



## **Kairos Recruitment Best Practices**

*The wisdom from state representatives shows that the primary method to recruit new people to Kairos is a face to face encounter. The following are suggestions made by state representatives for methods and areas to recruit team members.*

*Responsibility for sharing Kairos is shared by every active Kairos representative. If you feel blessed by serving in the ministry, share the blessing with others.*

### **Go Tell Others About Kairos**

The goal of any recruiting effort is to have that one-to-one conversation with a prospective volunteer. The key is that we must ask people to join us.

#### **I. Places to consider:**

##### **A. Christian Groups**

1. Men's/Women's groups, accountability groups, church missions commissions, 4<sup>th</sup> Day communities (Emmaus, Cursillo, Tres Dias, Via De Christo, and others), Steven's ministry groups, Clergy groups (active and retired) Kairos fund raising events
2. Sponsor pancake breakfasts, fish fries, cookie bakes, or prayer chains
3. Look within: Get lists of past Team members, Closing attendees and supporters and reach out to them by phone or letter. They may have lost touch but not lost interest in serving.
4. Family, neighbors and close associates. They already know your passion for Kairos so invite them to join you.
5. Provide speakers for local community groups

##### **B. Become active in other 4<sup>th</sup> Day communities**

1. Get permission to offer materials at 4<sup>th</sup> Day closing ceremonies
2. Sponsor a guest, support the team, attend the candlelight ceremony and monthly reunions of 4<sup>th</sup> Day communities

**C. Attend church, mission conferences and fairs.**

1. Make a presentation if possible. If not, have handouts and contact information for those you meet.
2. Secure a booth at fairs, Christian concerts, Faith and Family Days, and use a Kairos pull up banner to attract attention and provide a level of professionalism to the booth. Have interest cards, trifolds and other materials to hand out. Looping Kairos videos could attract interest.
3. Ask pastors and church officers to add Kairos as a line item in the budget
4. Post updates, team formations, cookie bakes, fund raising, prayer requests and closing information in church bulletins
5. Invite clergy, church officers and elders to attend a closing
6. If multiple team members are from the same church, ask the pastor to have a commissioning ceremony during the worship service and have their names in the church bulletin/newsletter/email news.

**D. Use the Media**

1. Share links to Kairos videos, Kairos Facebook posts and your enthusiasm about Kairos. (Do Not share pictures of the Weekend participants ever. Nor should you post pictures of Team members without their permission)
2. Kairos has a sanctioned Facebook page to share prayer requests and updates
3. Contact local newspapers and community circulations with an article on Kairos and how it is working in your community.
4. Contact local Christian radio stations and offer interviews about how prison ministry is making the community better.
5. Use your state's website to promote events, prayer, closing dates, contact information and videos. Have a contact form that allows the reader to reach the State Recruiting Coordinator.
6. Video tape short clips of volunteer testimonials, send to the International Office so they can be posted and accessed by each state. These videos can also be used at shows, booths and lobby areas.

**E. Create Your Own Event**

1. Organize garage sales with Kairos volunteer donating items and manning the tables. Bring your banners!
2. Combine fundraising/awareness raising events such as breakfast at Applebee's or Golden Corral. Use Kairos volunteers to go around to the tables and talk about their experiences. Take interest cards! Many may not think going into prison is for them. But involvement at any level may lead to a new volunteer eventually.
3. Fundraising with meal tickets, sponsorships, Bibles for inmates or any other fundraising is an opportunity to gain exposure
4. Have a year-end banquet inviting current and past volunteers, potential volunteers, clergy, mission committee members and others to hear the testimonies of volunteers first hand. Testimony by past Kairos graduates is extremely powerful.
5. Sponsor a golf tournament and associated meal. Pair up Kairos volunteers with community attendees.

#### **F. Chance Encounters**

1. Wear Kairos clothing, with proper logos when possible. People may ask you 'what is Kairos'?
2. Use any opportunity to tell people about Kairos. The Elevator Speech
  - a. *Use the line at the grocery (that cart full of cookie ingredients will certainly draw attention), theatre, restaurants, concerts, etc., to tell your story. Mykairos.org/downloads/styleguide has 30 second speech suggestions for what you might say.*

#### **G. Invite Attendees to Closing**

1. Many volunteers have told us that attending the Closing is why they joined Kairos. It is a great way to demonstrate the impact of the ministry.
2. Schedule the attendees to arrive a little early and have a team representative explain the process of the Weekend and answer questions. This is a very impactful way of reaching individuals that may have interest.

## **II. Recruiting Specific Groups**

### **A. Clergy recruitment**

1. Often, Kairos clergy have contacts that are active or retired and might have time to serve. There are a number of denominational organizations that meet annually at which they might be able to speak or have a booth. They may also have access to regional newsletters to offer an opportunity to serve.

2. Invite your pastor, associate pastor and ministry staff to attend a Weekend. Once they attend, be assured, they will tell the congregation about their experience inside the walls.

#### **B. Minority Recruitment**

1. Direct involvement in the missions, activities and Bible study groups has been more effective in reaching volunteers than contacting the pastor directly. Developing relationships within the minority church seems to be most effective.

#### **C. Kairos Outside Guest Recruitment**

1. Engage the local Advisory Council
2. Work with the local Kairos Inside community
3. Liaison with upcoming Weekend Leaders
4. Go where the Guests are – visitation, halfway houses, shelters, acquaintances
5. Get permission to leave brochures in prison waiting areas

### **III. Train and Equip All Kairos Teams Members to Recruit**

1. Challenge team members to replace themselves on subsequent teams
2. Don't assume people already know what to say or do.
3. Provide them with resources from [mykairos.org/downloads/recruiting](http://mykairos.org/downloads/recruiting), including brochures, elevator speeches, interest cards, website information, and contact information. Personalize the brochures with appropriate State or Advisory Council contact information.
4. Suggest that they get the person's name, email address, and phone number so you can follow up. Many will not just call if you don't get their contact information.

### **IV. Keep Track of Prospects and FOLLOW UP**

1. Some may have an interest but not necessarily for the very next Weekend.
2. Keep a database of prospects so that you can inform them about upcoming opportunities to serve. Emphasis on the long term process.
3. Don't let them wait for initial follow up. If you wait too long, they may lose interest. Follow up!

## **V. Cast a Wide Net**

1. Establish a speakers' bureau and equip them with presentations appropriate for the target audience. Make it personal with the speakers' personal witness and how they got involved in Kairos. (See Style Guide)
2. Schedule and conduct outreach presentations
3. Ask for interest and involvement from your audience while the spirit is moving. Have additional volunteers there to hand out interest cards. It is most effective if someone fills it out in front of you. They are not likely to be mailed back.
4. Maintain on-going contact – prayer requests and team formation information
5. Use Data Sources (such as InfoUsa) to locate local churches greater than 500 and reach out to the pastor to gauge interest in the ministry. Schedule an appointment with the church mission team if possible.