



Outreach / Recruiting Training Session

ROCK - Recruiting-Outreach Coordinator for Kairos

“Everyone who hears these words of mine and does them is like a wise man who built his house on rock.

Matthew 7:24

Agenda - Saturday, July 14, 2018

What:	Who:	How:	When:	Dur. (Min.)
Welcome and Introductions/Expectation Name, Unit, Position, Expectation.	Cynthia	Solicit from Participants	10:30 AM	15
Web-Site Overview	Rex	Show Website/Contents	10:45 AM	10
Perform a ROCK Self Assessment / Discussion I - Team - Formation / Comp. II - Recruiting Activities III - Comm. Eng. - Ret. Volunteers IV - Conduct Special Events V - Kairos Team Health / Retention - Share Surprises - Use ROCK worksheet for plans	Dickson	Introduce Each Section and Score	10:55 AM	30
Providing a Table Display (Example from Lockhart Unit)	Cheryl	Present.	11:25 AM	15
Establishing a "Speakers Bureau"	Rex	Present.	11:40 AM	10
Discuss the use of Social Media - Websites - Facebook - Others...	Cheryl	Present/Discuss	11:50 AM	10
Lunch / Discussion / Collect Training Evaluations.		Discussion	12:00 PM	60
			1:00 PM	



Where to start?

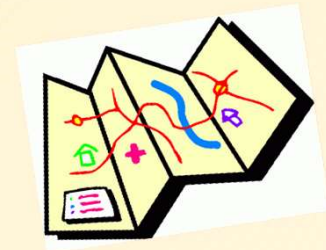


1. Understand and Embrace your Coordinator Role
2. Ensure that the Advisory Council and your Kairos Community are the recruiters and you are their coordinator!
3. Utilize the ROCK - Checklist as a “Road Map”.
4. Be familiar with the many resources available to enable your recruiters.
5. Remember, very few of us were recruited in the end with a video or brochure ... it was a one on one exchange along with a personal invitation.
6. Ensure we never fail to follow up with someone who has expressed an interest in Kairos!

<http://www.mykairos.org/>
<http://www.kairostexas.org/>
<http://www.kairostexas.org/Recruiting-Outreach.html>

-Review Web Sites / -Introduce ROCK - Checklist

- <http://www.mykairos.org>
- <http://www.kairostexas.org/Recruiting-Outreach.html>
- ROCK - Checklist
 - A Road Map to Excellence!
- ROCK Worksheet
 - Used to develop an “Action Plan” for each section of the checklist.



Perform a Self-Assessment

- Assess how your AC is doing relative to ROCK Checklist
- Answer “Yes”
 - Program in place and you are “doing it”.
 - There is a clear indication that it is being done.

ROCK - Assessment

Section I - Outreach Team - Formation / Composition



I Outreach Team - Formation / Composition		Available Guidance/ Best Practices / Examples
#	Yes/No	ITEM
1		Outreach/Recruiting Coordinator role is filled. ADVISORY COUNCIL OPERATING PROCEDURES (see page 14)
2		A sub-committee for performing recruiting activities is identified and established. <i>- Understands that "every" volunteer should be recruiting new volunteers</i> <i>- Seeks help and guidance from KOT State Recruiting & Outreach Committee.</i> Remember the focus of this role is Coordination . It is everyone's job to be engaged in Outreach/Recruiting. Formation of a sub-committee focussed upon action and driving Outreach/Recruiting is vitally important. KOT State Recruiting & Outreach Committee
3		Establishes and maintains a speakers' bureau Establish a speakers' bureau and equip them with presentations appropriate for the target audience. Make it personal with the speakers' personal witness and how they got involved in Kairos. KMPi has developed an excellent reference guide! Kairos Outreach 2 Program - Presentation Guide
4		Solicits and arranges speaking engagements by speakers' bureau for presentations for all Kairos programs. There numerous ways to Identify potential groups to educate them about Kairos to ensure your speakers bureau is actively engaged. See Section below for ideas to pursue.
5		Develops and maintain records of outreach contacts in database format, KairosDonor and EZRA required. Maintaining records of what groups have been contacted and their status is vitally important. A database format consistent with KairosDonor and EZRA is recommended.

6		Utilizes the Advisory Council Volunteer Resource Building document developed by Kairos. The link below provides a list of Best Practices associated with Recruiting volunteers which is also reflected in much of this Outreach/Recruiting Excellence Checklist. Volunteer and Guest Recruiting Best Practices
7		Provides reports on the Outreach and Recruiting efforts. Keeping the AC and Kairos community well informed and aware of Outreach/Recruiting activities is very important. For example coordinating special events requires good planning and the engagement of the entire Kairos community. See Section III.
8		In conjunction with the Fundraising/Sponsorship Coordinator develops and maintains contacts with 4th Day communities and churches in the area. Ensure new volunteers without 4th Day experience have 4th day volunteer training (Kairos Inside and Kairos Outside). There are numerous groups that should be regularly engaged and informed on the opportunity to engage in Kairos and to be enormously blessed. See Section II.
9		Knows and shares the resources available for recruitment, including brochures, videos, testimonials, endorsements, and others from Kairos. Available to provide resources to facilitate Outreach and Recruiting activities. KPMI website MYKairos has a wealth of information. MYKairos - Downloads - Recruiting
10		Very familiar with the Kairos Style document. You are strongly encouraged to become familiar with these guidelines and to use them wherever possible. The Kairos Style document is an important reference that helps KPMI, and in turn your Outreach and Recruiting efforts, to achieve a strong and consistent written and visual image. Kairos Style Guide
	0%	% Achieved

ROCK - Assessment

Section II - Recruiting Activities



II Recruiting Activities			Available Guidance/ Best Practices / Examples
#	Yes/No	ITEM	
1		Speakers Bureau engages participation from across the community including ex-offenders.	<p>Create a 5 minute, 10 minute and 15 minute talk and be sure to time them! Then when asked "How long do you need?" you can respond clearly and honestly, "We have 5, 10, or 15 minute presentations ready to go!"</p> <p>Kairos Speakers Bureau Assignment / Presentation Check List</p> <p>Kairos Outreach 2 Program - Presentation Guide</p> <p>Produce a Kairos Story-Board</p> <p>Suggested Elevator Speeches</p>
2		<p>Seek and Regularly engage Christian Groups, and in particular 4th day communities (Emmaus, Cursillo, Tres Dias and others)</p> <p>Seek and engage with small groups meeting on a regular basis (4th, group accountability groups, SWAP)</p>	<p>Approach these groups, and become visible in their 4th day community activities. Be deliberate! Seek opportunities to speak and introduce them to the mission field of prison ministry and how God is using Kairos to bless so many...</p>
3		Clergy Recruitment	<p>Clergy engagement is critically important to Kairos. Engaging clergy to participate in Kairos must be an on-going activity and can be challenging. Engaging congregation members and clergy already involved in Kairos can be helpful.</p> <p>Clergy Recruitment - Where to Look</p>

4		Get out of your comfort zone ... identify and approach churches, congregations you are unfamiliar with!	<p>A structured approach for the identification and recruitment of volunteers has been developed. Remember diversity is a key to our success. We seek Church communities that are Christians who believe in the Holy Trinity and honor and live the teachings of the Bible and our Lord and Savior, Jesus Christ.</p> <p>Structured Approach for Outreach and the Recruitment of Volunteers</p>
5		Review Churches currently engaged in Kairos and confirm they are regularly recruiting for volunteers.	<p>Don't assume that Churches attended by active Kairos volunteers necessarily have active recruiting programs. Examine church representation utilizing EZRA data to identify churches to approach.</p>
MAX:	0%	% Achieved	

ROCK - Assessment

Section III - Conduct Special Events



III Conduct Special Events			Available Guidance/ Best Practices / Examples
#	Yes/No	ITEM	
1		Arrange for a "prison open house" with presentations from prison officials and Kairos participants. This would allow for potential volunteers to understand the opportunity and impact of growing Christ in prison.	<p>While arranging an event of this kind will take some work, the impact upon drawing volunteers to this ministry could be significant. While some prisons have allowed events of this kind in the actual prison, it can also be creatively done elsewhere.</p> <p>Some units have used an event of this kind as an opportunity to invite and recognize prison officers for their contribution and support of Kairos.</p>
2		Be deliberate and plan an event with other Christian groups to expand awareness of Kairos.	<p>Be open to the invitation to promote Kairos with other groups and organizations. Use a Kairos pull up banner to attract attention and provide a level of professionalism to the booth. Have interest cards, trifold and other materials to hand out. A looping video from the Kairos videos could attract interest.</p>
3		Attend church and mission conferences and fairs and seek opportunities to inform others about Kairos.	
4		Secure a booth at fairs, Christian concerts, Faith and Family Days, and use a Kairos pull up banner to attract attention and provide a level of professionalism to the booth. Have interest cards, trifold and other materials to hand out. A looping video from the Kairos videos could attract interest.	
MAX:	0%	% Achieved	

ROCK - Assessment

Section IV - Kairos Community Engagement - Retaining Volunteers



IV Kairos Community Engagement - Retaining Volunteers			Available Guidance / Best Practices / Examples
#	Yes/No	ITEM	
1		Good use of communication media (e.g. Facebook, Web Site, email, text etc.) to communicate Kairos community activities.	The key here is to keep all volunteers in the "loop" of unit activity however is applicable and efficient. In this way they are consistently reassured that they are a vital and integral part of the Kairos team even when they are not actively involved in a current volunteer activity.
2		Are AC minutes sent to the Kairos community	Or perhaps a 'highlights' version might better serve. Always confirm the need for volunteers and ask for their continued support.
3		Is the Kairos community made aware of AC meetings and are invited to attend.	Six meetings are required. Use themes to draw in volunteers not on the A.C. Board. "Never been to a meeting" meeting, "Less than one year in Kairos" meeting, "Bring a new idea to Kairos" meeting, etc. Basically, liven up your invitations!
4		Kairos community well represented at closings.	Are carpools encouraged and organized? Are the reasons closing attendance is important made known on a regular basis?
5		Church engagement. Are they well represented?	Identify the most productive church sources. Ask those pastors for referrals and references.
MAX:	0%	% Achieved	

ROCK - Assessment

Section V - Kairos Team Health / Retention



V	Kairos Team Health / Retention		Available Guidance/ Best Practices / Examples
#	Yes/No	ITEM	
1		3 Weekend limit respected to avoid burnout and attract new volunteers.	Kairos policy is that volunteers should work no more than 3 consecutive weekends. Silver Manual p.75.
2		Team meetings allow for some flexibility - meeting location, meeting times versus meeting at the same time and same location	Versatility and flexibility may very well increase the attendance at your team meetings. Team members may become bored by all of the meetings being relatively the same, at the same time, and at the same place. Have an afternoon bar-bar-q meeting! Plan a picnic! Your team can have an evening dinner meeting in restaurant meeting rooms! Be creative and innovative! The possibilities are endless. There is additional information under Team Meeting Planning And Design on pgs. 107 & 108 in the Silver Manual.
3		Kairos team comprised of some ex-offenders.	Ex-offenders have served very successfully on numerous KI teams. They obviously bring enormous credibility and shared experience with the Kairos participants. However it is important that any talks given adhere to Kairos requirements. It may also be necessary to provide additional coaching and guidance to ensure that the ex-offender is not treated differently from other volunteers. There are also TDCJ considerations when a ex-offender is permitted to participate, see the link below. TDCJ Considers - Ex-offenders and KI.docx

4		Ethnic composition / diversity	Information may be found on the KPMI website under the tabs Volunteer and Where We Serve. Also on the KPMI website, scroll down to Recent Blog Posts, Click on 5 Stories that make you feel good and Anatomy of a Volunteer. On the Kairos of Texas website, Under the tab Links and Downloads, click on the link NEW! Recruiting-Outreach page, Best Practices. The Free World Christian Community pg. 59 Silver Manual. http://www.kairosprisonministry.org/ http://kairostexas.org/Recruiting-Outreach.html
5		Accommodation for various levels of educational ...	See (4) above.
6		Ecumenical composition / diversity	Policy Statement on Interdenominational Christian ministry. Pg. 3 Silver Manual. Kairos is an Ecumenical, Interdenominational Christian Ministry. Pg. 25 Silver Manual. Clergy Recruitment - Where to Look
MAX:	0%	% Achieved	

ROCK - Assessment

- Group Discussion



What's your Plan?

ROCK - Planning Worksheet



I Outreach Team - Formation / Composition		III Conduct Special Events		IV Kairos Community Engagement - Retaining Volunteers		V Kairos Team Health / Retention	
#	ITEM	What, Who, By When:	#	ITEM	What, Who, By When:	#	ITEM
1	Outreach/Recruiting Coordinator role is filled.		1	Arrange for a "prison open house" with prison officials and Kairos participants. Potential volunteers to understand the impact of growing Christ in prison.		1	Good use of communication media (e.g. Facebook, Web Site, email, text etc.) to communicate Kairos community activities.
2	A sub-committee for performing recruiting activities is identified and established. <i>Understands that "every" volunteer should be recruiting new volunteers</i> <i>Seeks help and guidance from KOT State Recruiting & Outreach Committee.</i>					2	Are AC minutes sent to the Kairos community
3	Establishes and maintains a speakers' bureau					3	Is the Kairos community made aware of AC meetings and invited to attend.
4	Solicits and arranges speaking engagements by speakers' bureau for presentations for all Kairos programs.					4	Kairos community well represented at closings.
5	Develops and maintain records of outreach contacts in database format, KairosDonor and EZRA required.					5	Church engagement. Are they well represented?
6	Utilizes the Advisory Council Volunteer Resource Building document developed by Kairos.					6	Ecumenical composition / diversity
7	Provides reports on the Outreach and Recruiting efforts.						
8	In conjunction with the Fundraising/Sponsorship Coordinator develops and maintains contacts with 4th Day communities and churches in the area. Ensure new volunteers without 4th Day experience have 4th day volunteer training (Kairos Inside and Kairos Outside).						
9	Knows and shares the resources available for recruitment, including brochures, videos, testimonials, endorsements, and others from Kairos.						
10	Very familiar with the Kairos Style document. You are strongly encouraged to become familiar with these guidelines and to use them wherever possible.						

What's your Plan?

ROCK - Planning Worksheet



I Outreach Team - Formation / Composition		III Conduct Special Events		IV Kairos Community Engagement - Retaining Volunteers		V Kairos Team Health / Retention	
#	ITEM	#	ITEM	#	ITEM	#	ITEM
1	Outreach/Recruiting Coordinator role is filled.	1	Arrange for a "prison open house" with prison officials and Kairos participants. Potential volunteers to understand the impact of growing Christ in prison.	1	Good use of communication media (e.g. Facebook, Web Site, email, text etc.) to communicate Kairos community activities.	1	3 Weekend limit respected to avoid burnout and attract new volunteers.
2	A sub-committee for performing recruiting activities is identified and established. <i>Understands that "every" volunteer should be recruiting new volunteers</i> <i>Seeks help and guidance from KOT State Recruiting & Outreach Committee.</i>			2	Are AC minutes sent to the Kairos community	2	Team meetings allow for some flexibility - meeting location, meeting times versus meeting at the same time and same location
3	Establishes and maintains a speakers' bureau			3	Is the Kairos community made aware of AC meetings and invited to attend.	3	Kairos team comprised of some ex-offenders.
4	Solicits and arranges speaking engagements by speakers' bureau for presentations for all Kairos programs.	1	Speakers Bureau engages participation from across the community including ex-offenders.	4	Kairos community well represented at closings.	4	Ethnic composition / diversity
5	Develops and maintain records of outreach contacts in database format, KairosDonor and EZRA required.	2	particular 4th day communities (Emmaus, Cursillo, Tres Dias and others) Seek and engage with small groups meeting on a regular basis (4th, group accountability groups, SWAP)	5	Church engagement. Are they well represented?	5	Accommodation for various levels of educational ...
6	Utilizes the Advisory Council Volunteer Resource Building document developed by Kairos.	3	Clergy Recruitment			6	Ecumenical composition / diversity
7	Provides reports on the Outreach and Recruiting efforts.	4	Get out of your comfort zone ... identify and approach churches, congregations you are unfamiliar with!				
8	In conjunction with the Fundraising/Sponsorship Coordinator develops and maintains contacts with 4th Day communities and churches in the area. Ensure new volunteers without 4th Day experience have 4th day volunteer training (Kairos Inside and Kairos Outside).	5	Review Churches currently engaged in Kairos and confirm they are regularly recruiting for volunteers.				
9	Knows and shares the resources available for recruitment, including brochures, videos, testimonials, endorsements, and others from Kairos.						
10	Very familiar with the Kairos Style document. You are strongly encouraged to become familiar with these guidelines and to use them wherever possible.						



Wrap Up Session / Closing Prayer

- Please complete the evaluations for the workshop
- Your feedback is important!

Date: July 14, 2018 Name (Optional): _____

Please rate the following items on a scale from 1 to 5 by circling the appropriate number:
 1=Strongly Disagree (SD); 2 = Disagree (D); 3 = Not Sure (NS); 4 = Agree (A); 5 = Strongly Agree (SA).

	SD	D	NS	A	SA
1. I felt that the training was well organized and the main points were well covered and clarified.	1	2	3	4	5
2. I felt that the facilitator(s) demonstrated comprehensive knowledge of the subject matter.	1	2	3	4	5
3. The facilitator(s) helped me to understand how the training material related to my role in the Outreach and Recruiting of volunteers.	1	2	3	4	5
4. I felt that the facilitator(s) conveyed ideas effectively and clearly and the material was informative and easy to understand.	1	2	3	4	5
5. I gained usable skills and will be able to apply them to Recruiting and Outreach efforts.	1	2	3	4	5
6. I am leaving with a clear understanding of what I need to do along with some specific plans to execute around the Outreach and Recruiting of volunteers.	1	2	3	4	5

7. What was the most valuable aspect of the training?

8. What was the least valuable aspect of the training?

9. What was missed or could be improved upon?

(Over)

10. Was this training worth my time? *(Circle one)* YES
 NO

11. Additional Comments or suggestions:

End of document ■