

# Build Leadership Pipeline

## Lesson Five: Maximise your Annual Recruitment Drive

Welcome to Lesson 5 on Building a Leadership Pipeline. This is Part 2 of looking at your Annual Recruitment Drive, moving people from doing nothing to doing something, to serving somewhere or moving people up a level from Doer to Delegator, to a Designer maybe or moving them into another Department where they will flourish according to their gift set, stage of life and also their development.

In this Part 2 we are going to look at how to maximise your Annual Recruitment Drive and some next steps for you on what you can do next in this.

### 1. Recruit people to a department

So when you're recruiting people remember to recruit people to a Department in your church. I'm going to give you two ways to recruit but the first one is recruit people to what you have as a need. It might be in children's church, youth work or music, wherever the needs are within your church, make them known during the recruitment drive, that we need people serving in these areas.

### 2. Recruit people according to their skill set

Also recruit people according to their skill set, according to their personality and their wiring. It's a mistake to recruit only towards your Department, your needs as a church. It's important to orientate your recruiting according to what people are passionate about and what they want to do. It would be easier to move someone towards their passion than toward a need in a Department.

So let's look at five different skill sets, personality types if you like, approaches to serving.

#### Tech head

The first one is the tech head. This is someone who enjoys all things technical. Whether it be operating computers, sound, lighting, cameras and multimedia or video editing. Now the beauty of this approach of recruiting to a person's skill set is that it's not so much whether they're working in the youth department, with the seniors or the kid's area, the main auditorium or on social media. As long as they're doing tech stuff you can slot them in where you have a need in a Department.

## Friendly Face

The second skill set is the friendly face. These people love the company of people, they excel at welcoming strangers, engaging in conversations, caring for others and generally being warm and winsome and friendly and helpful with people. Again you can put these people in different Departments of the church according to their skills and abilities.

## Creative

The third skill set is the creatives. Those who are passionate about music, singing, song writing, graphic design, stage design, dance, drama, art, craft, photography or videography. All sorts of areas where you need creatives and you can get them involved in different Departments of the church accessing and maximising, leveraging that creativity they have in their world.

## Connection builder

The fourth area is the connection builders. People who are natural networkers. These people are generally confident with people and they love linking people together for a common purpose. They're really into building relationships. They're not just winsome like a friendly face, they actually know hey you're a new person, I think I know who you'd get on with in our church and they link those people together. Some people have a natural ability to do this. A powerful gift in your church.

## Task lovers

The fifth area is the task lovers. Those who love the behind the scenes tasks, very practical. Can be in administrative areas, could be in organisational skills, managing events. It can be practical in terms of building maintenance and so on. They're the task lovers who just love getting on with these areas.

So two ways to recruit and use both of these in your drive. Recruit to a Department or recruit to a skillset.

You'll notice in the opportunity form that you can download from this lesson, and the previous lesson, there's a little bit there around these five elements that you can actually recruit to and even teach on and encourage people about.

## Power of a first serve

When you're recruiting maximise it by using the power of a first serve. A first serve is basically a great way to help people who lack confidence or are a bit uncertain, not sure what they want to do, they don't want to get locked in for too long to something I don't like. It's basically the opportunity to do a one off, low risk opportunity to try something. Maybe

in media or youth or in greeting or in the cafe or wherever. It's a tried and true method of taste and see and I encourage you always use the power of a first serve in your Annual Recruitment Drive.

Now a warning here, a first serve only works when you have a diligent Volunteers Director who follows up to ensure the person does the first serve and then afterwards talks with them about the experience and then asks them do you want to do some more in that area or do you want to try someone else.

If you don't have a follow up system the first serve experience will collapse pretty quickly upon that person. But used well, it kind of lowers the bar to help people, those who are a bit timid, introverted or uncertain, it helps them get over the line and get involved and then see where they go.

## Induction is a key to retention

A key part of retaining people is inducting them into the area they're going to serve in. Induction is a key to retention. So when people fill out the opportunity form and they tick first serve, make sure you introduce them into the area, to the leader, that is important.

You'll notice another aspect on the opportunity to serve form is that people can say you know what, I can't do anything now but ring me in a few months and then I'll be able. Your Volunteers Director can ring them in a few months and actually start the induction process a bit later when the person has said I'm not good to serve now but you can ring me in a few months and we'll see how we go.

So your induction process, even for people are delaying it, can be produced and rolled out right at the point that it's needed. Induction is vital to make sure people get a good chance with their serving.

## Next Steps

### Schedule recruitment drive

Schedule a recruitment drive. A thought about this is that I think a good recruitment drive needs 4 months of planning. That's right a lot of thinking, getting the opportunity form correct and the way you want to do it, targeting your volunteers and making sure they're good to go. Working out your preaching, working out your small group studies, getting interviews or stories ready to rock and roll.

### 4 Months Planning

Give at least 4 months planning to that. Now you may be able to shorten that time but I would definitely not shorten it any longer than 2 months. Don't just jump into this and do it

in a way that people go oh that wasn't very good, we won't do that again. Give yourself plenty of lead time and planning time to go through all the elements I talked about in the previous lesson of how to have a brilliant recruitment drive.

## Meet With Your Volunteers Director

During those 4 months meet regularly with your Volunteers Director. Sit down and talk with them regularly and then after the recruitment drive, again stay in touch with your Volunteers Director making sure people are getting the first serve done, they're having the opportunities that they want.

So there you go. Maximise your Annual Recruitment Drive with all these different elements.

## Download and Complete the Check List