.

Best wishes,

Email to request nominations for business leaders:

### [Subject:]

### **Action required | Participants needed for 30% Club mentoring programme**

### [Email:]

### Dear <insert name>,

We are delighted to confirm that <insert organisation> will be taking part in the **30% Club cross-company mentoring programme**, launching in November. Now in its eighth year this mentoring programme is a fantastic initiative to improve gender balance in the workplace, enhance diversity and inclusion and widespread culture change.

We are asking for your help in identifying mentors and mentees to take part.

Please see below for more information about the 30% Club cross-company mentoring programme, including a new film to showcase it:

* [30% Club programme overview](https://static1.squarespace.com/static/537fa434e4b0c92673d36a64/t/5f294fa04f222031501eb3ea/1596542899051/30%25%2BClub%2Band%2BMission%2BINCLUDE%2Bsnapshot.pdf)
* [30% Club programme snapshot](https://static1.squarespace.com/static/537fa434e4b0c92673d36a64/t/5f107795c32b72624889eefd/1594914710594/30%25%2BClub%2B-%2Bkey%2Bfacts.pdf)
* [30% Club film](https://vimeo.com/428594296)

 **We are looking for <XX> mentees and <XX> mentors who meet the following criteria:**

|  |  |
| --- | --- |
| **Mentees** | **Mentors** |
| * High-potential women from all levels of the career pyramid
* Keen to develop and prepared to take responsibility for progressing their career
* Ready to be mentored, with a willingness to seek feedback and receive advice
* Aware of their own strengths and limitations
* Resilient and consistently committed to getting things done
* Willing to take ownership of the mentoring relationship and adopt a proactive approach to working with mentors
 | * Typically with 10–15 years’ experience
* Have line manager responsibilities
* Can act as a positive role model
* Understands how an organisation works and can share broad perspectives based on their experiences
* Are committed, reliable and able to keep confidences
* Have great listening skills and are easy to talk to
* Want to make a positive difference and help someone work through a challenge
 |

The programme launches on **5th November 2020** and we are now inviting applications for mentors and mentees. This is a high-profile external programme; places are limited and, if selected, participants will be representing <insert organisation>. Please consider this when making your nominations.

We very much look forward to receiving your nominations by <insert date>. Please do this by emailing <insert address>/replying to this email. If the individual is selected to join the 30% Club cross-company mentoring programme, we would recommend letting them know it was you who nominated them, too!

Best wishes,

Email to mentors/mentees who have been selected:

### [Subject:]

### **Congratulations, you have been selected to take part in the 30% Club cross-company mentoring programme**

### [Email:]

Dear <insert name>,

We’re delighted to confirm you’ve been selected as a <mentor/mentee> for the **30% Club cross-company mentoring programme** 2020/21. Congratulations!

We received <XXX> applications to take part in this programme. Yours really stood out and we very much look forward to supporting you and the rest of our cohort throughout the nine-month programme, which **launches on 5th November 2020**.

As a reminder, this is a high-profile external programme, and you will be representing <insert organisation>. If for any reason you now feel you are unable to take part in the programme, please let me know. The mentoring programme spans nine months, and we ask that you commit to your meetings, attend events, and share feedback with your <mentor/mentee> and Moving Ahead throughout the journey.

You will need to complete your online profile by **Friday 25th September.** Moving Ahead will use the information you provide to match you with your mentoring partner for the programme, so it is vital to complete it accurately and on time.

I’m available to answer any questions you have about the programme, so please don’t hesitate to get in touch with any queries or concerns.

Best wishes,

Email to mentors/mentees who have not been selected:

### [Subject:]

### **Update: Your application for the 30% Club mentoring programme**

### [Email:]

Dear <insert name>,

Thank you for your application to be a <mentee/mentor> for this year’s **30% Club cross-company mentoring programme**. Unfortunately, you have not been selected on this occasion.

We were delighted to receive so many applications, but due to limited spaces we’ve not been able to accommodate everyone this time round. Thank you for taking the time to apply, and we would love to hear from you when applications open for next year.

If you have any questions at all, please don’t hesitate to contact me or your HR Business Partner.

Best wishes,

Email to invite mentors and mentees to join the programme:

### [Subject:]

### **Action required | Apply now for Mission INCLUDE mentoring programme**

### [Email:]

### Dear <insert name>,

We are delighted to confirm that <insert organisation> will be taking part in the Mission INCLUDE mentoring programme, launching in November. Mission INCLUDE is an effective and practical lever to create more inclusive cultures as well as a proactive response and deliverable to support current challenges and campaigns such as the new 30% Club ethnicity targets, Race at Work Charter commitments and Black Lives Matter movement. Applications to become a mentor or mentee are now open.

For further information about the programme, including a new film to showcase it, please follow these links:

* [Mission INCLUDE and 30% Club snapshot](https://static1.squarespace.com/static/537fa434e4b0c92673d36a64/t/5f294fa04f222031501eb3ea/1596542899051/30%25%2BClub%2Band%2BMission%2BINCLUDE%2Bsnapshot.pdf)
* [Mission INCLUDE film](https://vimeo.com/439727742)

The programme launches on **25th November 2020** and we are now inviting applications for mentors and mentees. This is a high-profile external programme; you will be representing <insert organisation> and places are limited.

As a mentor or mentee, your commitment is to:

* **Attend** your mentoring meetings, every four to six weeks, for the nine-month programme
* **Make the most** of the programme events and masterclasses
* **Share your feedback** and experiences with Moving Ahead
* **Complete a profile** onlineby **16th October 2020**

To apply to become a mentor or mentee on this pioneering programme, please email <insert email address>/reply to this email.

Best wishes,

Email to request nominations for business leaders:

### [Subject:]

### **Action required | Participants needed for Mission INCLUDE mentoring programme**

### [Email:]

### Dear <insert name>,

We are delighted to confirm that <insert organisation> will be taking part in the Mission INCLUDE mentoring programme, launching in November. Mission INCLUDE is an effective and practical lever to create more inclusive cultures as well as a proactive response and deliverable to support current challenges and campaigns such as the new 30% Club ethnicity targets, Race at Work Charter commitments and Black Lives Matter movement. We are asking for your help in identifying mentors and mentees to take part.

Please see below for more information about the Mission INCLUDE mentoring programme, including a new film to showcase it:

* [Mission INCLUDE and 30% Club snapshot](https://static1.squarespace.com/static/537fa434e4b0c92673d36a64/t/5f294fa04f222031501eb3ea/1596542899051/30%25%2BClub%2Band%2BMission%2BINCLUDE%2Bsnapshot.pdf)
* [Mission INCLUDE film](https://vimeo.com/439727742)

 **We are looking for <XX> mentees and <XX> mentors who meet the following criteria:**

|  |  |
| --- | --- |
| **Mentees** | **Mentors** |
| * High-potential talent from all levels of the career pyramid who would like to share their diversity\* story
* Keen to develop and prepared to take responsibility for progressing their career
* Ready to be mentored, with a willingness to seek feedback and receive advice
* Aware of their own strengths and limitations
* Resilient and consistently committed to getting things done
* Willing to take ownership of the mentoring relationship and adopt a proactive approach to working with mentors
 | * Typically with 10–15 years’ experience
* Have line manager responsibilities
* Can act as a positive role model
* Understands how an organisation works and can share broad perspectives based on their experiences
* Are committed, reliable and able to keep confidences
* Have great listening skills and are easy to talk to
* Want to make a positive difference and help someone work through a challenge
* Committed to developing their skills and muscles around being an inclusive leader and walking in the shoes of others
 |

\*At Moving Ahead we define diversity as understanding, respecting and appreciating what makes us different. This spans the nine protected characteristics – including age, gender, ethnicity, religion, disability, and sexual orientation – but also broader behavioural and background diversity, such as thinking and personality types, socio-economic background and life experience.

The programme launches on **25th November 2020** and we are now inviting applications for mentors and mentees. This is a high-profile external programme; places are limited and, if selected, participants will be representing <insert organisation>. Please consider this when making your nominations.

We very much look forward to receiving your nominations by <insert date>. Please do this by emailing <insert address>/replying to this email. If the individual is selected to join the Mission INCLUDE mentoring programme, we would recommend letting them know it was you who nominated them, too!

Best wishes,

Email to mentors/mentees who have been selected:

### [Subject:]

### **Congratulations, you have been selected to take part in the Mission INCLUDE mentoring programme**

### [Email:]

Dear <insert name>,

We’re delighted to confirm you’ve been selected as a <mentor/mentee> for the **Mission INCLUDE mentoring programme** 2020/21. Congratulations!

We received <XXX> applications to take part in this programme. Yours really stood out and we very much look forward to supporting you and the rest of our cohort throughout the nine-month programme, which **launches on 25th November 2020**.

As a reminder, this is a high-profile external programme, and you will be representing <insert organisation>. If for any reason you now feel you are unable to take part in the programme, please let me know. The mentoring programme spans nine months, and we ask that you commit to your meetings, attend events, and share feedback with your <mentor/mentee> and Moving Ahead throughout the journey.

You will need to complete your online profile by **Friday 16th October.** Moving Ahead will use the information you provide to match you with your mentoring partner for the programme, so it is vital to complete it accurately and on time.

I’m available to answer any questions you have about the programme, so please don’t hesitate to get in touch with any queries or concerns.

Best wishes,

Email to mentors/mentees who have not been selected:

### [Subject:]

### **Update: Your application for the Mission INCLUDE mentoring programme**

### [Email:]

Dear <insert name>,

Dear <insert name>,

Thank you for your application to be a <mentee/mentor> for this year’s **Mission INCLUDE mentoring programme**. Unfortunately, you have not been selected on this occasion.

We were delighted to receive so many applications, but due to limited spaces we’ve not been able to accommodate everyone this time round. Thank you for taking the time to apply, and we would love to hear from you when applications open for next year.

If you have any questions at all, please don’t hesitate to contact me or your HR Business Partner.

Best wishes,

How to talk about the programme

These are pre-written synopses about both mentoring programmes, plus social media updates, including handles and hashtags to link to, which you can use.

**About the 30% Club cross-company mentoring programme**

The 30% Club cross-company mentoring programme focuses on gender diversity in order to build and strengthen necessary pipelines and achieve parity of women in leadership and board roles. The programme matches women from all levels of the career pyramid to mentors from another organisation. Now entering its eighth year, it has supported a total of 9,324 mentors and mentees across 194 organisations. The programme is a proven, practical, and powerful way to achieve greater gender balance at senior levels within organisations, as well as delivering on gender pay gap reporting, and broader diversity and inclusion goals.

**About the Mission INCLUDE mentoring programme**

Mission INCLUDE is an effective and practical lever to create more inclusive cultures as well as a proactive response and deliverable to support current challenges and campaigns such as the new 30% Club ethnicity targets, Race at Work Charter commitments and Black Lives Matter movement. Mission INCLUDE is cross-company, cross-diversity strand, cross-sector and cross-level. The programme provides learning and engagement and significant ‘reverse’ mentoring benefits for senior leaders. The programme creates tangible change through working at an individual, group and organisation-wide level.

Assets to use

30% Club logo



Mission INCLUDE logo



Moving Ahead logo



**Social media updates: 30% Club**

@organisationname is thrilled to be part of the @30percentclub cross-company mentoring programme run by @MovingAheadOrg. Launching in November, we’re looking forward to being part of a proven, practical, and powerful way to increase gender diversity. #inspiredbymentoring

It’s really important for us @organisationname to consider how we continue to enhance diversity and inclusion to create a widespread culture change. That’s why we’re working with @MovingAheadOrg and @30percentclub for the eight year of the #30percentmentoring programme #inspiredbymentoring

We’re joining a proven, practical, and powerful way to build and strengthen necessary pipelines and achieve parity of women in leadership and board roles @MovingAheadOrg @30percentclub #inspiredbymentoring

Today our participants attended the virtual launch of the @30percentclub mentoring programme, run by @MovingAheadOrg. The participants have now entered their nine-month mentoring relationship, kicking off with a digital launch event, led by @insertspeakername

**Social media updates: Mission INCLUDE**

@organisationname is thrilled to be part of the #MissionINCLUDE mentoring programme run by @MovingAheadOrg. Launching in November, we’re looking forward to being part of this effective and practical lever to create more inclusive cultures. #inspiredbymentoring

It’s really important for us @organisationname to consider how we continue to enhance diversity and inclusion to create a widespread culture change. That’s why we’re working with @MovingAheadOrg to bring the power of diverse perspectives together and break down barriers to create real change and understanding of inclusion. #MissionINCLUDE

At @organisationname we are creating change at an individual, team and organisation-wide level. We’ve joined #MissionINCLUDE run by @MovingAheadOrg, starting in November. We’re looking forward to being part of this effective and practical lever to create more inclusive cultures. #inspiredbymentoring

Today the participants from @organisationname attended the virtual launch of the #MissionINCLUDE mentoring programme, run by @MovingAheadOrg. The participants have now entered their nine-month mentoring relationship, kicking off with a fascinating keynote on # by @insertspeakername