

A STRUCTURED APPROACH TO OUTREACH AND RECRUITMENT OF NEW KAIROS VOLUNTEERS



The following document presents a structured approach for identification and recruitment of volunteers.

Identify Target Churches

Please be advised that in Kairos ... “We are Christians who believe in the Holy Trinity and honor and live the teachings of the Bible and our Lord and Savior, Jesus Christ. We conduct the ministry while inviting all to attend as Guests or Participants in Weekends and program-specific follow on activities to build Christian community.

With that in mind, it is important that those churches and organizations we approach to recruit volunteers are aligned with those core values.

While there are many informal routes to identify potential sources of volunteers, it is strongly recommended that a structured process for outreach is used that starts with contacting a company called InfoUSA.

If you are somewhat computer conversant, you can log on to their site and perform a search, however your best approach is to contact them directly.

Jeff Gunther is the contact. Jeff.gunther@infousa.com at 866 661-7606.

Should you call this number and Jeff is not available, one of their many reps can provide this assistance equally as well.

Ultimately InfoUSA can produce a list of churches in your area that matches the criteria you define, such as:

- By county
- By zip code
- By distance of how many miles from the prison.
- By size of congregation
- Senior Pastor identified

In the end, InfoUSA will send you a sample list of the churches to ensure you are happy with the selections you have made

The cost of a InfoUSA list is depending upon the size of the list. Typically, the cost is on the order of 30 to 50 cents per contact. Spending \$100 could result in a list of 200+ Churches.

Screen List and Assign Churches

Your Outreach Coordinator should perform a final screen of the list to ensure that any churches that don't fit the profile are eliminated. The list should then be divided up among members of the AC (and others) giving typically 10-15 churches for each to reach out to.

You might also want to include Kairos churches that are underrepresented and encourage those members to revitalize their outreach efforts.

Reaching Out

Most have found that it's best to send a formal letter to the Sr. Pastor introducing Kairos and your Ad Council and letting the pastor know that you will follow up with a call. (Lesson learned: the exercise will not be productive if you only send the letter or email without a follow up personal call.)

Ask the pastor if he/she believes that there is opportunity at their church for prison ministry as a part of their mission or outreach committees. If so, schedule a one-on-one meeting with the pastor. Introduce Kairos by showing a video on Kairos, so the pastor will know what you're intending to show members of his/her congregation. In particular, a DVD entitled "From Darkness to Light" is particularly good because it discusses Kairos engagement from a broader perspective.

Ask the pastor to suggest which group would be most open to the idea of working in a prison ministry – men's breakfast group, large Sunday school class, etc. Another lesson learned: Talking about Kairos during a "mission minute" during the regular church service doesn't work well. People forget that you said that you'd meet them after the service.

Your presentation / Sharing your Passion!

To help you, an Outreach Presentation Guide is available. Also it is vitally important that you have the participants complete an Interest Card. The Interest Card should be used when giving the actual presentation. It allows the audience to express where they'd like to get involved and it provides you with the opportunity to collect their contact information and establish some one on one contact.

Don't be Discouraged and Do Follow Up!

It's important to remember the team that it will take multiple calls to get only a few appointments. Don't be discouraged. Just keep on working the list.

Your outreach coordinator should institute a follow up mechanism where those that were given churches can report their progress and share what they've learned.

