

Local Arrangements Volunteer Recruitment Tips (01/07/18)

The following information is prepared to help LAC leaders who will be recruiting volunteers for the **2018 NACC**.

- Additionally, you may be asked a number of questions as you recruit volunteers and this will prepare you for some of those questions.

FIRST: Know your job because other leaders and volunteers will have questions!

- Read the job description you were given by the LAC Co-Chairperson, and work with your NACC staff liaison to fully understand your leadership position.
 - Your job is very important to the convention's overall success.
 - Lead and manage that job as best you can.
- Recruit volunteers in a way that connects them to the task(s) you are leading and then beyond that effort to the event.
 - Make it special for them by placing them where they really want to serve, not necessarily where you are the leader.
 - Refer them to other leaders if their interest is different. (take their name, contact info and give directly to other leaders on the LAC team)
 - Help them "connect".
- Keep your specific volunteers informed about the upcoming convention.
 - If you help them get their complimentary registration early, they will receive program mailings.
 - **Ask them to go to the NACC website and sign up for the complimentary Re: Connect newsletter.**
 - Provide volunteers with current promotional brochures/ **date cards**, as you recruit them.
 - Provide them with the NACC website address. (**gotonacc.org**)
 - This will help volunteers connect quickly with the event they are helping with.
- Attend ALL of the LAC meetings prior to the event.
 - Ask questions and provide feedback on how things are going.
 - Network and ask others for help in recruitment.
- Stay connected to your LAC Leader Teammates... call them, encourage them, help them find a volunteer(s) for "their area" and they will help you with recruitment for "your area" from their church.
- Follow-up and lead your volunteers, as applicable, during the event. Be the role model for your individual task, and greet and visit with them while on site.
- Have Fun! Enjoy the opportunity to serve in a special event that will be remembered by all who attend.
- Encourage the volunteers who are helping with your portion of the volunteer effort to enjoy themselves at the conference.

SECOND: How to get started?

1. **Use your job description and determine the qualifications** of the servant volunteers that you are looking for.
 - a. Will they be standing on their feet for a while? *Be sure your volunteers are capable of standing during their shift.*
 - b. Will they be giving directions? *Look for those who are outgoing...good communication skills.*
 - c. Will they be lifting or carrying anything? *Recruit those who are able to handle the load.*
 - d. Look for “servant hearts” as the priority, but do not forget that people develop servant hearts by getting involved and serving, especially if they understand the **Kingdom** picture, and how this event impacts ministers and churches nationwide.

2. **Determine how many volunteers you will need** to take care of the job, and then add an insurance factor. If you have one or two extra volunteers that will be helpful. (Figure 10% above your estimated forecast).
 - a. Use your job description, and the **2018 NACC OVERVIEW SCHEDULE** to determine how many shifts to cover, and the number of volunteers you want to have available for each shift.
 - i. Discuss and CONFIRM your plan with your NACC liaison.
 - b. As a guideline, a shift for a volunteer should be around 4-5 hours. Remember they also have to drive to/from the church so add drive time on top of that to arrive at the total commitment they are making. This is only a suggestion, as some may want to make a day of it.
 - c. Some volunteers may only be able to help out for 2 or 3 hours, which is fine, as many of the hospitality jobs only call for that length of involvement or less. If the jobs you are recruiting for are longer than the person you talked to wants to commit, pass their interests along to another LAC leader who is looking for more 2-3 hour volunteers, and similarly the other way around.
 - i. You will only KNOW this if you are working as a team. Smile.
 - d. Most volunteers will only be available for one day, others may want to help out 2 or more days and be looking at this volunteerism as a “ministry or servanthood experience”.
 - e. Consider other factors:
 - i. If you are leading a move-in and/or a move-out function then the **Program Overview Schedule** is not as helpful, so contact your NACC liaison for work schedule information, if not already provided.

- ii. When in doubt, use common sense, with any items that may be required in your state, city, county, that you are aware of, when it comes to SAFETY for volunteers. WE want to work safe!
 - iii. Emergency procedures will be part of the training during our May LAC meeting.
 - iv. Parking: GATE TEN PARKING is recommended, free shuttle to the ICC facility.
- f. Preparation and Readiness: Plan your volunteer support for your position as if you were preparing for your own church event, and wanted to make sure your area of the event went really well. Put enough detail into your plan to insure success.
- g. Make up a recruiting plan that includes these details:
- i. The shift hours that you need to cover, by day, date, and time of day.
 - ii. How many volunteers you need for each shift in each station, room, etc.
 - iii. As you recruit, work to complete the commitment by assigning a schedule to the volunteer and placing their name and phone number of the volunteer(s) in each time slot.
 - 1. **ASK YOUR NACC STAFF LIAISON, if she/he already has a schedule template prepared. They can send it to you electronically and save you time.**
 - 2. **The leader who did this job last year is another great resource.**
 - iv. Maintain the volunteer's **contact info**, as you recruit.
 - 1. Their email address is important and will help to simplify communication and REMINDERS.
 - v. If you need more formal direction, contact your NACC staff liaison.
- h. If you use a roster format similar to the LAC roster, it will come in handy later when contact information is needed. (Reminder notices, changes in schedule, thank you emails etc.)
- i. Consider setting up and using a volunteer email distribution list to save time with pre-convention communication.

3. Think about where to look for volunteers:

- a. **If you are looking for Exhibit Services Volunteers**, then those folks who are already involved at their church with lawn care, clean up, set up assignments, and such are the primary target volunteer group. People tend to serve in a church where they are most comfortable, and the same will hold true with the NACC volunteer recruitment.
- b. **If you are looking for Welcome and Information center volunteers**, look for folks who are helping with hospitality and welcoming center duties now on Sunday morning in your church. The ideal candidates are outgoing, they like giving hand shakes and hugs, and talking to people. Invite them to share this gift at the NACC.
- c. **Choice volunteers are those who have the free time to serve:** Senior groups, early retirement individuals, and even church staff and their family members who want to get an opportunity to be at the convention for personal growth will volunteer for helping out.
 - i. They will be motivated by:
 1. Helping you out, due to their respect for your ministry/effort.
 2. Wanting to share in the celebration by being there personally.
 3. The complimentary registration being offered.
 4. It is a unique servant opportunity.
 5. Inquiring minds want to know.
- d. **Bible Colleges and Universities** will be out for the summer, but there are summer students you may contact as they may like the “invitation to help out” and enjoy the complimentary registration too.
 - i. Additionally, if you recruit in March and April in these locations, you may find those who live in the area, who may want to help out in the evening hours of the convention. (after work, or summer school each day)
- e. **IMPORTANT: Set up a visible NACC Promotional Display Table and also use it for a “Volunteer Signup” table.**
 - i. You have been provided with some volunteer applications which can be collected on site and distributed by you, or someone you designate to help.
 1. They also can be mailed directly to NACC and we will get them to the right LAC leader.
 - ii. The display will communicate when you are not around and is the easiest way to generate interest in serving. Make it simple to use.
 - iii. Be creative and set up your display table well.....so it is ACTION oriented, so the volunteer can read and help themselves.

- iv. Use NACC posters in the church at traffic points or in a church bulletin that tell the viewer how to find your Volunteer/ NACC Display Table. NACC has posters to provide you, upon request.

4. Make it easy on yourself:

- a. PROMOTING THE NACC PROGRAM /EVENT creates interest in learning more about the event..... This leads potential volunteers to your promotional and volunteer needs display.
- b. **Volunteers can help recruit other volunteers:** A simple idea is to recruit **GREAT** volunteers and then ask them to COMMUNICATE your recruiting message to recruit/invite someone to share the day at the convention with them. This quickly turns into more volunteers. **Usually great volunteers, that understand the objectives well, will recruit other great volunteers.**
- c. **Help them with the registration effort; keep it simple:**
 - i. Communicate effectively the **Complimentary WEEKLY individual registration** information for those recruited by you AND by your volunteers.
 - ii. Provide your signature on the volunteer registration forms and turn in the registration forms into NACC for processing. NACC will confirm the registration with the volunteer.
 - iii. **This is a nice COMPLIMENTARY offering and will help spread the word, and will lead to other recruits interested in helping out for a similar complimentary registration opportunity.**
- d. **If your new volunteer is too busy or too shy to recruit, but knows of people who would be interested,** ask the new volunteer to provide you with the contact information for some of their “friends” within a specified timeframe, and make the calls yourself. (Again, delegate, as this gets some early volunteers who know the program components to help you recruit more volunteers)
 - i. Keep these “friend of a friend” volunteers similarly informed about the convention, and get them connected with the registration form and work to put an actual schedule into their hands... **If they will write it into their calendar early, it is easier for them to remember and keep the commitment. Pass out the date cards....they work.**
 - ii. The volunteer recruitment effort you make will likely lead to some volunteers beginning to attend your church afterwards, so remember that as you are talking to them....your passion, your interest in getting them connected to this wonderful event, speaks volumes about you, (and your church).

- iii. **Recruiting volunteers is HIGH TOUCH.** High touch is VISIBLE, in church displays, personal asks, phone calling, sending letters to groups, appealing to group leaders, and such. Ministers can help promote the effort/need from the pulpit. There is no CASUAL way to recruit large masses of volunteers.
 1. If you must delegate this task, that person will have to use HIGH TOUCH methods just like you, so delegate well.
 2. Be sure that your promotional display table, which is combined with volunteer forms, is followed up really well. If someone signs up on Sunday, and does not hear from anyone on Monday, Tuesday, etc. then they become disinterested and suspect of your real need for volunteers.
 3. If you are not recruiting some volunteers each week, your recruitment effort will stall on you.... Activity with your recruitment is a result of good communication and regular follow-up.
 4. Ask Larry about the MVCC Catch A Star Day recruiting.... He will share a story, on how to make a personal appeal.

5. Stay in communication with your volunteers.

- a. **Always obtain contact information as you recruit** and keep an updated ROSTER LIST (Name, address, phone, email; and church, if applicable).
 - i. You should report this progress to your LAC Chairperson as they follow-up your progress and success.
 - ii. As we get closer to the event, the LAC Chairperson may be able to assist with new ideas if you are having a slow start.
- b. Once a month, or as appropriate, send your volunteers an email updating them on the program or additional news you have learned from the NACC or from your LAC Chairperson. I highly recommend using email or a simple mailing.
- c. **Re-emphasize the NACC newsletter, ReConnect,** as this will keep them informed of the event on a regular basis and “remind” them of the commitment made.
- d. NACC sends out promotional information to registered volunteers; one more reason to help them with registration as quickly as possible.
 - i. This is as easy as sending your updated volunteer roster to your NACC staff liaison, with recent names highlighted.

- ii. NACC will enter these individual names into the complimentary registration system and send them a Welcome Letter and a recent UPDATE promotional flyer.
 - iii. Registration will also occur when you use the complimentary volunteer registration forms.
 - iv. **IMPORTANT: YOUR LEADER SIGNATURE** is what NACC looks for to authorize their FREE registration. Your signature indicates to NACC that this person is on a volunteer schedule and may receive a complimentary registration.
- e. **Keep volunteers informed about how your volunteer team is growing. Tell them that this effort will take X+ volunteers for your area and over 500 volunteers in total. It is a BIG THING, they are part of a wonderfully BIG event, and God needs more hands and more feet, to help find more volunteers.**
- f. **Volunteers will respond to HIGH TOUCH personal and knowledgeable appeals.** Many times the person you are asking is someone GOD is working on right at that time, and you are helping them connect in a closer way. The NACC may be the place God has planned a wonderful beginning for them.
- i. **Your personal enthusiasm and energy** toward recruiting volunteers will send a signal to a potential volunteer before you even ask them to help out.
6. **Contact and use your LAC chairperson and LAC Team Members if you have problems recruiting.** Don't delay. Talk to them early if things are going slow and use their advice and networking ability to get started; then put "legs" on the advice you receive.
7. **Make sure you are very clear with your volunteers on the date/time they are committing to and keep that organized.**
- a. Do not assume that you can wait and tell them the details later. This date/time commitment needs to be written into their calendar, so their commitment is "real" and they are prepared for taking action.
 - b. Remember, **this is not a weekend or Sunday event**, and you will need volunteers who have flexibility at work, who are retired, who have time to spare between dropping the kids off at school and picking them up afterwards, or folks who can come in before or after work.
 - i. Some volunteer have been known to take the week off when they learn about the programming, and that they can attend free, by volunteering.
8. **Direct your volunteers to the NACC website for more updated program information.** (www.gotonacc.org)

9. **Final MONTH and WEEKS Before the NACC:** As you get closer to the event dates, consider sending your volunteers a copy of the program schedule, and give them information that is pertinent to their effort:
 - a. Tell them where to park less expensively; as updates are provided to you.
 - b. Where to check in when they arrive at the convention center.
 - c. Tell them they will receive a program book when they pick up their name badge.
 - d. In short, volunteers should receive from you all the pertinent information you are provided.
 - e. More detail will be provided to you in the final **June** LAC meeting.

THIRD: Volunteer Incentives and Related Information

1. **Volunteers have a great time working this event.** They meet other Christians. NACC is a "Connecting Place".
2. **NACC offers a personal complimentary WEEKLY individual registration to any volunteer who will work a 3+ hour shift or more.** This complimentary registration offer is good for the ENTIRE week.
3. Volunteers will receive a standard NACC badge which will give them access to anything they wish to view or participate in. They can enjoy the main sessions, exhibit hall, workshops, during the times they are not working. They can buy a ticket to a special event if they choose to attend. Many of the workshops and Bible Studies address day to day life and family issues, so get that information to them and encourage them to attend.
4. **Parking NACC 2018:** Gate Ten Parking is on board, and has shuttles to the ICC. There is a cost, so carpooling is recommended.
5. **Volunteers who can volunteer only if they bring a young child with them are not best suited for this volunteer effort, but this is not a rigid rule, merely a guideline.**
 - a. (If we recruit volunteers with children, then those children must be registered with the Children's' Convention at the current rate.
6. **Volunteers will receive their primary direction from their LAC leaders.** NACC Staff will provide direction to the LAC leader or task force leader, or their designated assistants, and will ask these LAC leaders to communicate that direction to their volunteers.
 - a. There will likely be orientation sessions prior to the beginning of all work efforts where logistics are involved; however, in some cases, volunteers will receive their instructions just prior to the work effort...as many of the jobs are to support hospitality efforts for the event and are not difficult.
 - b. The designated receiving area or Volunteer Meeting Room in the **Indiana** Convention Center is **Meeting Room 130**
7. **When a task force leader or task coordinator has a question they should take it directly to their NACC Liaison first;** and if it is not fully addressed, then to their LAC Chairperson, who will provide an answer or chase down a quick resolution.