

# The Meaning and Message of Recruiting



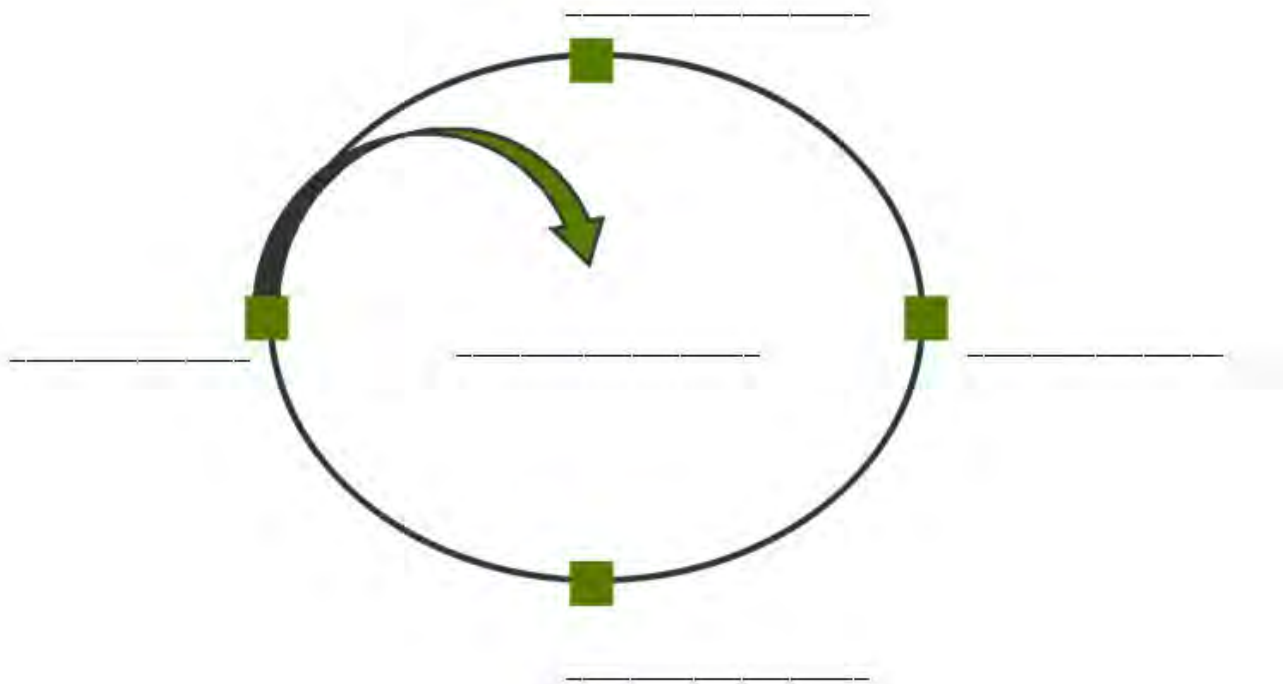
*Please print these pages and complete them as you go through the eLearning course.*

What you will learn:

- The High Impact definition of recruiting
- How to create a truthful, compelling recruitment message

## Reflection Question

*Let's review! Are you able to recall the five steps of the High Impact process?  
Label the five steps below.*



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## High Impact Definition of Recruiting

*Fill in the blanks and answer the questions as you complete the course.*

1. Communicating a \_\_\_\_\_, \_\_\_\_\_ ministry \_\_\_\_\_ to discover \_\_\_\_\_.
2. A prospect is a \_\_\_\_\_ candidate.

## An Invitation

*Fill in the blanks and answer the questions as you complete the course.*

1. It's helpful to think of recruiting as an \_\_\_\_\_ to prayerfully \_\_\_\_\_ the Operation Christmas Child \_\_\_\_\_.
2. Be careful in your \_\_\_\_\_ with candidates.

## Reflection Question

Why should you be careful in your words when speaking with volunteer candidates?

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## Reflection Questions

1. Why is it important that your recruiting message be truthful? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. What two key High Impact principles should be used to make your recruiting message compelling? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Purpose and Vision

*Fill in the blanks and respond to the statements below as you complete this section of the course.*

1. Always recruit to the \_\_\_\_\_ or vision of the ministry and not to the \_\_\_\_\_.
2. Another way to make your message more compelling is to list out the \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ that a volunteer would experience.

## Reflection Question

Make a list of the benefits or values associated with being a Ministry Coordinator or a Church Relations Team Member. *(Please choose one OCC position.)* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Essential Activities

Essential Activities (below) and Elective Practical Exercises (found on the next page) are ways for you to apply what you are learning in your Leadership Development Program coursework in real time, gaining “on the job” experience as you develop in your leadership role. These activities and exercises help align the tasks you would already be doing as a leader volunteer with what you are learning in the program.

Below you will find a list of Essential Activities to work on with your regional point of contact that relate to this particular course and your overall ministry as an Operation Christmas Child leader volunteer. You should complete each of these activities. On the next page you will find a list of Elective Practical Exercises from which you should, with the guidance of your regional point of contact, choose an additional two to three to complete.

- In this lesson, you learned that in the High Impact model “recruiting” is separate from “selecting.” Talk with your regional point of contact about the differences between recruiting and selecting.
- Make a list of prospects—potential candidates for recruiting. This list can include individuals who expressed interest during National Collection Week or Project Leaders who you have noticed are passionate about serving children through OCC.
- Make a list of places where you can go to find prospects. Talk with your regional office about resources they can provide.
- Write a brief personal testimony of why you are involved with Operation Christmas Child.
- Develop a truthful, compelling ministry message and deliver your message to at least one current prospect. If you do not have a current prospect, practice with a friend. What went well? What could be improved?
- Call two (2) people who have completed Volunteer Interest Forms (VIFs) and have an initial conversation about what it might look like to serve year-round on your team. Describe the five (5) ministry teams and write down their feedback. If they are interested in pursuing a role, send them a link to the volunteer application. End your call with a spiritual impact story and prayer for God to guide them.
- Call two (2) people who indicated “yes, I am interested in year-round volunteer opportunities” on their short term volunteer form when working at one of your Drop-off locations. The call would look like this:
  - Connect and introduce yourself and affirm them for their ministry at the Drop-off location.
  - Celebrate how many boxes your Area Team collected and affirm that they played a significant role.
  - Ask them about a highlight of their time of serving at the Drop-off location.

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- Tell them that you noticed an indication that they'd like to serve year-round and let them know that you'd like to explore that with them.
- VERY briefly describe the 5 ministry roles and ask if one of those interests them.
- If yes, let them know that you'll send them an application and ministry description.
- Offer to answer questions and offer to end with prayer.

## Elective Practical Activities

Review the list of possible Elective Practical Exercises below with your regional point of contact and, **with their guidance**, select two to three exercises to complete as a part of this course based on the time of year, the make-up of your particular Area Team, the goals you have developed for your own ministry and the ministry of your team, etc. You should be prepared to discuss the exercises you complete at your next meeting with your regional point of contact.

- Order Recruitment Kits and place them and a set of ministry descriptions in a case. Place the case in the trunk of your car.
- Commit to memory the recruitment website address:  
[www.samaritanspurse.org/volunteerwithhocc](http://www.samaritanspurse.org/volunteerwithhocc)
- Work with your regional point of contact to plan and hold a recruitment meeting or a project leader event, speaker tour event, or celebration meeting with a recruitment component to the meeting.