



GROUPS MATTER.

Email Template: Recruiting Group Leaders

Recruiting possible group members via email is not the most effective way to do so but it is a very effective way to see if someone is interested in the possibility of being a group leader. It is also a great way to begin to nudge someone toward group leadership. To the right you'll find a model email that may be helpful to you.

FROM: *GroupsMatter.com/Launch*

Hi _____,

This is Pastor _____. I hope you're having a great day. I always get really excited anytime I hear about small groups that are making life better for people. And it sure sounds like many of them are doing just that.

Small groups are the reason I'm emailing you. I've been praying about people who would make great small group leaders and you keep coming to mind. But it's not just that, I've also been hearing your name mentioned a lot when I start discussing our small group ministry. It sounds like you really have a passion for small groups and are having an influence on the people around you.

I'm writing to ask, would you be willing to pray about becoming a small group leader? I'm not asking you to commit to anything right now. I'm just asking you to spend some time praying about this and see if God may be at work. In fact, if you are willing to consider becoming a group leader, I would like to sit down and talk with you about it.

How about this? I'll email you in a week. At that point we can pray about this together and I can answer any questions you might have. Does that work for you?

Thanks so much.

Pastor _____