

Communication and Volunteer Recruitment

“How do we communicate about our ministry, to get more volunteers?”

From the Church-side

1. Northeast *Find a Project* Webpage
 - i. Communicate with your nonprofit concerning serve opportunities:
 1. For individuals and community groups
 2. Ongoing needs as well as one-time serve needs
 - ii. Report these back to Madison, who will put them on the *Find a Project* webpage
2. Northeast *Story Portal*
 - i. See the *Story Portal* page in the *Northeast Processes/Systems* section
3. Northeast Groups
 - i. This includes men’s and women’s mentoring groups, community/small groups, and so on
 - ii. Local Outreach is working with the Spiritual Formation team to engage community/small group leaders with serve opportunities, for their groups
 - iii. Ideally, it would be fantastic if each Northeast group would adopt a nonprofit or school and make a one-year commitment to that organization.
 - iv. Types of projects:
 1. Projects that can accommodate multiple people, possibly including kids/teens.
 2. Drives (see next page)
4. Ministry Fair
 - i. During Shalom series – Sunday, Dec. 18th
5. Fundraiser
 - i. One-time a year
 - ii. We won’t advertise fundraising dinner/breakfast type venues
 - iii. Must be physical where the family can join in...like a concert, golf scramble, run/bike ride, etc.
6. Physical presence in the atrium – like a Love the “Ville station
 - i. Have requested and am waiting

From the Personal side

1. Invite others to serve in your ministry! (See the *Volunteer Recruitment* training)
 - a. 20 years of vocational ministry experience has shown me that those who invite, shoulder-tap, etc. are far more successful than those who rely on the above “church-side” techniques.
2. Your own social media strategy – see the *Social Media* page in the *Northeast Processes/Systems* section