

## Use pair stories to promote your recruitment campaign

Our pairs drive all the work we do. They also drive our messaging and recruitment campaigns. As you consider your outreach strategy, be sure to include [pair stories](http://partners.imentor.org/help/hear-from-pairs-in-imentor-overview) (<http://partners.imentor.org/help/hear-from-pairs-in-imentor-overview>) that would resonate with your mentor base.

Please note that a Powerpoint with photos of pairs can be accessed by clicking the photo below. Feel free to use these photos for your mentor2.0 presentations.



(<http://imentor.box.com/s/r3kuf3ds5dOaenx13z3875sm68ib9p6>)