

SCORE Email Mentoring Connects Busy Clients and Mentors. Boosts Chapter Counseling Metrics, too!

With juggling the demands of work and personal life, clients often find it challenging to carve out the time for face-to-face mentoring sessions. Many busy SCORE mentors share that challenge. That's where SCORE's new Email Mentoring system, launched in January 2013, can help. It's an ideal way for time-strapped clients to get the help they need, and it's the perfect fit for mentors who require more flexibility in how they counsel clients.

District 303 Chapters are discovering Email Mentoring makes a difference.

Within our district, the Delaware State and Chester County chapters have aggressively adopted the system.

The Chester County Chapter reports it's doing approximately 50% of all mentoring through the new system utilizing 10 certified mentors. The Delaware State Chapter reports it's doing approximately 33% of its mentoring online with 8 mentors participating.

Both chapters have achieved some impressive results by purposefully incorporating email mentoring into their strategies.

Delaware State, largely because of the new system, has experienced a 30% increase in mentoring. Likewise, Chester County has seen its mentoring numbers rise by 20%. While those numbers are significant on their own, they're even more noteworthy given the latest data that indicates counseling within our district has fallen by 1% and nationally it's down by 8%.

Could a renewed focus on email mentoring help your Chapter's performance?

Here are some other key points of interest for you to consider...

- Using the Email Mentoring system works great for "snow birds." If you travel south for the winter or are otherwise on the road often, counseling clients via email is possible from wherever you are.
- Individual mentors can control their availability in the system. Have too many other priorities and need to take a break? No problem!

- Mentors who have been most successful with email mentoring are those who set up their profiles to showcase their specific areas of expertise. If your profile is too general, you risk getting clients who aren't a good match for you.

Because of the nature of most email inquiries, follow-up rates are generally lower than those with face-to-face clients. But where email mentoring might seem to fall short in nurturing long-term client relationship, it's fulfilling a much needed void for the number of busy clients who have questions and need the help of our knowledgeable volunteers. According to statistics from the Delaware State Chapter, the ratio of mentoring sessions to mentors via the Email Mentoring system is 98:1 vs. 35:1 for face-to-face sessions.

To sign up to counsel clients via SCORE's Email Mentoring System, simply register through the SCORE Volunteer Center.