

SOLICITATION OF DEACON NOMINATIONS

Written & Verbal Communication Ideas re: Council Recruitment



Many churches and councils find recruitment to be their most challenging task! As we all know, 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. And as part of that strategy, a comprehensive **Communication Plan** can include things like written announcements in your bulletin or newsletter, an Information Table set-up at the back of church, having an announcement and testimony shared in a worship gathering, and so on.

So for starters, we've put together some ideas for your written communications with your congregation. These can be bulletin or newsletter announcements, social media posts, or even part of other marketing tools you wish to use like pamphlets or posters.

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, etc;
- who they are to submit nominations to

Sample Headlines/Announcements/Themes for your Communications:

1. **ARE YOU LOOKING FOR AN ADVENTURE?** Then perhaps you should consider letting your name stand for DEACON here at _____ Church.
2. **WHAT ARE YOU WAITING FOR?**
3. **There is no I in team, but there is a U in Volunteer** 😊
4. **Do you know someone more compassionate, more caring and a lot wiser than you?** Then why not nominate them for deacon! 😊 (Could choose one word/adjective each week and run for 3-4 weeks);
5. **Do You Think You Have What it Takes to be a Deacon?** We don't. 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 living and serving those inside and outside our church!
6. **You Just Proved Bulletin Announcements Work!** Now that we've got your attention...
7. **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...

8. **If you can read this you, just might make a great Deacon**