

DIVORCE *Care* • HOW TO FIND LEADERS

5 PROVEN AND PRACTICAL TIPS FOR FINDING DIVORCECARE LEADERS

BULLETIN/NEWSLETTER/WEBSITE AD

We have found that placing an ad in the church weekly bulletin, newsletter or on the church website has yielded great results. The key is to find the communication vehicle most read by people attending your church. Here's a sample ad you can run for two weeks:

Have you been separated or divorced? Have you learned valuable lessons and experienced healing from the hurt? Would you like to help others do the same? Then please call or email to learn more about the different volunteer opportunities with our DivorceCare ministry. [Include contact info.]

Don't try to combine a leader-recruiting ad with your promotion to potential participants for your upcoming group. They are separate audiences, and you want to keep your messages simple and clear.

INFORMATION MEETING

Set up and promote an information meeting, usually after a service, for those interested in coming and hearing about the different volunteer opportunities in DivorceCare. Attending the meeting carries no commitment: it's an info-only meeting. Show the promo videos, and give a brief 10-minute overview presentation with the products and brochures. Get their contact and interest level information. Follow up with phone interviews and emails as needed. Email a Potential Leader Questionnaire (see the LeaderZone Library) to those who show interest.

MINISTRY EVENT TABLE

Many churches sponsor "Ministry Fairs" or "Showcases" that allow church members to learn about volunteer or participation opportunities within ministries sponsored by the church. If your church has a ministry fair or similar event, staff a DivorceCare ministry table or display during the event.

As an alternative, ask your church for permission to place a table or display in the foyer of your church as a way to create exposure for your group and recruit volunteers before and after Sunday services.

In either scenario, display a DivorceCare participant workbook, DivorceCare brochures and your DivorceCare kit. If possible, add a television to your display that is showing the DivorceCare promo videos. Be sure to get contact and interest level information from people who inquire about volunteering. Make sure you have friendly people staffing the display (leaders and alumni) to answer questions and take completed contact forms.

NOTE: If you are able to set up a table or display as described above, be prepared to answer questions from potential leaders AND potential participants. It's likely you will get questions from both.

SHORT PRESENTATIONS

Hold short presentations to inform different groups within your church what DivorceCare is all about. An effective way to get the word out to your church family is scheduling a “7-Minute DivorceCare Presentation” at already-scheduled church meetings. (See the LeaderZone Library for step-by-step instructions on conducting this 7-minute presentation.) If every month you asked to be a “guest speaker” at a meeting like the deacons’ meeting, choir practice, church staff meetings, Sunday school classes, home small groups, etc., you would have covered 12 groups in your church by the end of the year.

“ALUMS”

If you have been running your DivorceCare ministry for one or more 13-week cycles, a powerful place to find leaders is from past graduates of your ministry. Email past participants asking if they would prayerfully consider volunteering. If you offer different leadership team positions, a person can start on the hospitality team and move into becoming a small group facilitator. As a reminder, a small group facilitator should meet the qualifications and characteristics of “potential leaders,” as identified in this Leader’s Guide, to effectively minister to others.