



## Volunteer Recruitment Pipeline Description

As a lead pastor, I consistently pushed people to engage (or re-engage) in the life and mission of their local church.

Joining a volunteer team is a perfect example.

It's not a selfish request. I believe outside of our families, nothing is worth giving our time, talent, and resources to more than the local church. **When we engage at a church, God changes us while changing others through us.**

People's engagement in the local church matters. As church leaders, we should do everything we can to inspire people to contribute.

Unfortunately, no matter how much *we know* it matters, people don't easily or freely offer their time and talent (and treasure, but that's for another post). And they've got plenty of reasons:

- I'm too busy with ...
- I don't know enough about...
- Isn't that the job of the church staff...
- It makes me uncomfortable...
- I won't make any difference...

I could go on and on. I bet you've heard it all, too.

I wish overcoming the obstacles of volunteer engagement was easy. There is no silver bullet to force people into serving, joining a small group, giving, or sharing their faith. However, there are ways to increase the *potential* for people to take a step.

### THE POWER OF INCREMENTAL VOLUNTEER STEPS

People won't take leaps. They will take steps. However, and this is critical to understand, what was a step a decade ago now feels like a leap to the disengaged.

The secret to creating a volunteer pipeline lies in designing an incremental system of steps that offers people an opportunity to move forward today while inspiring them to take future steps when they're ready.



# CHURCH ACCELERATOR COMMUNITY

I created a volunteer recruitment module for the Church Accelerator Community. You can access it [HERE](#).

Below are two illustrations from the module to help you understand the sequential and incremental process.



