

Recruiting Chapter Leaders

Steps for Successful Recruiting

1. Start early/create awareness!

Recruiting is a year-round process that includes keeping the Thrivent Financial for Lutherans name and its volunteer opportunities in front of its members. Ideas for creating awareness of available positions include:

- Word of mouth.
- Chapter newsletter.
- Chapter website.
- Church bulletins.

2. Make a list of potential candidates for the various volunteer opportunities (5 to 6 months before election).

- Ask Thrivent Financial representatives or congregational advocates for recommendations.
- Think of Thrivent Financial members who have approached the chapter for activity funding or new members you have admitted to the chapter.
- Download a chapter member listing (Excel spreadsheet) online at www.thrivent.com > MyThrivent > Chapter Leaders Only (Chapter Leadership Administration Menu). Under Reports/Listings, select Chapter

Tip: Invite members to serve as advisors to the board. This can ease them into a leadership role.

3. Contact potential

volunteers (2 to 3 months before election).

- At a chapter meeting, discuss potential candidates. Match their skills to the appropriate role requirements.
- **The best way to recruit is to personally ASK.** Decide who will contact each candidate (usually this is the leader who knows the person the best).
- Prepare ahead of time what you want to say.
- Print role description(s) (see Resources on next page) and highlight specific requirements (e.g., email and internet access is highly encouraged or required; term limits).
- Explain how the candidates' strengths, interests and abilities will help in the volunteer role.
- Explain how the volunteer role could benefit them (self-development, way to express values).
- Explain what's special about volunteering with Thrivent Financial.
- Be honest about the time commitment, tasks and desired results.
- Invite them to attend a chapter meeting.
- Be positive about convincing them it's worth their time and talent.
- Show your pride and excitement about what you do—it's contagious!

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.

Position:

Financial director or assistant financial director
Chapter president
Records director
Congregational advocate
Any chapter leader position
Any volunteer leader position, including advisors

Consider:

Accountants, bankers, bookkeepers
Former chapter vice presidents
Administrative assistants
Church leaders; pastors for referrals
Past & current congregational volunteers
People in congregations who have benefited from Care program activities; high school or college students looking to enhance their college applications or resumes; service team participants

See **CHIP** for a description of eligibility requirements for volunteer leader position. Type "leader eligibility" in the "Search for" box.

Recruiting Chapter Leaders (continued)

Be prepared to answer questions/concerns

“I don’t have time to be a chapter leader.”

Explain how the chapter leaders on your board handle the time commitment. Explain the term limits: terms are for one year, so it’s a one-year commitment at the most, and no more than four consecutive terms.

If an elected position isn’t a good fit for them at this time, ask them to consider a more flexible advisory position or being part of a service team for a short-term commitment.

“I have a problem with internet access.”

If this is an issue of internet speed, your chapter has the option of using operating funds to provide its leaders high-speed internet access.

If a potential chapter leader doesn’t have internet access and has no desire to have it, consider whether it would be in the best interest of your chapter board to recruit the candidate. Can your board operate efficiently if one of the leaders doesn’t have email or internet? If a position requires internet access, do not recruit a person who doesn’t have it.

“Why should I volunteer with Thrivent Financial rather than _____?”

Share why the chapter leaders on your board volunteer with Thrivent Financial. Explain how Thrivent Financial inspires others to live secure AND generous lives.

“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.

Questions? Contact the Member Connection Center

- To speak with a staff member, call **800-847-4836, say “Fraternal” when prompted.**
- Available hours: Mon. — Fri. 7 a.m.— 9 p.m. Central time
- Send an e-mail to fraternal@thrivent.com

Resources to share with candidates

- Detailed individual chapter leader role descriptions, plus many other items, in the Volunteer Leader Resources section of www.thrivent.com > Thrivent Community > Chapters.
- Quick Guide to Chapter Leadership Board roles with brief descriptions of all elected positions. Find it in CHIP (in Chapters, above) under “recruiting.”
- Local, regional and national Member Activity Highlights found in the Programs & Outreach section of thrivent.com > Thrivent Community.
- Information about the chapter Care programs, the chapter system, and volunteering with Thrivent Financial is available to order from Chapter Supplies in Chapter Leadership Administration.

More recruiting information

- The Chapter Mailing Service. Prewritten recruiting-related articles for chapter newsletters include:
 - A “Help Wanted”- style article.
 - Several articles describing how people can help make a difference (e.g., a prospective volunteer with limited time).
- Ask CHIP! The Chapter Information Place in Chapters, above. The recruiting section of CHIP includes links to volunteer leader recruiting materials. Search on ‘recruiting.’
- CHIP also has an article on chapter leadership board roles and expectations. Search on ‘roles.’
- Chapter Websites. Use your chapter’s website to advertise open board positions and to get more people interested in chapter activities by posting photos, details and anything else people might find appealing. Be sure to promote your site! For more information, go to CHIP and search on ‘chapter websites.’