

Post Card Idea:

This is a new idea that hasn't been tried in Kairos recruiting that I know of, but I used something similar in recruiting salespeople to my business and it was pretty effective.

Anyway, each unit could take a photo of the weekend team at the first or second team meeting. Then use that photo to print up postcards with the title of *“This is how I spent part of my vacation this year!”* No other information is on the postcard other than, of course, the sender's and the recipient's addresses.

Each team member could be given a reasonable supply, say a dozen, with the understanding that they send them all out to local folks they know who just might be prospective Kairos volunteers. Printing 500 should run about \$60 or so.

The best part is that nearly everyone will look for their friend in the photo and then call or email to find out what “that strange postcard” was all about.

Answer: *“I'd love to tell you all about it over lunch.”*

This could be a very low impact, fun, but effective way to introduce the subject of Kairos Prison Ministry.



Sample added here as a visual aid.