**Creating a Recruiting Plan**

*Kairos wisdom shows the most effective way to recruit new volunteers is to tell them about Kairos. Meeting with potential volunteers face to face, developing relationships with them, and sharing testimonies about what God is doing through Kairos brings new volunteers into the ministry. When we have met with a potential volunteer and have established a relationship with them the next step is to invite them to join us as a volunteer. The responsibility for sharing Kairos belongs to every Kairos volunteer. We need to be intentional about recruiting.* ***Nothing will happen without a plan!***

**What your Plan Should Include:**

**Who do you need to recruit?** Do you need clergy? Musicians? Cooks? People who speak Spanish?

**Where specifically would you find these folks?**

1. Christian Groups
2. 4th Day Communities
3. Stephen’s ministry groups
4. Family, friends, neighbors, and close associates
5. Civic organizations. Lion’s Club, Rotary, and others also have members who are Christians. Ask to make a presentation to them.
6. Kairos clergy are a good resource for recruiting clergy

*Tips: Clergy often have contacts who are active or retired who might have time to serve. They can talk about what is involved with serving as clergy better than you can. Invite your pastor and/or staff to attend a Weekend. Afterwards you can bet they will share their experience with the church and others.*

1. Developing relationships, and being directly involved with the missions, activities, Bible is imperative in the recruitment of minority volunteers. Developing a relationship works best.
2. Sunday school classes, accountability groups, Bible study groups are all good sources for volunteers

**Timeline:**

1. Develop your timeline based on what you are going to do to recruit and also the Team Formation dates.
2. Use at least three or four different kinds of recruitment strategies and use them often. *The more effort you make and the more people you connect with, the more likely you are to succeed*.

**Identify and list each person’s responsibilities for enacting your plan:**

1. The Advisory Council is responsible for the overall recruiting effort and should supervise your plan.
2. Activities should be organized with someone taking responsibility for each activity and perhaps a person for each type of recruit.

**Budget:**

1. The Advisory Council should establish a budget for the plan by discussing the expenses and incidental costs
2. Set aside the funds for recruitment to ensure the success of your recruitment plan.

***Tips:*** *Kairos Prison Ministry International provides brochures, scripts for presentations and other recruiting materials free of charge. There are also testimonial videos on mykairos.org you can download and share.*

**Potential Recruitment Activities:**

1. Presentations to churches, civic groups or any organization that will let you talk about Kairos
2. Secure a booth at fairs, festivals, craft fairs, Christian concerts, Faith and Family Days, or community yard sales
3. Invite potential volunteers to attend a Kairos closing
4. Ask members of your church to bake cookies, buy meal tickets, provide food for Kairos events
5. Create your own activity – be creative

***Tips****: When attending events make sure to have promotional information about Kairos and volunteer interest cards, ask your Church to put information about Kairos in your bulletin and/or newsletter. If you have several Kairos volunteers who attend the same church, ask your pastor to hold a commissioning service. Combine and include recruitment opportunities with fund raising activities. Use Kairos Graduates and former Guests to share their testimonies, they are powerful.*

**Use the Media**

1. Share links to Kairos videos, Kairos Facebook posts and share your enthusiasm about Kairos on social media
2. Contact local newspapers with an article about Kairos
3. Contact local Christian radio stations and offer to do interviews

***Tips***: *Make sure to keep confidential information confidential, don’t post photos without written permission from all in the photo, one – minute video testimonials can be recorded on your phones and sent to the international office. Sending these videos to the international office makes them available to all our volunteers. These videos can also be used at shows, booths and for church presentations.*

**Train and Equip All Kairos Team Members to Recruit**

1. Challenge team members to replace themselves

2. Give people scripts

3. Provide volunteers with recruiting information from mykairos.org/downloads/recruiting

***Tips:*** *Don’t assume people know what to say – they don’t, personalize recruiting materials*

*with local contact information.* [*Mykairos.org/downloads/styleguide*](https://www.mykairos.org/docs/kpmi/styleguide.pdf) *has 30 second speech suggestions for what you might say.*

**Keep Track of Prospects and FOLLOW UP**

1. Keep potential volunteers in EZRA
2. Reach out to prospects, develop a relationship.

***Tips:*** *Make sure you get correct contact information for all potential volunteers so that you can send them information about upcoming events. Don’t wait too long to reach out to them again after the initial contact. If you wait too long you will miss the opportunity.*