Thomas McKee’s 7 Tips for Recruiting Today’s Volunteer

1. Ask personally rather than rely on announcements.
2. Remember that you're not looking for someone to “volunteer;” you’re looking for someone to commit to a ministry.
3. Develop strategic recruiting partnerships – build your network or a recruiting team. Don’t go it alone.
4. Recruit short-term project teams. The more specific the time limit, the more people you'll likely get to join you in help with a project. And short-term commitments might open the door to longer commitments.
5. Assume that a “no” means “not now,” or “not this position.” Think of a “no” as an open door to listen carefully to the reasons behind the “no.”
6. Develop roles and responsibilities or a ministry description for each position. Don’t fill any position until you find the person who matches what you’re looking for.
7. Recruit specific people for specific roles. Ask professionals to be in charge of significant areas of your organization that also represents what they love doing.
8. Hire equipping managers – people who know and live out the principles of multiplying ministry.

*Adapted from The New Breed: Understanding & Equipping the 21st Century Volunteer, Group Publishing, 2008