



# PLANTPURE COMMUNITIES

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## INFO SHEET: MENTOR PROGRAM FOR GROUP LEADERS

As part of an effort to strengthen the leadership capacity of Group Leaders (GLs), PPC has developed a Mentor Program to support Pods and their GLs who are new to the Pod Network or who could use some extra support/guidance. GLs who apply, will be matched with an experienced GL who will offer support (beyond PPC's materials and PPC regional managers). The intention is to ensure that Pod member involvement results in meaningful projects, ongoing learning, and contributing to the growing plant-based movement. The role of the Group Leader is crucial in achieving that objective.

Note: Group Leaders who participate as Mentors will be ranked higher for future scholarship opportunities that are administered by PPC for the Plant-Based Nutrition Certificate, offered through CNS and eCornell. Refer to the [Scholarship Opportunities](#) page, located under the 'Pod Network' tab, on the PlantPure Communities [website](#) for more details.

### **What is a Mentor?**

A Mentor is a Group Leader (GL) who has experience running a Pod for at least 6 months, and who is willing to dedicate time to work with one or more GLs who have requested assistance.

### **Time Commitment of Being a Mentor:**

Mentors are expected to communicate with their Mentee (via phone, skype, email, or other) approximately 2x/month for 2 - 3 months, for up to 30 minutes per session. After the initial 3 months, Mentors are encouraged to continue offering support if contacted by Mentees. Efforts will be made to match Mentor GLs with the needs expressed by those requesting assistance. Matches may be based on geography or type of community (i.e., urban, suburban, rural). Discussions between Mentors and Mentees may be in person, over the phone, Skype, Facetime, emails, or any other mode that works.

### **Mentoring the Group Leader:**

PPC's website contains a lot of information to support GLs, but any additional tips that Mentors offer from their personal experience will be valuable. To help Mentors prepare for their engagement with Mentees, we have put together a list of questions below, which the Mentee would likely find helpful, if the Mentor is willing to share their experience, as well as some useful links:

- What was your first meeting like? How many people showed up and how did you 'market' it?
- How do you promote your Pod to the community? Have you recruited new members?
- How did you come up with the name?



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- How do you meaningfully engage members during your Pod meetings?
- What projects/activities/events have you found to be successful?
- What was the most interesting pod meeting?
- How often does your Pod meet?
- Do you have co-Group Leaders? If so, what is their role(s)?
- Were you able to recruit members who were inexperienced/new to plant based diets? If so, how?
- Share any other general advice or things you wish you knew when starting your Pod!
- The *Action Sheet: Running Successful Meetings*, found in the [Leadership Toolkit](#), contains information gathered from GLs. It can be used to discuss what has worked well, or to direct the new GL to review it on their own.
- Direct your mentee to review information on the PlantPure Communities website, especially focusing on the Sheets in the [Leadership Toolkit](#). This information provides GLs with guidance on how to maintain and grow community member participation in their Pods.

## **When talking with the Mentee about their Pod, encourage them to:**

- Make the Pod their own/unique, i.e., adjust the Pod's tone, focus, and rhythm as the GL sees fit. Encourage the GL to share what has motivated the Mentee's WFPB diet journey and explain why they want to share plant-based information with their community.
- Shape their Pod's goals based on what they, and their members, want to see done in their community, and to create a sense of welcome and flexibility.
- Structure Pod events around their (and their members') interests. For example, if they like to cook, hold a plant-based cooking demo! If they want to see a new documentary, hold a film screening. Do they go to the farmer's market? Have a meeting at the local market! Are they mostly concerned about the quality of the food being served in local schools? If so, review the [School Lunch Toolkit](#) and decide if the Pod wants to launch a campaign.

*We welcome your suggestions and ideas! Please send them to [info@plantpurecommunities.org](mailto:info@plantpurecommunities.org). This material may not be used out of context. Please refer to PPC's terms and conditions for more information. Updated January 2018.*