

Tips for Recruiting *Thrivent Builds* Volunteer Leaders

Steps for Successful Recruiting

The Lutheran Engagement Team (LET) is responsible for recruiting Thrivent Builds Chapter Specialists. Both Lutheran Engagement Teams and Chapter Specialists are responsible for recruiting Thrivent Builds Congregational Champions.

1. **Create awareness.**

Ideas for creating awareness of available *Thrivent Builds* positions include:

- Word of mouth (both at chapter/RFO events and in daily life).
- Chapter newsletter.
- Chapter website.
- Church bulletins.

2. **Make a list of potential candidates for the various volunteer opportunities.**

- Ask for recommendations from:
 - Thrivent Financial representatives, current chapter leaders and congregational advocates.
 - Habitat for Humanity affiliates.
 - Local pastors.
- Think of Thrivent Financial members who have a passion for, or past history of working with, Habitat for Humanity.
- Order a chapter member listing from your Chapter Leadership Board.

3. **Contact potential volunteers.**

- Match the skills of potential candidates to the appropriate role requirements.
- **The best way to recruit is to personally ASK.**
- Prepare ahead of time what you want to say.
- Print role description(s) and highlight specific requirements (e.g., email/internet access, etc.).
- Explain how the candidates' strengths, interests and abilities will help in the volunteer role.
- Describe how the volunteer role could benefit them (self development, way to express values).
- Explain what's special about volunteering with *Thrivent Builds with Habitat for Humanity*.
- Be honest about the time commitment, tasks and desired results.
- Be positive about convincing them it's worth their time and talent.
- Show your pride and excitement about *Thrivent Builds*—it's contagious!

Did you know?

More than 70% of those directly asked to volunteer said "Yes."
- 2001 Independent Sector Survey

Review the **Volunteer recruitment (leaders)** section of www.thriventbuilds.com/resources (click on drop-down arrow under "Thrivent Builds Homes") for role descriptions, eligibility requirements, tools for recruiting and more.

Where to find potential volunteer leaders—look at the volunteer role descriptions and think of Thrivent Financial members you know or where you could go to find people to fit them.

Chapter Specialist

Consider:

- Contacting Habitat for Humanity affiliates for leads.
- Contacting local pastors for leads.
- "Scouting" at large regional events.
- Talking to people who chair committees at their churches.

Congregational Champion

Consider:

- Reviewing the list of current congregational advocates.
- Contacting local pastors and congregations previously associated with Habitat affiliates.

Both positions

Remember:

- Make phone calls—lots of them!
- Refer to the volunteer recruiting materials available in www.thriventbuilds.com/resources, under "Thrivent Builds Homes."

Tips for Recruiting *Thrivent Builds* Volunteer Leaders (continued)

Be prepared to answer questions/concerns

- ☑ “I don’t have time to be a Chapter Specialist.”
If a volunteer leader role isn’t a good fit for them, ask them to consider assisting the person who does fill that role or helping out on the build. Consider having multiple people fill this role to share the responsibilities.
- ☑ “I have a problem with Internet access.”
If this is an issue of Internet speed, chapters have the option of using operating funds to provide its leaders high-speed Internet access.

Since the Chapter Specialist position requires Internet access, do not recruit a person who doesn’t have it.
- ☑ “Why should I volunteer with Thrivent Financial rather than _____?”
Share the opportunities and benefits of participating in a unique effort like *Thrivent Builds*. Explain how Thrivent Financial and Habitat for Humanity help multiply the good our members do.
- ☑ “Honestly, I just can’t do it.”
Thank them for listening and tell them you’ll try them again next year. Then ask if they know of anyone else who might be able to help out.

Keep asking!
People’s priorities—
and plans—change
over time.

Resources to share with candidates

- ☑ Detailed individual Chapter Specialist and Congregational Champion role descriptions in www.thriventbuilds.com/resources. Under “Search tools by type,” click Role Descriptions.
- ☑ Local, regional and national Member Activity Highlights found in the Thrivent Community section of thrivent.com.
- ☑ Items found under “Search tools by topic” on www.thriventbuilds.com/resources. Review materials and select what you feel is appropriate to share.

More recruiting information

- ☑ The Chapter Mailing Service. Prewritten recruiting-related articles for chapter newsletters include:
 - *Thrivent Builds Homes* volunteer and volunteer leadership recruitment articles.
 - A “Help Wanted”- style article.
 - Several articles describing how people can help make a difference (e.g., a prospective volunteer with limited time).Contact your chapter leadership board for more information on newsletters and prewritten articles, or visit the [Chapter Mailing Service page](http://www.lutheranonline.com/lutheranonline/chapters/newsletterguidelines.html) at www.lutheranonline.com/lutheranonline/chapters/newsletterguidelines.html.
- ☑ Chapter websites. Talk to your chapter leadership board about using your chapter’s website to advertise these positions and to get more people interested in *Thrivent Builds with Habitat for Humanity*.

Contact the Member Connection Center with your Thrivent Builds with Habitat for Humanity-related questions:

- ☑ Call 800-THRIVENT (800-847-4836) and say ‘fraternal’ at the voice prompt to speak with a staff member.
- ☑ Send an email to thriventbuilds@thrivent.com.
- ☑ Contact your local Lutheran Engagement Team (LET).