



Christopher Franklin

Volunteer Growth
Media Ministry Management

ABOUT ME

Christopher is an accomplished Marketing leader with over 25 years of experience in brand development, video, design and motion graphics. He has help build strong brands while working in leadership positions at ABC24, FOX Televisions stations, Guardsmark and the Evangelical Presbyterian Church (EPC).

He has won 5 Mid-South Emmy Awards, 10 Promax Awards and a other accolades in Media Production

~CHRISTOPHER FRANKLIN

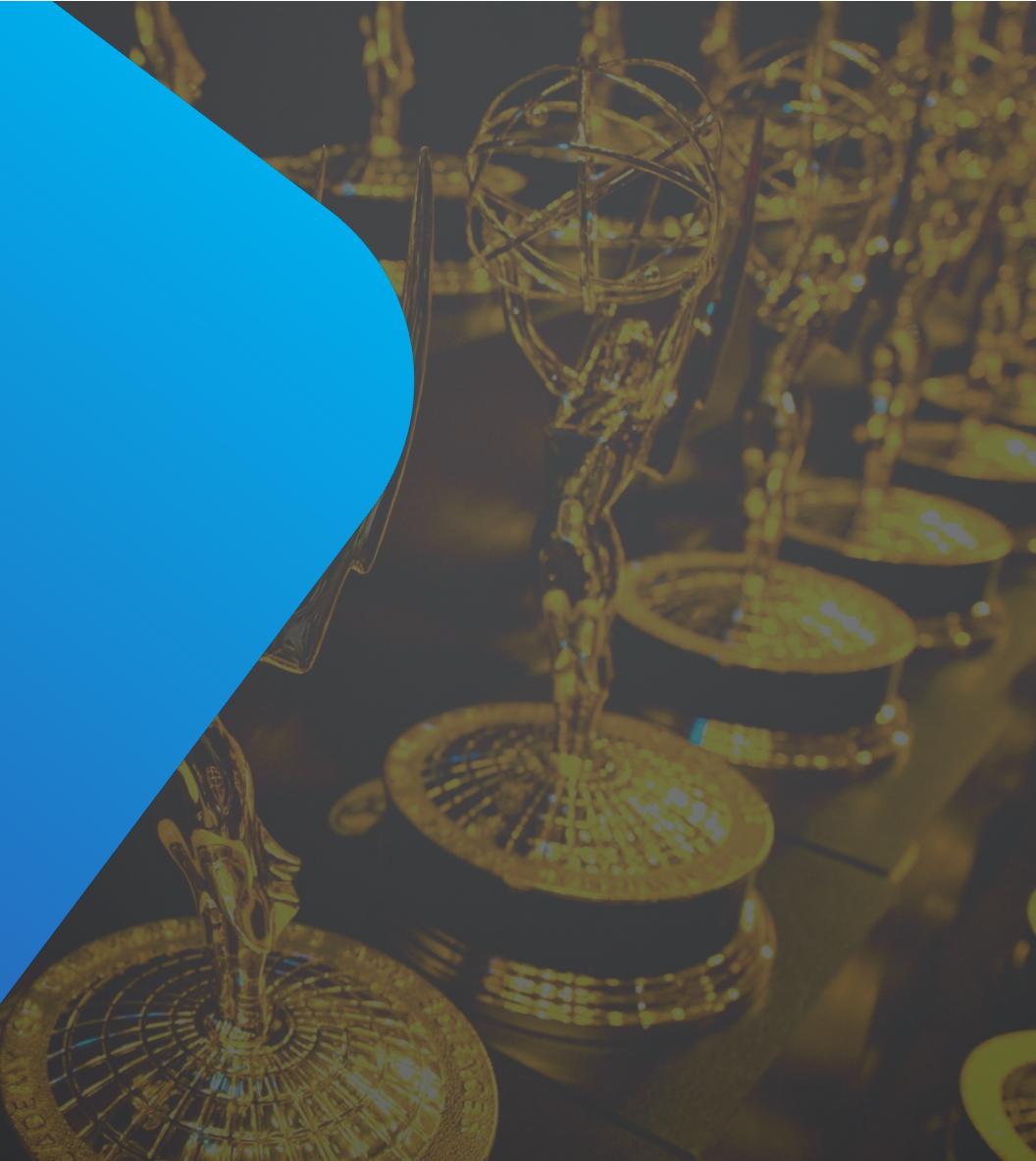
MARKETING DIRECTOR, ABC24 NEWS
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AGENDA

GOALS & OBJECTIVES FOR THIS SESSION

- **THE NEED**
- **OBLIGATION**
- **WHY**
- **EXPECTATIONS**
- **IN AND OUT**
- **PERSONAL**



Not without VOLUNTEERS

“No matter how many staff members a church has, they can never accomplish all that needs to be done without volunteers.”



Stop leading with obligation



Members don't feel guilty for failed programs and don't feel obliged to serve in areas they aren't passionate about.

Old school volunteer recruitment leaned far too heavily on guilt-tripping loyal members to serve out of a sense of duty. This approach may have seemed to effectively fill holes in needed areas, but it often manipulated soft-hearted persons to acquiesce out of obligation, rather than serve out of a sense of personal calling.

Communicate a clear and compelling “why”



Any ministry leader can rattle off the where, what, when, and how of their volunteer needs, but in my experience, few can articulate a clear and compelling why for their ministries.

Every decision to say “yes” to one thing means saying “no” to something else. It’s not that people are unwilling to serve; they just want to know their service makes a measurable difference. They need assurance something meaningful will manifest because of their investment of time and energy.

Clarify expectations



Expectations impact everything. Unclear expectations lead to unmet expectations. Unmet expectations make people feel like they've failed. Many would-be volunteers have been burned in the past by having unrealistic and ever-increasing expectations placed on them.

Make each volunteers' job description as specific as possible. No one is comfortable saying "yes" to something undefined. The more specificity you can provide, the more satisfying the experience will be. Satisfied volunteers become long-term leaders.

Give them an in and an out



Don't just ask potential volunteers to do a job that you need done. Invite them to join a team. Few people are looking for more work to do, but everyone wants to find a place to belong.

Serving as a volunteer is an incredible opportunity for people to connect with others in the church and community. This requires you to be a team-building leader, connector, and coach, but it's absolutely worth the effort. Take steps to create an environment where leaders know each other and root for one another.

Consider giving your people matching T-shirts to identify them as members of the team. Pray together as a group. Encourage one another. Celebrate victories together.

Make it personal



When you can offer someone an opportunity to serve based on their unique giftedness you will get a YES.

Meet people over coffee or lunch and present the person you approach with an opportunity to be a part of a team with a compelling “why” that you are personally passionate about. As a leader, whatever you have is contagious. Make sure you exude enthusiasm for your ministry. When you do, others will catch it from you.



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