

Volunteer Recruiting Tips

Prayer

- Praying for volunteers should always be our initial response. It shows we are first and foremost depending on God to meet this need.
- Pray that God would reveal names of parents, friends, family and new church members to ask to volunteer. Pray that God would lead the right people to volunteer.

Personal contact

- A personal invitation is the most effective recruiting method. Get to know parents, seniors and singles at your church and invite them to serve in Awana. Use the recruitment cards on club tech as a handout and reminder to potential volunteers.
- Encourage all your leaders to be on the lookout for potential volunteers throughout the year. Recruiting volunteers isn't just the job of Awana ministry and club directors. Encourage them to use the resources available on club tech to help spread the word.
- Connect with other ministries in your church. If your church has a singles, adult or senior group, ask to speak briefly at one of their meetings. A few ideas when sharing:
 1. Share your heart for the ministry and the need for new leaders.
 2. Bring some of the kids in their uniforms and have them recite a few verses.
 3. Use an official Awana club or youth ministry video or a personally made video of your local Awana ministry in action.
 4. Ask the other leaders to join for a few minutes to address the group with you.
- Once they see how much fun it is, invite them to visit your ministry one night or to speak at Large Group Time. Take signups and set up visitor dates in the back after the meeting.
- Encourage clubbers and teens to recite their verses to church members. This helps them become aware of Awana and opportunities to serve there.

Families and friends

- Create opportunities for teens to serve as student leaders with their parents or in programs with younger siblings. Ask the teens to bring a friend so they challenge each other when serving.

- One way to get families and friends serving together in club is to first cast the vision, mission statement and goals of the ministry year.
- Have a “Spouse Day” or a “Best Friend Day” at your church. Invite spouses or best friends of your leaders to observe what goes on in your ministry. Invite them to get involved. Serving in Awana gives individuals more quality time with each other.

Recruitment of youth as student leaders

- When recruiting potential student leaders, be aware of your church’s child protection policies. Always address invitations to parents, whether in person or by mail or email.
- Get to know the youth pastor and invite him to speak at Large Group Time. See if your T&T Ultimate Challenge group could attend one of the youth meetings. You’ll build a bridge for the kids and strengthen the two ministries by bringing them together once in awhile. Meet with the youth pastor about any teens who show promise as future Awana club leaders or student leaders. Ask him to talk to them about serving in Awana clubs.
- When recruiting volunteers, try teaming up a teen with an empty nester of the same gender. Teens can be eager to help, and older adults can provide mentoring for them.

Events

- Make an announcement: Have your clubbers been given the opportunity to say their verses on stage during Sunday service? Ask your pastor if he’d be willing to let you have five to 10 minutes.
- Hold a parent night at the beginning of the ministry year and right before Christmas. At the end, invite parents to serve as leaders.
- Hold a ministry recruitment fair after weekend church services. Ask a few leaders and clubbers to wear their uniforms and help run your booth or an Awana decorative table. Use the following items from the Awana website to help: posters, videos, recruitment cards and role descriptions. Show your own church videos of Awana in action. Pass out candy, recruitment cards and your contact information. Provide a volunteer or visitor signup sheet.
- Some churches host an Awana fun fair at the start of the year where parents register their kids. This is a great time to connect with them and discern whether they’d make good leaders. Invite those who seem like good candidates to serve or check out one of your next ministry gatherings. Hand out your contact information or use the recruitment cards on awana.org.
- Another way to attract volunteers is to hold a potluck supper or dessert bar after church. Have clubbers and leaders in uniform to serve the food. At the end of the food line, set up a table with Awana ministry information and volunteer recruitment cards. Give each person a card that says the meal is

“Courtesy of the _____ Church Awana ministry. Come join us as we train kids to know, love and serve Christ.” Add your contact info at the bottom.

- Make your church aware of your ministry by celebrating My Church & Awana® Month™ each November. Have kids and leaders give testimonies about their time in Awana. Give an invitation to serve and set up a booth in the lobby where people can get more information or sign up. Visit the My Church and Awana Month page at awana.org for plenty of resources.

Incentives

- Reward leaders and secretaries with a gift for attracting new leaders to your Awana ministry.
- Recruit short term. Set a term of service of nine months. If volunteers know how long they'll serve, they may be more faithful in that term.

Selection of qualified volunteers

It's important to lay out a simple plan and the proper steps for how recruitment will take place. Recruitment is such an important course of action that everyone assisting with it should follow the same steps. Following this list of procedures allows everyone to be treated equally.

Sample process:

1. Invite potential volunteer to serve.
2. Hold an informational meeting. Keep it to 30 minutes.
3. Complete volunteer application and child protection forms.
4. Interview with commander or director.
5. Check references.
6. Complete Awana Getting Started training.
7. Welcome aboard! It's that simple!

- 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.

- Recruitment is an ongoing process. Even when you begin the new year, you may still find yourself short of approved leaders. Don't get discouraged. Keep praying, persevering and recruiting. Recruiting never feels done, but the reward is great in the lives of kids and families that you touch.

Marketing

- Put up Awana posters around your church with the necessary recruitment cards alongside them.
- Try to make a ministry highlight video. Assign some leaders to capture footage of your ministry throughout the year. Be sure to show it during your awards night in the spring. Get permission from parents first in accordance with child protection laws.
- Use a video from the Awana website during meetings with potential volunteers.
- Create a flexible script or talking points for individuals assisting with the recruitment process. This helps the individuals know what to say when promoting open volunteer or leadership opportunities for your ministry. Provide as much detail as you can.