

Essential Elements In A Parish-Wide **VOLUNTEER RECRUITMENT CAMPAIGN**

1) **Parish Assessment**

1 year ahead

- ⇒ Gather data on current volunteer positions:
(*This information is solicited from existing Ministry group leaders.*)
 - title
 - supervisor
 - objective
 - connection with larger organization
 - responsibilities
 - qualifications, skills needs in order to succeed
 - training requirements ?
 - evaluation
 - length of commitment
 - benefits/challenges
- ⇒ What are volunteer positions dreamed about?
- ⇒ Demographics of parish
- ⇒ What are parishioners already volunteering in?
- ⇒ What motivates them?



2) **Frame of Reference**

1 yr to 6 months ahead

- ⇒ Will you be promoting all positions? Only empty positions?
Empty and filled positions?
- ⇒ Choose when during the year it will happen.
 - Spring/Fall
 - Free of other events
 - Two Sundays in a row
- ⇒ This is a major celebration of church ministry.
- ⇒ Budget accordingly:
 - printing, design, mailings, food, decorations, record keeping
- ⇒ How will you speak of:
 - need?
 - how this is a solution to need?
 - fears/questions
 - benefits
 - how easily it is to get/stay involved?
- ⇒ Will you place volunteers in community agencies?
- ⇒ What information base do you want to build?

- 3) **Raising Awareness** *1 year ahead, ongoing*
- ⇒ Developing ongoing positive feedback to congregation & existing volunteers
 Goal: community building (*Building A Culture of Involvement*)
 Strategies: appreciation, recognition,
 e.g. volunteer of the year
 monthly Sunday presentations
 Volunteer Features Board (not recruitment)
 Incentives
 Ministry Fairs (not for recruitment)
 - ⇒ Create information feedback loop with ministry leaders
 noting volunteer need, activity, and supervision issues

- 4) **Immediate Preparation:** *1 month ahead*
- ⇒ Bulk mailings:
 - (1) one month before... *“you are noted as active in....”*
See Call Letter #1
 - (2) two weeks before first Sunday *“Vol. Recruitment is coming”*
See Postcard #1
 - (3) before second Sunday..... *“Here is form. Pray About it.”*
See Call Letter #2
 - ⇒ Prepare clerical staff to answers questions in welcoming, clear manner
 - ⇒ Sign-up Form: title of position, one line description
 - ⇒ Other: banners, balloons, billboards, etc..

- 5) **Implementation** *3 weeks long*
- ⇒ First Sunday of Campaign: (at every Mass)
 Volunteers giving testimony:
 e.g. *I got involved because... I found it...*
 Ministry Fair after all Masses. (not recruiting)
 - ⇒ Second Sunday of Campaign: Volunteer Sign-Up Sunday.
 Tie in volunteering with homily.
 Right after homily have ushers pass out forms
 Give time to fill out forms. Musical interlude.
 Have everyone bring up forms to table. Priest, staff should be up front to collect them from people. Place them before table as offertory gift. Let the pile of forms grow larger for all Masses! But keep records of how many at each Mass.
 Donuts after every Mass. Displays!
 - ⇒ Third Sunday of Campaign:
 Tell people at week following Mass how many forms were returned, and that you still welcome forms this week.

- 6) **Follow-up** *immediately following*
- ⇒ Immediate letter to each person who volunteers. Thanking them for making effort. Letter should restate what they volunteered for on form and that they will be contacted no later than _____ by _____.
- See Call Letter #3**
- ⇒ Divide up volunteer names into ministry groups. Create reports of these new volunteers for ministry group leaders (sometime staff, sometime lay leaders) informing them that they are now responsible for calling each one of these volunteers to check it out: Is this really the ministry they want to volunteer for? Give them all the details. If they say "Yes" then sign them up and assign position and date of first training. If they say "No" talk to them first about alternate volunteer ministries within your ministry subgroup. If still "No" pass back name to Volunteer Coordinator.
 - ⇒ Volunteer Coordinator rechecks with ministry group leader until all potential volunteers are called.
 - ⇒ Preliminary report indicates all volunteers assigned in alphabetical order in ministry groups. Group leaders recheck list for errors.
 - ⇒ Positions not filled. Initiate targeted recruiting.
- 7) **Final Report** *4 months after Campaign*
- ⇒ Issue final report to Parish Council/Pastor/Ministry Leaders
Final report is same as above with corrections. This report will provide:
 - (a) total number of volunteers in parish
set against total number of people in parish
 - (b) total number of volunteers in each ministry
 - (c) total number of volunteers in duplicate ministries
 - (d) volunteer for each ministry group showing names & phone numbers
extras
 - (e) number of volunteer forms returned
#’s divided by Masses
 - (f) still unfilled positions
- 8) **Evaluate** *1 month after final report*
- ⇒ Has # of volunteers increased? Percentage increase over last year?
 - ⇒ How many positions left unfilled?
 - ⇒ Which positions were volunteered for the most?
What positions was this method least effective for?
 - ⇒ Describe volunteer population? trends?
male, female, age-range, etc..
 - ⇒ Identify weak links, strengths in overall process? How to rectify, amend or affirm?
 - ⇒ How many people handed in form, but didn’t sign-up? Why?
 - ⇒ Write-in comments on volunteer sign-up forms
 - ⇒ Cost:Benefit Analysis?
 - ⇒ Noticeable side-effects of campaign, both positive & negative?
 - ⇒ If no recruits at all, does task need to be redesigned?
 - ⇒ Do talents of local people not fit needs of parish?