

The “Sandwich Principle” of Recruiting

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Too many of us “waste” a good opportunity when we fail to use the power of a successful program or event to recruit for the next program or event! The “Sandwich Principle” takes full advantage of the “fruit” or success of a children’s ministry program in inspiring adults, parents, or children to get involved in the next program!

Procedure

1. Before the event, professionally advertise the upcoming event. We usually do a good job with this. We “sell” the event through pictures, videos, testimonies, and electronic presentations. This is the bottom piece of bread.
2. Then, the event happens. We do our best, with God’s help, to have a successful event. We work hard, train hard, and apply all we know to make the event successful. This is the “stuff” in the middle of the sandwich.
3. **Problem:** We consistently fail to add the top piece of bread on the sandwich! The event happens, but we fail to advertise the success or fruit of the event afterward. For all the church knows, we could be sorely embarrassed by the outcome, or something terrible happened! So, we **MUST** advertise the “fruit” or success of the event afterward. This can easily be done by asking the senior pastor for a 2-5 minute time slot in the adult service. During this short, focused time, share some great stories or have an adult team member share a short testimony. Then, after the “fruit” and successes are shared, proceed to the next, vital step.
4. After the “fruit” or successes are shared, say, “We in the children’s ministry do our best, with God’s help, to have this kind of success in all our programs. Our next program is _____, and we would love to have you join our team of adults who operate it. We would also love to have your child involved in that program. We have sign-up sheets for both team members and children in the foyer.” This is the top piece of bread on the sandwich.



***Don’t waste an event! Use it to recruit for the next event!
Recruit to your vision and use the fruit of the ministry in your favor!***