



Church Leader Training

# RECRUITING AND RETAINING FAMILIES



FAMILY LEADERSHIP  
INITIATIVE



# Welcome

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:

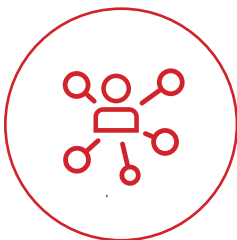
- **Recruit families.** *Page 4*
- **Sustain participation.** *Page 7*
- **Maintain relationships.** *Page 7*
- **Leverage social media.** *Page 8*





## Recruiting Families

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**

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**Maintaining  
Relationships**

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**Sustained  
Participation**

What are your target areas for recruiting families?

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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.**

**Volunteers**

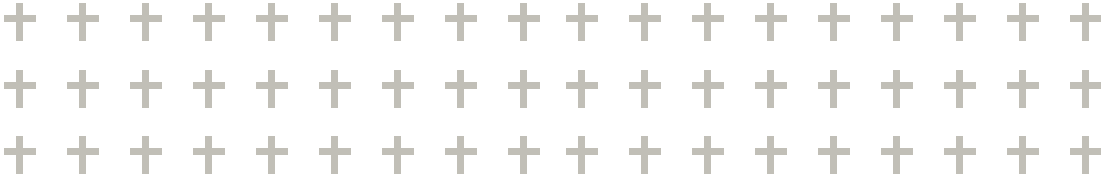
How can you recruit and engage with volunteers to help run your church's FLI program smoothly?

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# Sustained Participation

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

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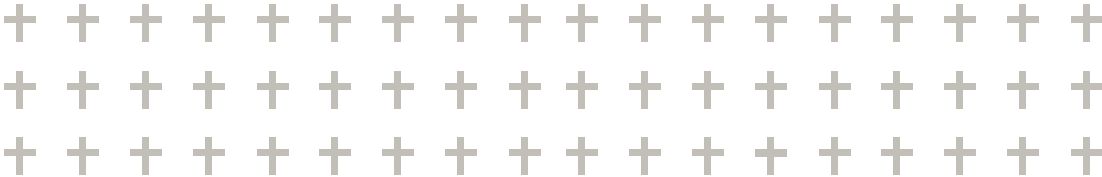
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# Maintaining Relationships

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.



# Leveraging Social Media

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 trainings 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.

Social media does not:

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

## Content

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

What kind of content do we produce?

- Articles and blogs
- Images
- Videos

What content is for specific platforms?

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## What Kind of Content Do We Share?

**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

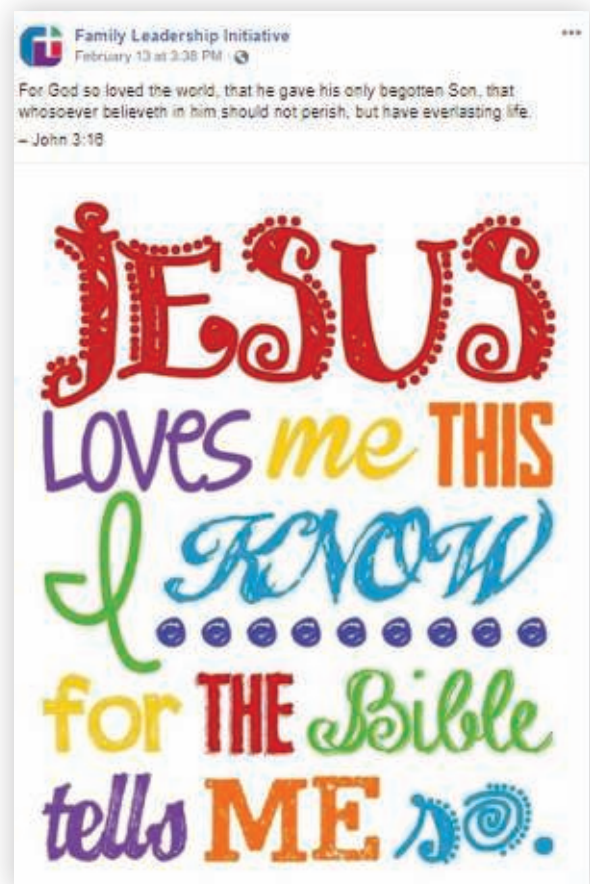
**2 Images**  
Images can share messages that re-emphasize your organization's core beliefs, values, and identify.

**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



Organic content



Images

# 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.

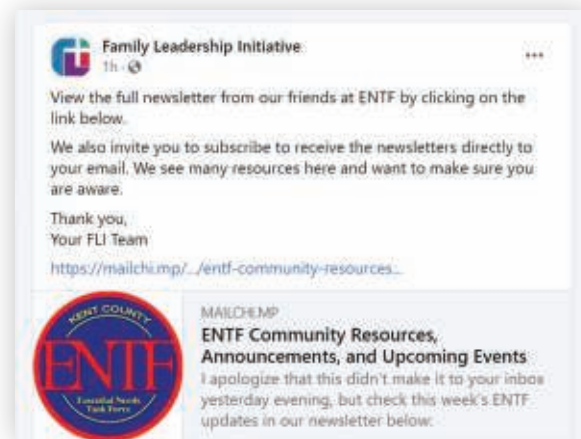
For information on boosting, please see a blog at [https://animoto.com/blog/business/facebook-boost-best-practices?utm\\_source=google&utm\\_medium=cpc&utm\\_campaign=us-general-dsa-en-google-web&utm\\_term=&utm\\_content=non-brand&gclid=Cj0KQCjw--GFBhDeARIsACH\\_kdaFWB-TktclheBZ4huJdTj4TFSbrlvAqVbQhJkGauud5PeW8AHM yoaAi8GEALw\\_wcB](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=Cj0KQCjw--GFBhDeARIsACH_kdaFWB-TktclheBZ4huJdTj4TFSbrlvAqVbQhJkGauud5PeW8AHM yoaAi8GEALw_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](http://www.urbanchurchcenter.org) and click on “Events” to find out when this training will be offered next.



Repurposed content



Repurposed content

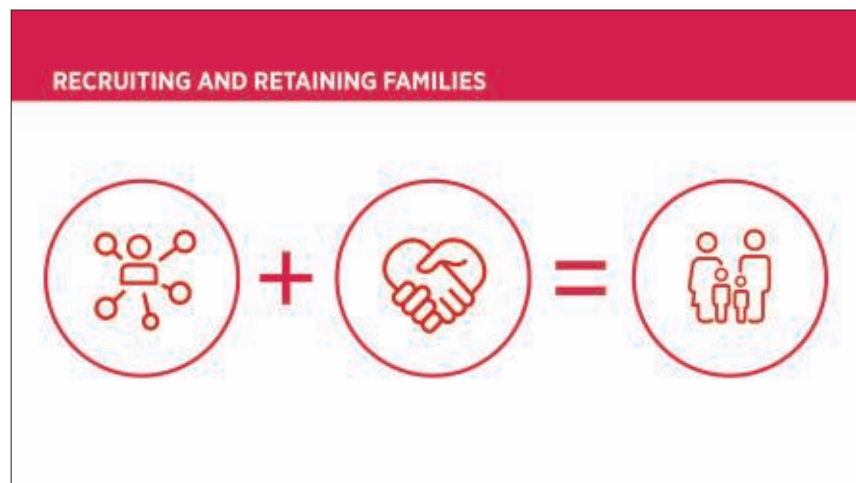
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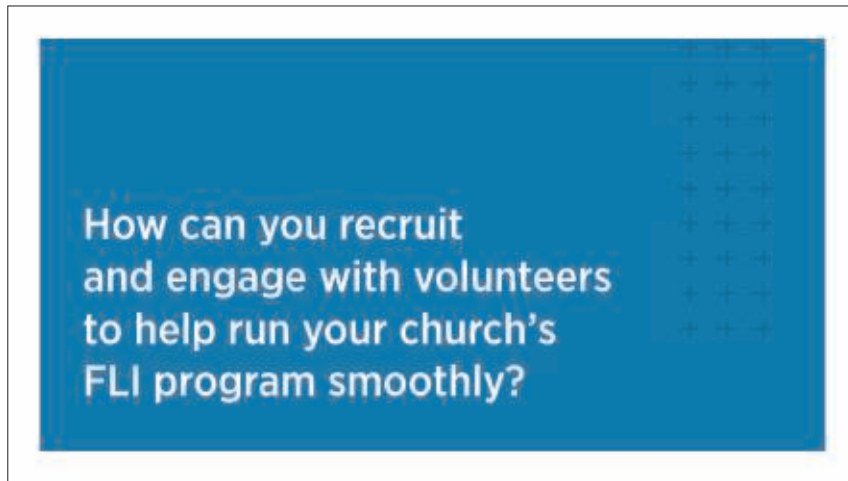
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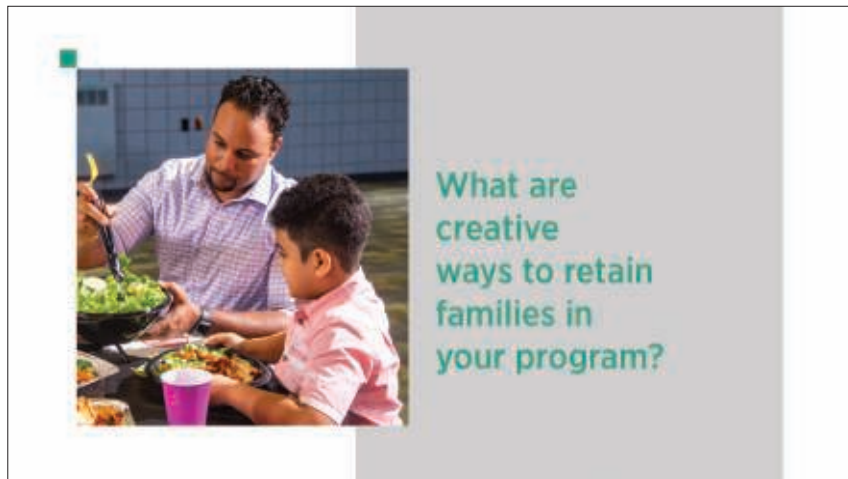
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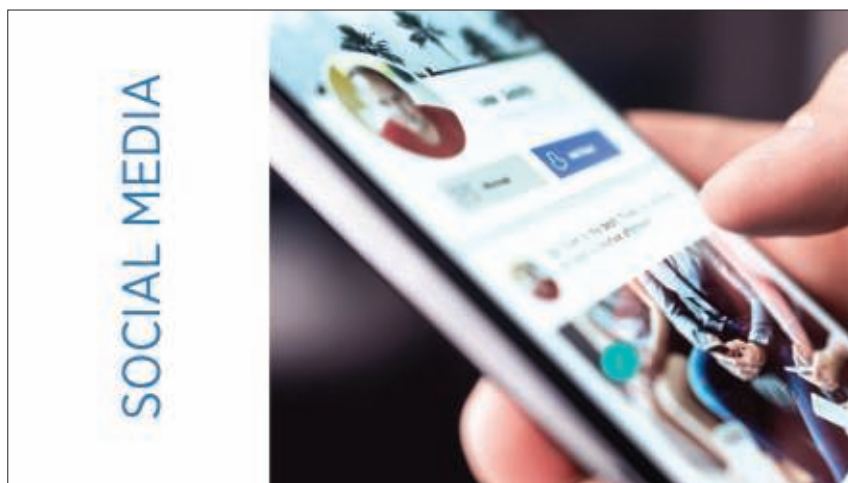
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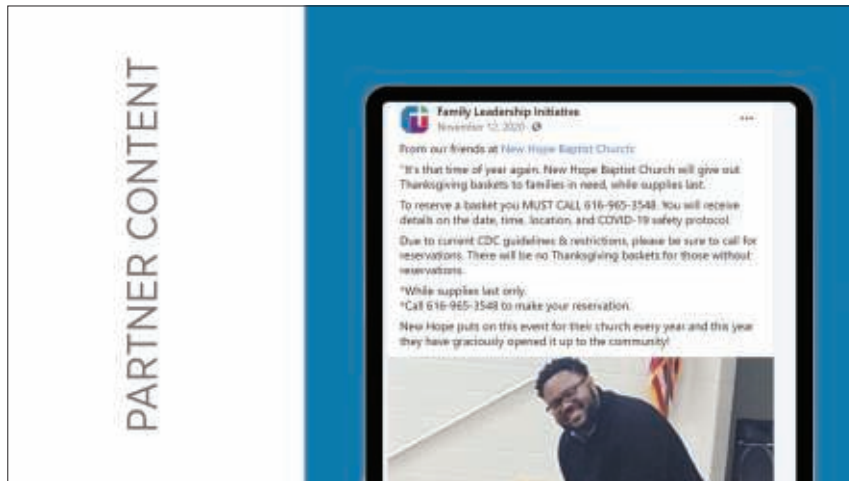


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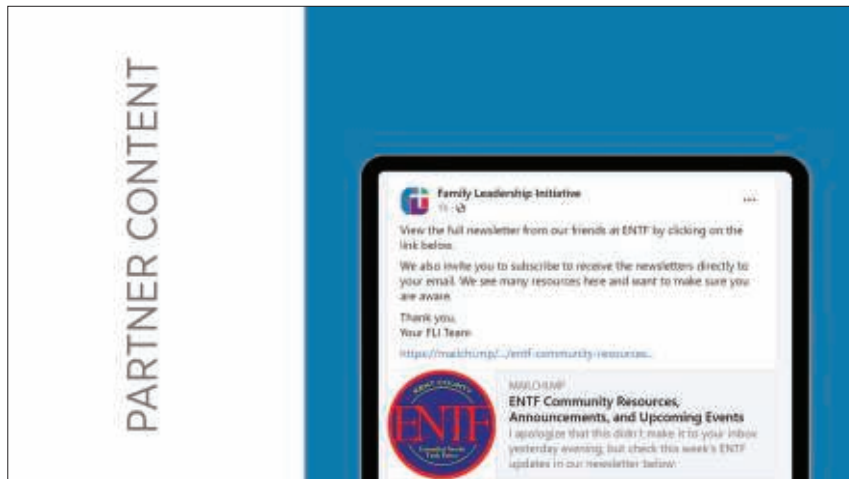




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