



Recruitment Strategies For Christian Organizations

"Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you." Matthew 28.19-20

I. The Purpose

- All Christ-centered organizations should be intentional about the recruitment of persons in order to remain obedient to the Great Commission and the advancement of the Kingdom of God (see Mathew 28.18-20, Acts 1.8, 2 Corinthians 4.5, Galatians 2.20).
- Every Christian organization (be it a school, church, camp or another non-profit) is either shrinking or growing, being pruned by Father (John 15).
- God has enabled each organization with a Christ-centered vision which must be shared so others may experience the grace, love, salvation and hope in greater ways.
- Christian organizations have been entrusted with God's vision to seek and save the lost.
- Christian organizations face growing cultural, political and social opposition and persecution.
- Offering Christ to the world is a gift, calling and responsibility of every Christian organization.

II. The Plan

- To begin an intentional effort/plan for recruitment of clients to grow the organization.
- To welcome new clients by adopting a heightened level of hospitality.
- To facilitate programs providing opportunities for prospective clients to educate themselves about the vision, purpose and mission of the organization.
- To create an atmosphere and attitude of hospitality and love towards prospective clients.
- To support existing efforts recruitment and retention of clients.
- To work with like-minded agencies and Christian based organizations to foster interest and to offer support for those considering joining the organization.

III. The Process

- Target prospective clients. Be intentional. Do not apologize for the Gospel.
- Christian non-profits are valid vehicles for the Great Commission.
- Put the whole of the organizations resources to work for God's glory.
- Challenge each department to recruit, communicate and share the vision.
- Utilize volunteer and paid positions to emphasis promoting recruitment techniques.
- Partner with other Christian organizations and non-profits to expand Christ's message.

IV. The Pitch

- Each Christian organization can develop their own recruitment strategies, seeking approval from the governing board/agency or group of elders or deacons.
- The proposed recruitment strategy should be implemented prayerfully, effectively, efficiently and lovingly to the community in which the organization exists and in conjunction with other local organizations sharing the same vision to "make disciples of all nations."