

FACILITATOR'S GUIDE

Church Leader Training

RECRUITING AND RETAINING FAMILIES



FAMILY LEADERSHIP
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Facilitator notes will be highlighted. All other materials are included in the participant's guide.



SLIDE 1

Welcome



Say: Welcome. We are glad that you are here.



Share: Share a story of how you attempted to either recruit or retain families for your FLI program, and you failed.



Ask: Have you ever felt like this?



SLIDE 2

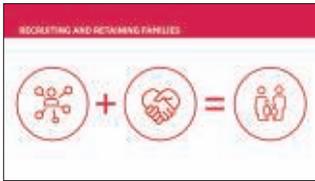


Say: Emphasis on recruiting families, maintaining relationships, and fostering sustained participation is essential for your Family Leadership Initiative program to thrive. Today we are going to look at best practices for recruitment and retention of both participating families and program volunteers. Throughout this session, you will learn how to:

- **Recruit families.** *Page 4*
- **Sustain participation.** *Page 7*
- **Maintain relationships.** *Page 9*
- **Leverage social media.** *Page 9*



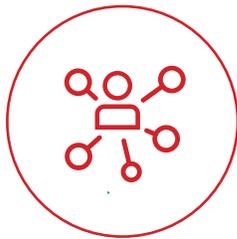
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SLIDE 3

Recruiting Families

Say: Family ministry doesn't begin with big events or special speakers. It's built through small, intentional efforts to connect with families and build lasting relationships. This is important to remember as you begin inviting families—from the congregation as well as from the surrounding neighborhood—to join your FLI program.



**Recruiting
Families**

+



**Maintaining
Relationships**

=



**Sustained
Participation**



Ask: What are your target areas for recruiting families?



Say: If you attended the Identifying Community Needs session, it is likely you already have this information. Please share your answers with those at your table.



Do: Allow 10 minutes for participants to discuss in small groups.



Say: Can I have a representative from each table share a response?

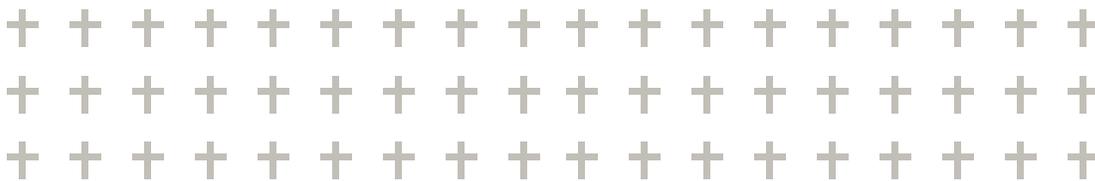


Do: Write suggestions on a board if available.

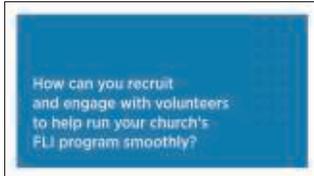


Do: When the group has exhausted ideas, top off the conversation by noting the items below that have not been mentioned:

- Church bulletins
- TV
- Newspaper
- Radio
- Mail
- Personal relationships
- Church announcements
- Marketing material
- Community events



 **Say:** We can go to the church, community, and neighboring schools to spread the word about upcoming FLI programming. **But don't forget the greatest power we have in recruitment: prayer.**



SLIDE 4

Volunteers

 **Ask:** Now that we have a plan for recruiting families, how can you recruit and engage with volunteers to help run your church's FLI program smoothly?

 **Do:** Allow 10 minutes for participants to discuss in small groups.

 **Ask:** Can I have a representative from each table share a response?

 **Do:** Write suggestions on a board if available.

 **Do:** When the group has exhausted ideas, top off the conversation by noting the items below that have not been mentioned:

- Within your congregation
- Community partners
- Family members
- FLI family participants
- High school, college, and university students

Sustained Participation



Say: After we have recruited families, it is important that we retain them.

SLIDE 5



Ask: What are some creative ways to retain families in your program?



Do: Allow 10 minutes for participants to discuss in small groups.



Ask: Can I have a representative from each table share a response?



Do: Write suggestions on a board if available.



Do: When the group has exhausted ideas, top off the conversation by noting the items below that have not been mentioned:

- Make personal contact.
- Be friendly.
- Know your families by name.
- Encourage fellowship with one another.
- Discover interesting facts about each other.
- Assist whenever needed.
- Recognize family accomplishments.
- Provide classroom incentives.
- Make every week exciting.
- Connect with resources in the community.
- Allow parents to weekly assist with program logistics.
- Celebrate perfect attendance.

Maintaining Relationships

Say: Relationship building is a continuous process. Here are some ways to strengthen bonds:

- Call families periodically.
- Visit families.
- Connect families to community resources.
- Plan a social family event.
- Invite families to participate in church activities.
- Connect families to church services.

SLIDE 6

Leveraging Social Media

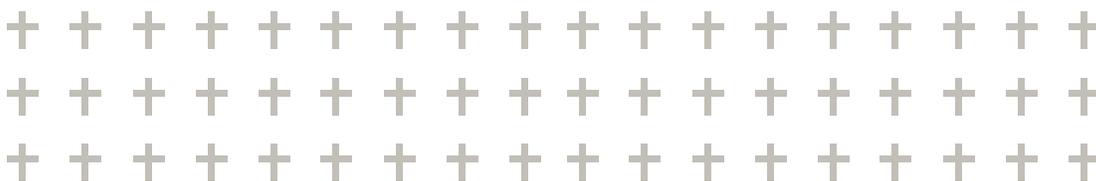
Ask: Have you ever floundered with social media?

Share: Tell a story of a less-than-stellar example of how you used social media and it didn't turn out as expected.

Say: In order for me to understand how much you know, share with each other at your tables how you have used social media.

Do: Allow 10 minutes for participants to discuss in small groups.

Ask: Can I have a representative from each table share a response?



 **Say:** Social media is a great way to stay present and active with families, volunteers, and community organizations. Social media also can serve as a retention tool by allowing for online communication and dialogue. A social media presence can:

- Keep your organization present with current members.
- Help as a tool for promoting events, classes, or upcoming training hosted by your organization.
- Re-emphasis learning strategies taught in a face-to-face setting.
- Connect your organization with other congregations in the urban ecology.
- Help establish a brand for your organization and build support for your efforts.

 **Say:** Social media does not:

- Replace face-to-face interactions.
- Change people's stand on issues.

 **Ask:** Why might this be true?

Content

 **Say:** Social media platforms include Facebook, Instagram, LinkedIn, Twitter, and YouTube. FLI is on Facebook and Instagram.

 **Do:** Show FLI's Facebook page and Instagram.



SLIDE 7

 **Say:** On social media, content is king!



Do: As you go through the next sections, try to share examples from Facebook or Instagram when possible.

What kind of content do we produce?

- Articles and blogs
- Images
- Videos

What content is for specific platforms?

What Kind of Content Do We Share?

SLIDE 8

1 Organic content

Organic content has heart and must reflect your church and your members. Examples include:

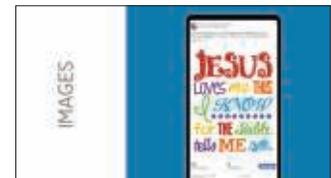
- Personal messages from your ministry
- Reminders
- Thank you notes
- Celebratory messages

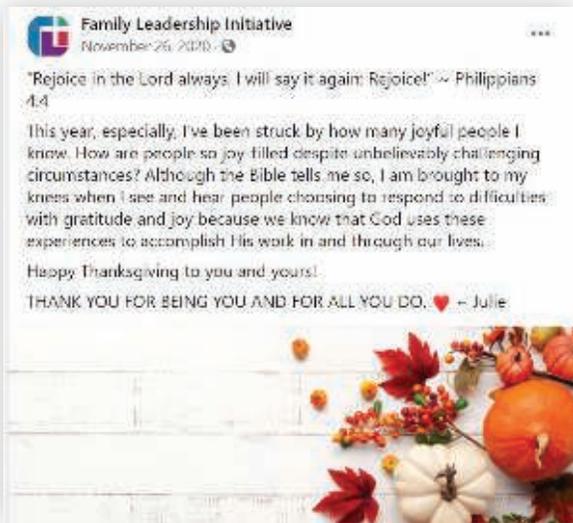


SLIDE 9

2 Images

Images can share messages that re-emphasize your organization's core beliefs, values, and identify.

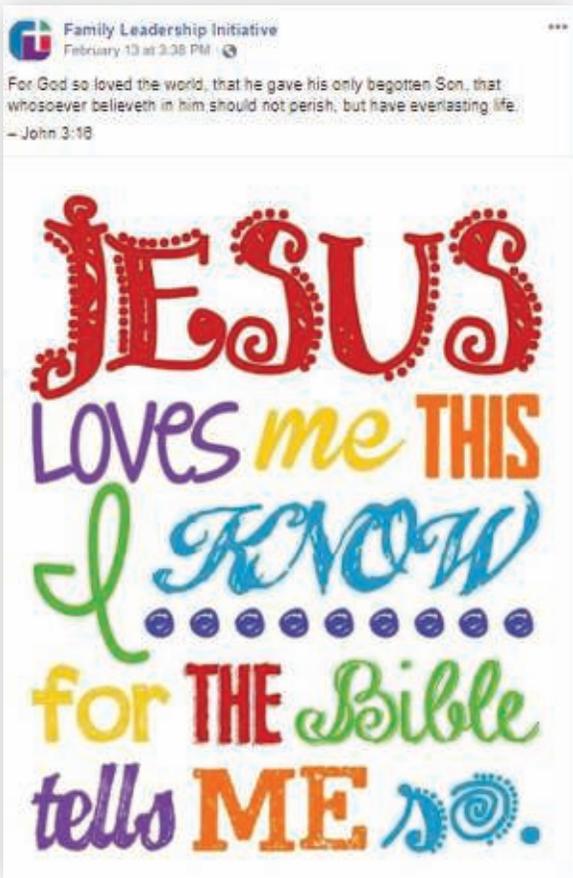




Organic content



Repurposed content



Images



Repurposed content

SLIDES 10 & 11

3 Partner content

Partner content is created by other organizations but may be helpful or of interest to your community. Examples include:

- Posts connecting families to specific resources.
- Cross promoted posts that reflect your organization’s values.



4 Repurposed content

Your most popular posts are already proven topics for your audience. Reshare a popular post as-is or rework it with updated content or ideas to spark more engagement.

Privacy

The audience setting is important to know and use as you see fit. In every “boosted” post you can determine if your post is “world view” or if it is restricted to certain demographic areas.

For information on boosting, please see a blog at https://animoto.com/blog/business/facebook-boost-best-practices?utm_source=google&utm_medium=cpc&utm_campaign=us-general-dsa-en-google-web&utm_term=&utm_content=non-brand&gclid=Cj0KCQjw--GFBhDeARIsACH_kdaFWB-TktclheBZ4huJJdTj4TFSbrlvAqVbQhJkGauud5PeW8AHMyoaAi8GEALw_wcB.

Additional Training

The Urban Church Leadership Center periodically offers its Ministry in a Digital World training to help church leaders learn new technology—including social media platforms—to connect with congregations. Go to www.urbanchurchcenter.org and click on “Events” to find out when this training will be offered next.

 **Say:** At the beginning, I shared a story of failure. If I would have used _____ (share your story), result would have been different.

 **Ask:** What is one item we discussed that encouraged or challenged you today?

 **Do:** Allow a couple of people to share.

 **Ask:** Ask participants to write down one strategy they are going to implement in their program.

 **Do:** Close in prayer.

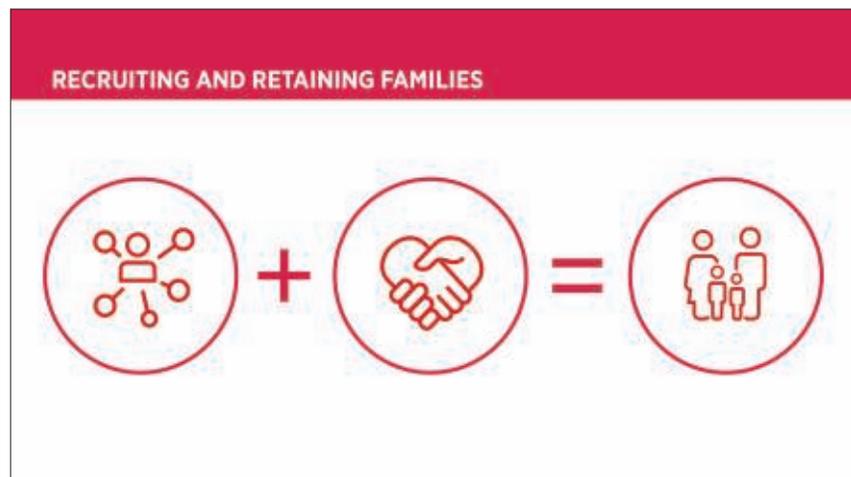
Slide 1



Slide 2



Slide 3



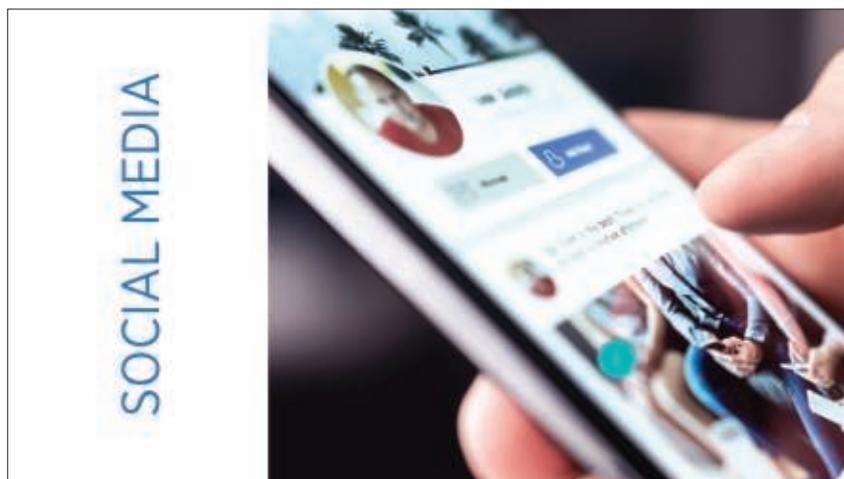
Slide 4



Slide 5



Slide 6



Slide 10

PARTNER CONTENT



The screenshot shows a Facebook post from 'Family Leadership Initiative' dated November 12, 2020. The text of the post reads: 'From our friends at New Hope Baptist Church: It's that time of year again. New Hope Baptist Church will give out Thanksgiving baskets to families in need, while supplies last. To reserve a basket you MUST CALL 616-965-2548. You will receive details on the date, time, location, and COVID-19 safety protocol. Due to current CDC guidelines & restrictions, please be sure to call for reservations. There will be no Thanksgiving baskets for those without reservations. *While supplies last only. *Call 616-965-2548 to make your reservation. New Hope puts on this event for their church every year and this year they have graciously opened it up to the community!' Below the text is a photo of a man in a dark shirt looking towards the camera.

Slide 11

PARTNER CONTENT



The screenshot shows a Facebook post from 'Family Leadership Initiative'. The text reads: 'View the full newsletter from our friends at ENTIF by clicking on the link below. We also invite you to subscribe to receive the newsletters directly to your email. We see many resources here and want to make sure you are aware. Thank you, Your FLI Team. <https://facebook.com/entif-community-resources>.' Below the text is a circular logo for ENTIF (East North Texas Initiative for Family) with the text 'ENTIF Community Resources, Announcements, and Upcoming Events'. A small note says: 'I apologize that this didn't make it to your inbox yesterday evening, but check this week's ENTIF updates in our newsletter below.'



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