

## Volunteer Recruiting Strategy

### **Internal Recruiting:**

Objective: To help small group leaders understand the value of serving weekly and to challenge them to increase their commitment level.

#### LETTER TO THE WEEKLY VOLUNTEERS:

**What:** Send letter to small group leaders who are currently serving on a weekly basis thanking them for their commitment and encouraging them to share their “serving story” with the other volunteers. Specifically, have them share how they came to the decision to serve weekly and what benefits they’ve seen come from that decision.

**When:** Last week of January

#### MINISTRY WIDE TEAM TIME:

**What:** For the 20 minutes prior to serving time, have all of the small group leaders meet together in one large gathering, instead of meeting with just their team. During this time, the staff can cast vision for the value of serving on a weekly basis and challenge them to increase the frequency in which they serve. This time could include testimonies from some of the weekly small group leaders or from a parent of a kid who has a weekly leader.

**When:** 2 weekends in a row—February 13/14 and February 20/21. 20 minutes before serving time for all 4 services (40 minutes before service begins).

**Where:** 2<sup>nd</sup>/3<sup>rd</sup> grade room.

#### ONE ON ONE CONVERSATIONS:

**What:** Staff members would begin having one on one conversations with small group leaders who serve less than weekly asking them if they’ve considered increasing their commitment. If they’re considering it, but are a bit leery, staff can offer to let people try it for a month and then have a follow up conversation.

**When:** After the vision has been cast through the ministry wide team times.

#### CONTACT SEASONAL HELP:

**What:** Send out mass communication to seasonal helpers casting the vision for small group leaders and challenging them to step up and serve on a regular basis. The initial contact will avoid addressing the regularity of service (i.e. every week or every other). Instead, that issue would be dealt with through a personal conversation when the person expresses initial interest. The first contact would be made through both e-mail and snail mail (the letter would be identical, but sent in both fashions). People who were interested in more information would be directed to e-mail [kidz@wcrossing.org](mailto:kidz@wcrossing.org) with their basic information.

**When:** First week of February.

### **External Recruiting:**

Objective: To identify Crossing attenders who have a desire to serve in the KidzCrossing and to help them make a successful transition into the ministry.

#### **ELEMENTARY AND EARLY CHILDHOOD PIE NIGHTS:**

**What:** Utilize the elementary and early childhood pie nights to thank the regular volunteers and to challenge and equip them to recruit people they know in the church. The idea would be to invite the recruits into an apprenticeship. Regular volunteers could invite others to sit in on their small group in order to get a taste of the KidzCrossing. Ultimately, the small group leaders would strive to launch them with their own group.

**When:** January 29—4PK/K1, February 5—G2-5

**Where:** Halbrooks—4PK/K1, Prestemons—G2-5

#### **MINISTRY WIDE TEAM TIME:**

**What:** For the 20 minutes prior to serving time, have all of the small group leaders meet together in one large gathering, instead of meeting with just their team. During this time we would notify everyone about the decision to not turn kids away due to ratio. We would also cast the vision for finding an apprentice and helping to launch them with their own small group.

**When:** 2 weekends in a row—March 13/14 and March 20/21.

**Where:** 2<sup>nd</sup>/3<sup>rd</sup> grade room

#### **UTILIZE STAFF MEMBERS:**

**What:** Have individual conversations with staff members to ask if they know anyone who might be interested in serving within the KidzCrossing. Specifically, talk to Stan and Bill about potential tech volunteers. Talk to Chris and Monte about potential music volunteers. Talk to John, Tim, Natalie, etc. about small group leaders. Ask Judy if we can have 5 minutes of the staff lunch to inform staff about the decision to not close rooms and the subsequent need for additional volunteers. Ask them to have conversations with people in their realm of influence and to help us make connections with those people.

**When:** Over the next month. Staff lunch: February 3<sup>rd</sup>?