



60 Workers in 60 Days

by David Boyd

One of the best recruiting methods I've found as a children's pastor was to have a recruitment campaign. I always called mine "60 workers in 60 days."

I would begin by writing down every possible position I could think of. Go beyond the usual list of workers. Be creative. Ask for teachers, teachers assistants, teacher's helpers, registrars, craft people, snack coordinators, substitute teachers, substitute helpers, etc.

When you begin calling people, there are those who are scared of being any kind of teacher, but they might be willing to be a registrar. What does a registrar do? Sit in the classroom, take attendance of the kids who come, care for younger kids who are lonely or sad, help the main teachers. These are basically assistant teachers, but it sounds less threatening to be a registrar.

Some people who don't want to get involved are willing to be substitutes. Once they get used to teaching a few times they may fall in love with a certain age of kids and become a worker.

After you have written down all the positions, begin a big



campaign in the bulletin, from the pulpit, in the foyer, with banners, etc. Use the title "60 workers in 60 days" for your campaign.

Be positive. Don't say, "We lost workers; we need you." Say "We want to reach more kids; we need you!"

Work Very Hard Calling Every Single Person in Your Church During This Period

As you begin to find people, tell the congregation, "We have filled twelve positions. Forty-eight to go!" This shows the church that others are joining up.

If you only need one job filled, it's easy for a member to say, "Someone else can do it." If you say you need 60 workers, it's much harder for them to say, "I am not one of the 60."

During this 60 days, display the kids in every way you can. March them all through the sanctuary single file while the congregation is singing a hymn. They will be amazed how long a line of kids you have. Thus, they will be reminded of your need for a lot of workers!

