

FUNDAMENTALS OF RECRUITMENT...

INFORMING
YOUR CONGREGATION



After you've [crafted your Recruitment Strategy](#), it's time to get to work!

So how do we go about finding the right people at the right time for the right role? Most church councils put a notice in the bulletin, while at the same time create their own list of people to ask. But as we mentioned in our ["Fundamentals of Recruitment – Crafting a Comprehensive Recruitment Strategy"](#), sometimes people say "No" to a nomination because they don't really understand what they are signing up for.

It's important to find ways to inform your church members, and especially your nominees, on what the job descriptions and expectations are for an Elder and Deacon. And then carve out time to do it!

*Here are some ideas to get you started: (Note: These would be part of your **Recruitment Strategy** so that they are done consistently and strategically year-after-year).*

1. **Hold an Information Session** – Many churches have had positive experiences holding an Information Session for members and nominees. It's important to keep it clear, concise and interesting. Throw in a little bit of fun and include some light refreshments. If you feed them, they will come. Here are some other helpful tips when planning:
 - a. **Find ways to boost attendance** – Some churches offer childcare. Try asking teens from your Youth Group to help with serving food and providing childcare (this is a great way for them to obtain the service/volunteer hours they need for high school). Some churches hold their Info Session right after Sunday Morning Worship and they limit it to 45 minutes or so. Get creative and think about what would work for the people in your church.
 - b. **Incorporate a theme to make it more interesting** –
 - i. **"We Have Some BIG Shoes to Fill!"** – Use a variety of shoes to put on display! Different sizes, colours, types... Remind people that being on Council is NOT a one-size-fits-all ministry and your officebearers should represent your entire congregation. At the same time, being a Council Members is a very high calling so you still need to make sure the shoe fits ☺;
 - ii. **"Here's the Scoop – We Think You'd Make a Great Deacon!"** – Put on an ice cream social; again, food (especially ice cream!) makes everything better;
 - iii. **"Before You Say "NO" ... / Hear Us Out!"** – Spend an hour tackling people's most common objections to being on Council (spoken and

unspoken!): Examples: “No one has ever asked me”, “I don’t feel equipped and worry I won’t receive proper training”, “I’m not “good” enough to be a deacon” (or ‘smart enough’ or _____; fill in the right word), “I don’t have time”, “I don’t like meetings”, etc. You get the picture!

- c. **Don’t forget to bathe this “event” and process in prayer** – Before, during and after! Remind people that it’s about God and His work and we are called to be His servants, allowing Him to work IN us and THROUGH us. (PHIL 2:13)
2. **Have an Information Table/Booth** – Whether you’ve done the Information Session or not, another way to educate your congregation and keep recruitment in the forefront of people’s minds is to have an Information Table set up for a few weeks. Here are a couple reasons why and some tips to make it great:
 - a. **Make a Personal Connection** – Have a couple Council Members preside over the table each Sunday. This allows time for people to talk one-on-one with a deacon or elder to ask questions and/or pick up more information;
 - b. **It’s a great follow-up to your Information Session** – If someone wasn’t able to attend the Info Session and/or he or she still has more questions, it tells people that recruitment isn’t a one-time event. You could even carry over the same ‘theme’ you used for the Info Session to decorate your table or have free giveaways ☺;
 - c. **Supply appropriate and ample information** – Remember to set out job descriptions, schedules, workplans, etc. to help show people what you do and why your work is so important;
 - d. **Be in a visible, high traffic area** – It’s important to set up the Information Table in a place where people will see it AND visit it: in a main hallway, the Fellowship Hall, the back of the church. Think of what makes sense for your context and be sure you aren’t impeding on people getting in and out of the building. It would also make sense to put the table or booth where it can stay up all week to make it less burdensome.
 3. **Hold an “Open House”** – Encourage members to come and see your team in action by inviting them to a meeting! This is one way for members to see that the work you do MATTERS and that it’s helping move your church’s vision forward. This takes minimal planning because you’re meeting that night anyway. Providing light refreshments is always a good idea and make sure you allow time for questions or comments from your guests of honour. Just be aware of any contentious or sensitive material being discussed.

Did you find these tips helpful?

Did we forget anything? What has YOUR church done to make recruitment a cinch in your church? What’s worked well? What didn’t?

Let us know! eknight@crcna.org

January 2018; updated Apr. 2021

Diaconal Ministries Canada exists to inspire, empower, and equip deacons as they animate their congregations to join in God’s transforming work in their communities.

diaconalministries.com | 1-800-730-3490 | dmc@crcna.org

