

recruiting for revival



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The art of recruiting is one that has been discussed and documented for many years. Everything from recruiting the best possible candidate for the job, military strategies and athletic scholarships. Recruiting is hard. The icing on the cake in our context is recruiting volunteers. The church and its vision is built not on the premise of a small group of paid people, but a large group of volunteers. So I wanted to take my thoughts on this subject and condense them down to this document:

Spiritualize the role significantly.

Every volunteer needs to understand the spiritual heaviness of what they are doing. This is not just a check mark in the box of community service. This is the way we see people experience an encounter with Jesus. Any role at every level needs to be connected to the spiritual significance. This needs to be reiterated on a regular basis. Spiritualizing the role is the first step to recruiting volunteers. It is the one thing that makes volunteering for the local church different from volunteering at a nonprofit.

Identify the need in specificity.

Recruits are interested in the details of their potential role. They want to know what the need is. The specificity of the need helps cast the vision for the right person to join the team. At any given moment you should know the top three specific needs of your area of ministry. The need that needs to be filled has a specific set of requirements and will fit a certain type of person.

Calculate the commitment precisely.

Commitment is the enemy of commitment. This means, that you will lose someones commitment if the commitment is not calculated. Underwhelming the role with a promise that ends up overwhelming them in the practical is a surefire way to lose someone fast. Every role needs a precise time commitment. A long-term one, (i.e.: 6 months) a weekly one, (i.e.: 2 hours) so that your volunteer is never surprised about what they signed up for.

Document the process meticulously.

Documentation is the report card of every leader. It is proven when you leave, not when you're present, how well your role has been documented. Every area of ministry needs meticulous documentation that can be easily accessible. This is a fluid set of documents that is constantly updated. From the things you do on Sundays to the systems you use during the week, everything needs to be documented meticulously.

Approach the opportunity relationally.

I am more willing to help my friends move than I am willing to help strangers move. Why? Because there is a relationship with them. The relational equity, is the currency of recruitment. Relationship is the currency of volunteer recruitment. Developing a relationship with someone prior to asking them to serve.

Provide insider environments immediately.

Pre-service prayer meetings are an insider environment that we want every volunteer to attend. This meeting provides a place for new volunteers to immediately feel a part of an insider movement. The invitation to attend this environment needs to be one of the first things you do.

Over-communicate expectations regularly.

There is a bucket full of expectations with a little hole on the bottom it. This means that even though you think you told them to show up on time, they eventually will fade out from arriving on time.