



worldoutreach
SCHOOL OF LEADERSHIP

SERIES FOUR

MODULE FIVE: RECRUITING VOLUNTEERS



Outline Session

1. Recruiting volunteers

RECRUITING VOLUNTEERS

In his metaphor of Christ's many-membered body (1 Cor. 12:12-31; Romans 12:3-8; Eph. 4:1-16), Paul wrote that every Christian has a unique role in the function of the body. They each have different 'gifts' with which they can serve in the body. All the 'members' of the body have equal value. There is diversity but equality.

A key to see a local church function as fully as it could and should is the equipping and mobilising of people to do what they are gifted and called to do.

According to Ephesians 4:11-16, one of the primary roles of church leaders is to *equip* the people to serve the Lord in and through his body – the church. This process begins with activating people.

In this teaching, we'll explore *how* in practical terms we can mobilise people to serve in the multifaceted ministry of a local church.

BEFORE RECRUITING VOLUNTEERS

1. Senior leaders must cultivate a 'culture' of serving

Every church has their own 'culture' – the way things are done. Cultures can change. Leaders initiate and manage the process of change.

Here are some ideas for how to foster a culture of serving:

- Preach and teach on Paul's 'body' metaphor so people understand that each of them has a part to play
- Give recognition, affirmation and appreciation to people who serve
- Place *value* on every role in the church, whether public or private, significant or insignificant, visible or invisible, high profile or low profile

2. Identify places where people can serve.

Gather all the department leaders to brainstorm a list of all the areas in which people can serve in and through your church (e.g. music, intercession, ushering, children's ministry, evangelism, etc.) Compile an exhaustive list.

Be specific in what is needed to fulfil the vision. What tasks, roles or responsibilities need to be filled? This will help you to know what gifts (skills, passions) you're looking for in potential volunteers. This should be done *before* you launch a drive to recruit people to serve.

3. Appoint a volunteer coordinator.

Appoint a leader whose responsibility is to coordinate the placement of people into their respective roles and facilitate their training. This person would liaise with all the ministry / department leaders. Without someone organising this important role, it won't happen.

4. Prepare pathways (in advance) for *how* new people can be integrated and activated.

Every ministry / department leader (e.g. youth leader, children's leader, head usher, etc.) must work out the step-by-step ways in which new people will begin serving in their area of ministry.

Here are some ideas:

- Personal welcome by team leader
- Orientation of the ministry (e.g. programs, events, calendar)
- Orientation of the facilities (e.g. where everything is and how it works)
- Meet the rest of the team
- Appoint a 'coach' to show them what to do
- Outline when team meetings are held
- Rosters

5. Develop (or find) courses to help train people

Before beginning a drive to recruit volunteers, it is vital to develop the tools to equip and train them.

Here are some ideas of the basic tools and courses necessary to help activate people in serving:

- 'Identify your gift' questionnaire. People answer questions which help them to identify the gifts God has given them
- 'Identify your gift' course. This is the natural progression from the questionnaire
- Leadership 101 Course
- Specialised training courses (e.g. youth workers, evangelism, media, etc)

RECRUITING VOLUNTEERS

1. All ministry / department leaders must be *proactive* to look for people to serve

Things to look for:

- Character
- Leadership qualities (even if they're presently undeveloped)
- Skills or passions in a certain area
- Commitment to the local church
- Attitude to leaders and others in the church

If you see someone with potential:

- Engage in conversation
- Tell them what you see in them
- Find out about their passions and interests
- Encourage them to do the Gift Identification Course

- Refer them to the appropriate ministry / department leader if they respond positively

2. Run an 'identify your gift' course.

Promote it widely. Underline the importance of the course as a first step in finding people's place in the church. Emphasise how important it is to serve if we are to live fruitful and fulfilled Christian lives. Ensure all ministry / department leaders mention it in their own meetings. Mention the questionnaire which helps people to identify how God has gifted them.

3. Volunteer coordinator (or a delegate) collates the results of the questionnaires

After the course has been run, the volunteer coordinator, in conjunction with the department leaders, would match people's gifts with places to serve. The names would then be distributed to the relevant ministry / department leader for follow up.

4. Ministry / department leader personally contacts the person to invite them to serve

As a follow through to information passed on from the volunteer coordinator, the ministry / department leader would make personal contact with the person whose gift matches their area of ministry. The purpose of the contact is to explore whether they would consider serving in the relevant ministry.

Here are some ideas for what to include in this conversation:

- This is what we do in our ministry
- This is our vision
- We need people to help us
- Ask them about how they see their gifts and passions
- Ask them where they could see themselves serving
- We think you've got the gifts and passion to serve with us
- Would you please consider helping us?

5. Implement the integration/onboarding process

Once the person replies affirmatively (they say 'yes'), begin the process of integrating them into the ministry area (e.g. welcome, orientation, meeting people, coach, roster, etc.)

6. Regularly run the 'Leadership 101' course

By this stage, there should be many people recruited in different areas of ministry. It would be important, then, to run the Leadership 101 course mentioned previously so that everyone serving in any capacity is on the same page.

7. Provide ongoing practical training

One of the keys to developing people is to provide practical training which equips people to live their lives in the real world (e.g. marriage enrichment, raising kids, balancing life and work, stewardship / managing finances).

AFTER THE PERSON BEGINS TO VOLUNTEER

In a lot of churches, volunteer 'recruitment' is normally relatively easy. The biggest challenge after the initial recruitment drive is volunteer '*retention*'.

Here are some common reasons why people drop out quickly...

- Reality of serving fell short of my expectations
- I didn't know how much commitment was involved
- I didn't realise how much criticism I would receive
- The role I served in wasn't a good fit for me
- I haven't got enough time any more
- I didn't get on with the other team members
- I'd rather do something that is more important

Here are some ways to retain volunteers...

- Express appreciation often
- Value and validate what they do
- Have an end of year 'thank you' dinner to honour them and say 'thanks'
- Ask how they're going
- Listen to their feedback (and act on it if necessary)
- Proactively solve problems and resolve conflicts quickly
- Have regular 'team' meetings for communication and ministry
- Celebrate successes and milestones
- Foster a sense of 'team'
- Train and develop them