

Strategy for Volunteer Engagement

Episode 355

Serving as Spiritual Formation (Part 1)

Most churches say they need more volunteers. But answer this honestly: What is your theology of serving? How well is your church discipling people to offer their spiritual gifts as part of the Great Commission? Many churches have gotten further away from viewing serving as an integral part of spiritual formation than they'd likely admit.

In this series, Tony, Amy and special guests will share best practices on the strategy side of engaging people in serving, as well as critical elements of team building and structure to help more people use their gifts for your church's mission.

In this first episode, they unpack the strategy mistakes churches are often making that inhibit a strong volunteer engagement culture.

Key Quotes

1. AMY: "We get more focused on just needing people to volunteer rather than really helping people understand the spiritual gifts they're given and how it forms them spiritually."
2. AMY: "If we allow people to believe that just giving money to the church is the way to go so that the church can hire people, then we're allowing them to miss out on a key part of that journey that God wants them to take."
3. TONY: "If we're going to invite people to take a next step into serving, that has to happen face-to-face, one-on-one."
4. AMY: "Focus your leadership time on solving the problems you need to solve so that you can fill the positions you need to fill."

Self-Assessment: How Are We Doing?

1. Thinking about our volunteer engagement strategy, how would rate ourselves on a red, yellow and green scale in the following areas:
 - a. Overstaffing (*Have we hired too many people?*)
 - b. Hiring Doers vs. Leaders (*Does our staff "do" programming, or do they raise up leaders to help?*)
 - c. Intentionally Teach on the Great Commission (*When did we last have a sermon or series that showed how serving is part of spiritual formation?*)
 - d. Highlight the Relational Aspect of Serving (*Do we consistently share from the stage the benefits of building community while serving?*)
 - e. Overprogrammed (*Does our number of programs exceed our church's volunteer capacity?*)
 - f. Deliberate Asking (*Are we asking individuals for help or just announcing from the stage?*)
 - g. High-Quality Programming (*Are ministries high enough caliber so people want to be involved?*)

- h. Overcomplicated Volunteer Processes (*Have we set the bar too high?*)
- 2. Now that we have an idea of some areas we can work on, let's look at our metrics to figure out our volunteer goals:
 - a. What is the percentage of those serving compared to attendance?
 - b. How many volunteer leaders do we have?
 - c. How many do we *need* (volunteers and volunteer leaders) to do the ministry we believe God has called us to do?
- 3. Can we realistically engage the number of needed volunteers based on our attendance? If not, what are some ministries that may need to be pruned?

Listen to the episode on iTunes or at theunstuckgroup.com/episode355.

Special Thanks to Our Sponsor for This Episode



An all-in-one software to help you organize your ministries and care for your church.

With an easy-to-use platform of products, you can bring people together with event signups, room and resource reservations, automatic volunteer scheduling and much more.

Start using the software for free now at planningcenter.com.