

FUNDAMENTALS OF RECRUITMENT...

SOLICITING NOMINATIONS FOR CHURCH COUNCIL



Many churches and councils find recruitment to be their most challenging task! As we mentioned in our [“Top 10 Ways to Recruit New Council Members”](#), potential council members aren’t likely to magically appear at your doorstep imploring you to commit them to service, even if you did compose a fun and catchy bulletin announcement. Having a well thought-out Recruitment Strategy is a must before you begin searching for new council members.

In this resource, let’s focus on how to solicit nominations from your church.

BEFORE YOU BEGIN:

Step 1 – Know HOW Your Church Communicates

Knowing where your members primarily get their information from is critical. *Do they rely solely on the Sunday Morning bulletin? (Ugh, we hope not!) Do you have a weekly or monthly e-newsletter? Do members go to your website or an app to find out what’s happening? Maybe Facebook has worked well for you.* Because most congregations today are quite diverse, a few of these likely apply and therefore councils and ministry teams don’t have the luxury of doing just one thing.

Step 2 – Include the RIGHT Information (and ASSUME NOTHING!)

While it’s easy to assume your members already know what’s involved in serving on Council, this couldn’t be further from the truth, especially since each church does things slightly different. Whether verbal or written, a succinct announcement should include all or most of these:

- *a brief description of what Deacons oversee, with information on how to obtain the full ‘job description’ or mandate;*
- *a list of some of the gifts and passions a person should possess;*
- *how long a term on Council lasts;*
- *what the time commitment will be – ie. how many meetings per month, when meetings normally occur, etc.*
- *who they are to submit nominations to*

Step 3 – Keep Track of What Worked (and what didn’t) Each Year

Keep track of when you started your announcements, where you posted them and for how long, AND which received the highest levels of engagement. (Just ask your members

for input on this!) Evaluating methods and practices in church is one of the best ways to never stop improving!

Step 4 – Don't Start Too Early... OR Too Late

Putting the same announcement for 6 weeks in a row with zero updates or changes is not a great communication plan. For starters, it can give the impression that no one is responding to the ad so it's run week-after-week. Secondly, it shows very little effort and creativity on the part of your Nominating Committee and/or Council. And lastly, it will be even easier for members to skip over.

NOW YOU'RE ALL SET!

Below we've put together some ideas for your written, verbal, and/or online communications with your congregation. Again, decide what works best for YOUR church - not just what you think is cool and trendy.

1. **Written Announcements** – This can include things like emails/e-newsletters, social media posts, print newsletters, postcards or pamphlets, posters, etc. Some written/print materials can be left generic and used over and over again! Keep these announcements catchy, succinct, and include a call to action.
 - a. Here are some sample headlines/announcements to get you started:
 - i. **Are you looking for an adventure?** Then consider letting your name stand for DEACON!
 - ii. **There is no “I” in team, but there is a “U” in Volunteer!**
 - iii. **Do you know someone more compassionate, more caring, and a whole lot wiser than you?** Then why not nominate them for deacon! (Change up each adjective and run for 3-4 weeks);
 - iv. **Do you think you have what it takes to be a deacon?** We're not so sure...BUT, if you're still reading this then you may just be who we're looking for. Your passion and tenacity are unrelenting and no one's going to stop you from serving those inside and outside our church!
 - v. **You just proved (bulletin) announcements work!** Now that we've got your attention...
 - vi. **This (bulletin) announcement is NOT for you!** Unless you, or someone you know, desires to lead and equip our church to minister to its members and the world in a rich diversity of ministries, awakening compassion, demonstrating mercy, seeking justice, and collaborating with God's Spirit for the transformation of persons and communities. Then this announcement is TOTALLY for you! Our church is currently looking for Deacons...
 - vii. **If you can read this, you just might make a great Deacon**
 - viii. **“Are you smarter than a 6th grader?” Then we need you! ;)**
2. **Verbal Announcements** – Sharing during a worship gathering, a congregational meeting, and/or another church event is a great way to highlight *and* enhance your written solicitations. Here are some ideas to try:
 - a. Have a council member reiterate what's been put in your church's bulletin or newsletter and include a verbal invitation to a Council Open House, an Information Session, and/or ask them to stop by the Info Booth after the service or event;

- b. Invite a new, retiring, or past Council Member to share a brief story about their time on Council. Hearing how the work has impacted someone firsthand will always be your best form of advertising;
- c. Create and share a video! This would be the “Cadillac Version” of soliciting new council members, but the time and effort required would be well worth it as this video could be shown in a variety of ways and can be used for a number of years!

Using the right combination of communication tools and tactics for your church will make recruitment in your church a cinch!

*Don't forget to check out our **[“Fundamentals of Recruitment – Informing the Congregation”](#)**. Sometimes people say “No” to a nomination because they don't really understand what they are signing up for. In that resource we walk you through how to educate your members intentionally on what being a Council Member entails. An informed decision is usually the best decision, for both parties!*

Did you find these tips helpful?

Did we forget anything? What has YOUR church done to recruit new council members?

Let us know! – eknight@crcna.org

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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

