

Build Your Recruiting Toolkit

The Resources That Make Recruiting Calls Work

EPISODE 331

You wouldn't send a plumber to a job without tools. So why do most ministry leaders pick up the phone to recruit with nothing prepared? The difference between a fumbled ask and a confident call is the toolkit you build before you dial.

6 Tools Every Recruiter Needs

- 01 Slot sheets.** Know exactly how many people you need, in which roles, at which times. If you can't give a number, you're not ready to recruit.
- 02 Job descriptions.** Bullet points. Time commitment, frequency, team leader, and a win statement. Not a two-page essay.
- 03 Common pushback answers.** Write down every excuse you've heard and prepare a response. Irregular schedule? Spouse hesitant? Don't know the Bible well enough? Have an answer ready.
- 04 Redirect sheets.** If they can't do the big role, have a smaller one ready. Downsell. Sunday school teacher to Wednesday night helper to once-a-month check-in volunteer.
- 05 Draft follow-up emails.** Pre-write three versions: they said yes, they said no, they said let me think about it. Send within minutes of hanging up.
- 06 Pre-printed postcards.** A quick handwritten note after the call makes you memorable. Pre-stamp, pre-label, batch them.

The Recruiting Call Reality

- You have about 7 minutes. That's it.
- You don't get a redo. A botched call costs you that person for a year.
- Memorize, normalize, personalize. Know your language so well that it sounds natural, not scripted.

Questions to Ask

- If I had to make 10 recruiting calls right now, what tools would I be missing?
- Do I have a pre-written response for the three most common objections?
- How quickly do I follow up after someone says yes?

Bottom Line

Recruiting is a professional skill. Professionals show up prepared. Build the toolkit before you need it, and your calls will be twice as effective.

Your Next Step

This week, create your pushback answer sheet. Write down the five most common reasons people say no and draft a response for each one.