

Recruiting Leaders

General Recruitment Strategies

Recruitment is nothing more than identifying people who will serve in the ministry. Start with prayer. Pray that God would reveal names of people to ask. Pray that God would lead the right people to volunteer to serve.

- **Review** your church's recruitment policies and procedures. If you have questions about what you've read, contact someone at the church who can help you.
- **Evaluate** whether your church's recruitment standards are adequate enough to adopt for your Awana® program. If not, consider seeking the church's approval to add some policies.
- **Create** a list, perhaps with the help of your Awana Ministry Director, of all the different ideas or possibilities for recruitment. It may look something like this:
 - Send home a letter to potential volunteers.
 - Place a recruitment notice in the church bulletin.
 - Utilize the church newsletter.
 - Request time to speak in adult Sunday school classes or adult Bible studies.
 - Consider asking the pastor to allow you to make an announcement, or perhaps he could make one for you, in the worship service.
 - Have the children of the church get involved with some of the projects.
 - Show the [Recruiting with Vision](#) video segment either in a Sunday service, at a recruitment meeting or at a ministry fair.
 - Encourage all approved Awana volunteers to recruit one-on-one. This can be the most effective approach.
 - Incorporate some recruiting strategies into club events, like "Bring a Parent to Club" theme night.
- **Determine** your recruitment slogans, statements and message you want to convey to potential volunteers. Consider it like a well-designed marketing strategy. You don't want your recruitment to sound like begging. Neither do you want to sound desperate. Your recruitment should come from the foundation of passion, excitement and opportunity.
- **Develop** a possible recruitment plan. A sample plan may look something like this:

Recruitment Plan

During the spring

- While club is still in session, evaluate what recruitment needs you can anticipate for next year.
- Anticipate any open leadership positions, especially directors, and see if there is someone who might step into this position. If this is the case, that person could take advantage of “on-the-job training” and be more prepared for next year.
- Do an excellent job of appreciating the volunteers currently working in Awana.
- During the year-end award program, provide an opportunity to recruit parents, friends and family, perhaps with a video highlighting the year, to create excitement and vision for the next year.

During the summer

- Create a prayer list of fall recruitment needs.
- Establish a group of people to commit to faithfully pray for the
Awana volunteers needed.
- Strive to fill the highest leadership position first. For example, if you need a director, the sooner you put that person in place, the better.
- Create a list of potential volunteers. If needed, use your Awana directors or leaders to help you create this list.

One month before club year begins

- Send this group of potential volunteers a letter or flyer inviting them to consider being involved in Awana. Avoid a long, boring letter. Consider sending it in an envelope different than the envelopes the church normally uses. People are more likely to open and read something that appears out of the ordinary. Put in the letter or flyer that someone will be contacting them to see if they are interested in finding out more about serving in Awana.
- Have a team with good interpersonal skills and a passion for the Awana ministry approach and contact these potential volunteers. Person-to-person contact can sometimes be more effective than a phone call that may interrupt them at home. Use a flexible script for volunteers who are helping contact people. This helps the recruitment volunteers know what to say and be more confident. More importantly, this script may prevent someone from getting off track and saying something better left unsaid.
- Host a brief informational meeting for any potential volunteers who want to learn more. This should be designed at a convenient time and should be brief (maybe 30 minutes).

- Don't panic if you don't have enough volunteers. It is amazing how many times God provides the needed volunteers right at the start of club.
- Recruitment is an ongoing process. Even when you begin the club year you may still be short of approved leaders. Don't get discouraged. Keep persevering and recruiting. It's one of the jobs that never feels done, but whose reward is great in the kingdom of heaven.

Selecting qualified volunteers

- It's important to lay out a simple plan and the proper steps for how recruitment will be done. Otherwise your recruitment efforts will be haphazard without proper supervision.
- **Train all potential recruiters in how the process works.**

Recruitment is such an important process that everyone assisting with it should follow the same steps. Following this list of procedures allows everyone to be treated equally and prevents anyone from circumventing the process.

Sample process

1. Invite potential volunteer to serve.
 2. Hold an informational meeting.
 3. Complete volunteer application and child protection forms.
 4. Interview with Awana Ministry Director or club director (provide sample interview questions).
 5. Check references.
 6. Seek board or staff approval for potential volunteers.
 7. Attend Awana Basics Training
 8. Assign position for approved volunteer.
- **Check with church for other requirements for selecting volunteers.**

Churches and their staff have been recruiting volunteers all along. Check with the church to incorporate any church policies.