

Children's Ministry Recruiting Ideas

By Steve Alley

Purpose

Recruiting is the constant challenge of children's ministry. The "ultimate dream world" is when the image, reputation, and fruit (success) of the children's ministry is so healthy and well-known that the ministry recruits for itself. This "attraction" is much like people standing in line to enjoy a warm cinnamon bun from Cinnabon! They smell the delicious aroma, and they want one! Obviously, it is the Lord who calls, and leads people to serve in the children's ministry; but, what we do can either hinder or assist God's work. Here are some ideas for recruiting. All of these ideas must be bathed with large amounts of prayer.



Basic Principles

1. Change the terminology you use from "need," or "need more workers," to "we have some openings," or "there are some ministry opportunities open for you."
2. Let the assumption that others want to be a part of such an amazing team permeate everything you do, say, print, or imply.
3. When possible, use "targeted recruiting" efforts for specific areas, rather than "blanket recruiting" for the whole ministry (see below).

Ideas

1. Choose any of the "Image Improver" ideas (in another document), and use them as springboards to announcing "openings" in the children's ministry team.
2. Recruit for "targeted" areas: (*It is easier to recruit people to specific areas*)
 - a. "Hallway Assistants" (greet, direct, and assist with restroom trips)
 - b. Craft preparations
 - c. Lesson preparations
 - d. Art / decoration
 - e. Shopping (for supplies during the week)
 - f. "Garage Sale Evangelists" – shop for things needed at garage sales
 - g. Worship team
 - h. Hospitality (children's and team members' birthdays, etc.)
 - i. Security/check-in / out team
 - j. Special event teams (VBS, etc.)
3. Use inserts in bulletins, ask them to drop them off in recepticals (well-marked) outside door.
4. Challenge existing team members to recruit (have contest, rewards, etc.).
5. Create a rotation that clearly advertises time off (3 months, etc.). Recruit during rotation cycles.
6. Recruit within the women's, men's ministries. Challenge them to grow spiritually through service.
7. Ask the senior pastor to preach on the importance of children, recruit during those Sundays.
8. Ask the senior pastor to preach on the importance of service, have a "Ministry Fair" at which all the ministries display their ministries and recruit.
9. Show a video tour of the children's ministry in the adult service, recruit afterwards.
10. Invite parents to visit/assist in the CM (not in their child's room), then invite them to join the team.
11. Invite the senior pastor to join activities (parties, socials, ministry events, etc.) to enhance his awareness of the ministry. Then ask him to share his experiences on Sunday.
12. Invite the church board members to join or visit the ministry classes. Then invite them to join, or recruit for you.