

# FUNDAMENTALS OF... INFORMING YOUR CHURCH

## RE: COUNCIL RECRUITMENT

---



*After you've crafted your Recruitment Strategy, it's time to get to work!*

*As we mentioned in our Fundamentals of Your Council's Recruitment Strategy, educating your congregation on ***what being a council member actually means*** is crucial! Sometimes people say "No" to a nomination because they don't really understand what they are being asked to do. It's important to create ways and then carve out time to inform your members, and especially nominees, on what the job descriptions and expectations are for an Elder or Deacon.*

*Here are some ideas to get you started. (NOTE: THESE WOULD BE PART OF YOUR **RECRUITMENT STRATEGY** SO THEY WOULD BE DONE CONSISTENTLY AND STRATEGICALLY).*

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. Providing childcare can also help boost attendance. (One church said they've asked teens from their Youth Group to help with serving food and childcare; this is also a way for them to obtain Service/Volunteer Hours!). Another Church holds their Info Session right after Sunday Morning Worship and they limit it to 45 minutes +/- . This tends to work better for those not prone to come out on a separate evening. Get creative and think about what would work for your church. And don't forget to bathe this Session 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)

### **HERE ARE SOME THEMES YOU COULD USE FOR AN INFO SESSION:**

1. **"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 Member is a very high calling so you still need to make sure the shoe fits ☺.
2. **"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.
3. **"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!

Whether you've done the Information Session or not, another way to educate your congregation is to have an **Information Table** set up somewhere in your church.

1. This keeps recruitment in the forefront of people's minds;

2. This allows time for people to talk one-on-one with a deacon or elder presiding over the table on a particular Sunday to ask questions or pick up more information;
3. This would be a great **follow-up to an Information Session** if someone wasn't able to attend that or still has more questions they need answered. You could even carry over the same 'theme' you used for the Info Session ☺;
4. Remember to have ample information like job descriptions and workplans to help show people what you do and why your work is so important;

**DON'T FORGET!** It's important to set up the Information Table in a place where people will see AND visit it. In a Main hallway, the Fellowship Hall, the back of the church... whatever makes sense for your context and where it can stay up all week and not be in anyone's way!

---

Did you find these tips helpful? Did we forget anything? What has YOUR church done to promote recruitment in your congregation? What's worked well? What was a total bomb!?  
Let us know!