

# Recruitment



Recruiting runs college football. If you are not able to recruit as a head coach, you will not last long. The University of Georgia spends 4.5 million dollars annually just on football recruiting. They spend 4.5 million dollars to land commitments from 20-25 high school football players.

**Culture recruits**, not money. Approaches that only focus on recruiting leaders will never create culture. Creating and sustaining a culture is going to retain, develop and recruit volunteers throughout the year.

Here are a few questions to think about when it comes to volunteer recruiting:

- Do you have ample opportunities as the ministry leader to meet new people in your church?
- Do your existing leaders recruit within their spheres of influence at the church?
- Does your website clearly articulate the next steps for someone wanting to get involved?
- Do your current volunteers feel the freedom to change roles within the ministry to steward their personal giftings?

What should I do? You need a time-sensitive goal with a metric count. Here are some examples:

- “I will identify two church members a month as potential leaders in student ministry.”
- “I will ask each of my current leaders to personally introduce me to one person in our church they believe would be a great student ministry leader”
- “I will check in with one of my current leaders each week to ensure they are feeling fulfilled with the way they are currently using their gifts to serve.”