

Chuck:

How to find more volunteers and recruit them to your team...today on The Volunteer Memo Podcast

[Intro Music]

Chuck:

Every ministry leader I've ever talked to, no matter how small or how large their ministry, wants and needs more volunteers. Wayne...have you noticed this?

Wayne:

Not only have I noticed it...I've experienced it first hand.

Even in churches that don't have a culture of volunteerism, there still tends to be a practical need for volunteers to get things done.

{expand on this if you'd like}

Chuck:

So then...if every church needs more volunteers, the obvious question becomes...how do I get more? *How do I get more volunteers?*

And we're going to get in to that today, but first this...

[TwelveThirty PROMO]

Thank you to twelve thirty media for sponsoring this episode.

Wayne:

I think 12:30 media is an incredible resource for churches and those guys, they just keep on growing and improving.

Chuck:

Speaking of improving and growing...

Wayne:

Let's help people grow their volunteer base.

Chuck:

Yes...so you and I have talked and we've identified some keys that we feel like have helped us grow our number of volunteers. You want to take the first one...

Wayne:

Well, first, before you can go get new volunteers, I think you have to make sure you're taking care of your current volunteers.

If you're not being a good steward of the people God is giving you...why should he give you more???

For one thing...word will get out. If you're not a good leader, people will tell each other.

Chuck:

And the reverse is true too. If you *are* a good leader and caretaker of your volunteers, word will get around about that as well.

Wayne:

Exactly.

And we'll probably do a full podcast episode in the future about how to care for your volunteers, but just know that before you even think about getting any new volunteers, you've got to make sure you're doing a good job caring for the ones you've got.

Chuck:

Let's give just 2 or 3 practical pointers for caring for current volunteers.

Wayne:

Okay...here are a couple off the top of my head...

(1) Make sure you're respecting your volunteers time. Don't over-work them or over-schedule them. I could go on and on about this...

(2) Make sure you're prepared for them when they arrive. Have whatever supplies or materials they need ready, make sure their work space is clean, things like that...

And,

(3) Just show gratitude. Greet them by name when they arrive. Tell them "thanks" at the end of the day. Send them a thank you card every once in a while.

Chuck:

And I would just add, don't treat them like a volunteer there to complete a task for you. Instead, treat them like partners in your ministry.

And all of this seems like it would be common sense, but it's amazing how easy it is — especially for those of us who are more task driven than relationship driven...

Wayne:

...which is a lot of people in ministry...

Chuck:

...exactly...it's amazing how easy it is to think of people as something robotic to fill a slot.

We don't want to just be filling slots in our ministries. We want to be partnering with people in the work of the Gospel.

Ok...so, the first thing is making sure you're caring for your current volunteers. The second thought we discussed is...

Wayne:

Ask people to serve with you.

Chuck:

That seems like another one of those "duh" statements, but if you want people to serve with you, you've got to personally ask them.

Wayne:

That's right. Keep your volunteer antennae up.

Every conversation you have with someone on Sunday is a conversation with a potential volunteer. So be intentional about talking to people before and after your ministry time.

Chuck:

The power of the "ask" is so strong!

But here's the problem...we don't want to personally ask. We want the pastor to make a stage announcement for us. Or we want to put an article in the bulletin about our need for help.

Wayne:

Speaking of that...sorry to interrupt, but this is important...don't post your desperate *needs anywhere*. Emphasis on "needs." You've got to cast vision about how serving is an opportunity. It's a chance for people to leverage their God-given gifts and talents to honor God.

When we post about a hole or need that we have, we de-value the opportunity and de-value the volunteer who will eventually serve there.

God's not desperate for anyone to serve a need...so you shouldn't be either. But he does want to use people to accomplish his mission. And that's what we're inviting people in to.

Chuck:

That's such a good point.

When you invite someone to serve alongside you in ministry — personally, individually, with an ask — you want to cast the vision of what could be...what you could accomplish together...what they potentially bring to the table.

Wayne:

Which means, you've got to get to know them a bit before making the ask.

Chuck:

Exactly. You've got to know what they bring to the table.

Wayne:

Chuck, you've got a story about how an entire ministry leveraged the "personal ask" to double their volunteer base, right?

Chuck:

I do.

When I was at a church serving as communications director, the Children's director came to me and said, "Chuck...I need more volunteers...I need a bulletin announcement, a stage announcement, an announcement in the church email newsletter...and on and on."

I pumped the brakes and made a suggestion to him...

I said, "What if we do a campaign with your current volunteers called, "Each one ask one." What if we get all of your current volunteers to recruit one person to serve alongside them."

We asked each person — who, by the way, knows more about the ins and outs, pros and cons of serving in that ministry than anyone else — to find a friend to volunteer with them. We asked them to invite them, train them, onboard them, and everything else involved in serving.

In a month, they ended up doubling their volunteer base. And there were bonus benefits because now each person volunteering in the ministry was having more fun because they were serving alongside a friend.

Wayne:

That's so smart...and it's a technique that anyone can take and use today...no matter what size your ministry or how many volunteers you currently have.

Chuck:

I mean...everyone would love to double their volunteer force, right?

Wayne:

Right

Chuck:

Ok Wayne...we've got to wrap this episode up...I'm sure we'll have more tips for getting volunteers in each episode, but before we go, give us one last tip for recruiting more volunteers to your team...

Wayne:

The soft close, ie. before you ask someone to serve on your team, ask them to take a tour.

Say You're talking with someone and you find out they just moved to the area. Glance at your watch, look back up and say these words "have you had a chance to see our area" if no then, "would you like a quick tour?" You've given them an out by looking at your watch before you ask. While you are on the tour don't just show off the carpet or the space, be sure to talk about how each area is making an impact. Share your passion.

Chuck:

That's a really great tip.

And, we'd be doing everyone a disservice if we didn't give our top recommendation for getting more volunteers and that is...if you haven't already...go sign up for The Volunteer Memo.

If you haven't heard us talk about it, let me tell you about it real quick...

It's a monthly email that we send that has resources, templates, articles, and 4 devotionals — one for each week in the month, to help you recruit, assimilate, train, and care for your volunteers better.

Check it out at volunteermemo.com. I think you'll find it helpful.

Wayne:

By the time this podcast episode is released, the first Memo should be out, so be sure and go get it so you don't miss out. Thanks everyone and we'll see you next time and, until then, go lead those volunteers well!

[OUTRO MUSIC & VOICE OVER]

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