



Recruitment 101

BUILDING A STRONG CREATION CARE TEAM

Thank you for participating in the Catholic Climate Covenant's Creation Care Team (CCT) program! Toolkits to help you and your team talk with Church leaders and host events can be found in our [Resource Library](#), and are available exclusively for our Creation Care Teams. In addition, there are many study guides, small group resources, and other program materials on our website. We also send you ideas and tips through our bi-weekly emails.



Your CCT is doing good work.

On behalf of Creation and our vulnerable sisters and brothers, we thank you.

Many team leaders find identifying and recruiting team members to be challenging. We're here to help. This toolkit will give you ideas and techniques for how to find and connect with potential team members.

If you've found another method successful, please let us know so that we can share it. Send your stories and strategies (and any questions you may have) to programs@catholicclimatecovenant.org.

RELATIONSHIPS BUILD TEAMS.

Recruiting through relationships is key to successful team building.

- Start by asking your inner circle of friends if they would like to join the team. Ask friends to serve together. Many times, volunteering together will help make people comfortable in a newly formed group.
- Ask the pastor, principal, key staff, or other leadership to join the team. They may say they are too busy, but it is good to build this relationship through an invitation, and it lets them know you're serious about building a good team.
- Ask your friends, pastor, principal, and others for names of people they would recommend to be on the team. Urge your leaders to make an introduction. Have them speak to their recruits about why they are being recommended to serve on the CCT. People appreciate being asked to share their gifts and expertise.
- Reach out to other ministry groups, such as the parish council, school leadership, or finance, worship, education, scouts, and social action committees. Try your youth groups and women's and men's groups. Hold the same conversations with them that you did with your leaders.

- Try to recruit a diverse team. Recruiting a diverse, energetic, and motivated group of people is essential to creating positive change within a community. Aim to bring as many voices as possible to the table as possible.
- Open your parish, school, or community directory. With your team, brainstorm a list of people who might be interested in working on climate change. Then take the initiative to personally invite those people to participate.
- Remember, establishing a personal relationship and having a one-on-one conversation and personal invitation works much better than an impersonal announcement, email, or flyer.



RECRUIT OUTSIDE YOUR CIRCLE.

Though recruiting through relationship building is always best, you should also advertise in order to reach those who may be not as connected within your community.



- Make an announcement during Sunday school, a social action committee meeting, catechism classes, or social functions.
- Ask the pastor to make an announcement from the pulpit at all masses and for several weeks in a row to ensure that everyone in the parish hears the news. When appeals are made from the pulpit or during a community event, remember to have sign-up sheets ready to catch any interested volunteers.
- Place an announcement in the parish newsletter, on the bulletin board, or in the church bulletin. Be sure to include contact information, so that interested people can reach you to sign up.
- Use social media for outreach and for teambuilding. Either use your own Facebook or Twitter account, or create a Facebook group page to build community.

POST-RECRUITMENT: KEEP THE TEAM GOING STRONG.

Initial recruitment is important. However, you need to nurture and support your team and keep them energized and committed to working on climate change as a moral issue.

- Plan to start your CCT activities with a quick win in order to build momentum and create a sense of accomplishment. Start with fun and simple activities, such as taking a hike or a walk around the grounds.
- To keep expectations clear and satisfaction high, always communicate goals, objectives, and time commitments.

- Thank, support, and recognize your team members often. This will strengthen your team and retain your best volunteers.
- Make sure that all newly recruited team members feel valued. Ask them if they wish to take on a specific responsibility. Would they like to plan an event or perhaps be in charge of outreach or lead the sustainability efforts? Asking for their input from the very beginning ensures that your team members feel that their input and effort is appreciated.
- Aim to keep members of the parish/community informed about what you accomplish. Place updates in the newsletter, on the bulletin board, or in the bulletin. Ask your pastor to make announcements about the group's activities every month or two.
- Even after you have recruited your core members, always be on the lookout for new volunteers. Remember, people move, volunteers are pulled in other directions, and teams are always evolving.



To get started, click [here](#) for a sample bulletin insert, and [here](#) for a sample flyer.

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