

Recruiting (Inviting) Team Members to Serve your School / Nonprofit

Prayer!!!

And he said to them, "The harvest is plentiful, but the laborers are few. Therefore pray earnestly to the Lord of the harvest to send out laborers into his harvest." – Luke 10:2

Communication Strategy

1. Ask with VISION
 - a. Share on-going stories of "God at Work" – invite folks to be a part (join) of what God is doing.
 - b. Caution re: timing – if this happens only at "recruitment seasons" then it could communicate desperation or a sense of "I know what's happening here" – i.e. manipulation
 - c. Focus on the big picture:
 - i. Intentionally communicate NEC's big picture (how it fits into our mission, descriptions of a thriving ministry where folks are trusting God and being discipled).
 - ii. Help folks see how their service has a lasting (eternal) impact!
2. Ask EVERYONE
 - a. Lower the bar for volunteers. Create entry points for new Christians.
 - b. Raise the bar for Leaders. Create opportunities for thinkers, leaders, doers, etc.
3. Ask PERSONALLY
 - a. Jesus asked generally and specifically. You can recruit volunteers from the platform. You must invite leaders personally.
 - b. Don't recruit leaders and volunteers. Invite them.
 - c. Personal invites
 - i. "I see ___ in you. Would you be a part of this team next year?" This question implies a year-round focus/ministry.
 - ii. Ask questions, be enthusiastic, and never apologize
 - iii. Great opportunity with eternal outcomes. Share personal benefits (growing closer to God, my kids are discipled, etc.)
 - iv. Clarity in the ask: how long (start and end date), role, responsibilities, etc.
 - v. Jim Wideman (author of *Volunteers that Stick*) suggests using words like "an opportunity to help people."
 - vi. Over 20 years of ministry, I have heard folks say they felt the nudge but were waiting to be asked!
4. Ask SPECIFICALLY
 - a. Generic requests get generic results. Specific requests get specific people.
 - b. Every time you add a level of specificity, you get greater results.

4 Models For Asking (These are in order of success. Don't choose just one. Good liaisons pick several of these and put it in a plan.)

A. Relationship/Personal Invitation Model

1. Shoulder Tapping
2. Give responsibility for growing volunteer numbers to the team.
3. Ask others to help you make a list of folks you could invite to be a part of the team
4. ALWAYS follow-up after an invitation!
5. Invite non-NEC team members
 - a. Make sure they understand that they are serving with a NEC ministry

B. Informational Meeting Model

1. Host information meetings so folks can come and learn more
2. Make this a fun and informational meeting by adding food, pictures/video/trivia games/cultural decorations/etc.
3. Follow-up / Next Step!

C. Advertisement Model (creates ongoing ministry awareness/interest)

1. Provide information in electronic newsletters that you email out to friends/family/etc.
2. Share about the opportunity with community groups
3. Social media:
 - a. Create a blog
 - b. Facebook Page for the ministry
 - c. Twitter, Pinterest, Instagram, etc.

D. Sunday Model (Ministry Fairs, Big Church Announcements, lobby emphasis, etc.)

1. Strategic Service Sunday
2. Recruit before volunteers are needed. Recruit in the Fall for the next Summer.

MOTIVATION to Join a Team:

- Motivation through passion, vision, and God stories!
- What a volunteer wants: from a study of volunteers communicated by *Girl Scouts of America*:
 - Defined schedule
 - Clearly defined roles
 - Opportunity that matches volunteers interests
 - Training, mentoring/other support services