

**Welcome to the Third Monday Evening Tele-Training (9-21-09)** hosted by Public Awareness Ministries (website: [PreserveLiberty.com](http://PreserveLiberty.com)). Are we in a spiritual and cultural war? Are life, marriage, and America's Biblical foundation (the source of our liberty) are under attack? **If so, how can we become involved locally and productively, with training and support, in little cracks of time without a big time commitment?** [PreserveLiberty.com](http://PreserveLiberty.com) seeks to answer this question with a simple, prayer-based ministry model...

**Together we're building a standing army that's "prayed-up" and "trained-up" to protect life, marriage, and America's Biblical foundation in a loving Christlike manner.** Please join us as we fight this war beginning on our knees with **prayer together** locally one consistent hour a month for our leaders, nation, and vital issues (I Tim. 2, II Chr. 7:14). It takes just **three minutes to sign-up a new prayer group** at the "[Prayed-Up](#)" link at [PreserveLiberty.com](http://PreserveLiberty.com). Free monthly prayer guides and training are provided, and a free webpage will be set-up for each local group that wants one. **Third Monday "Evening School" Tele-Trainings** provide "how-to" instruction from subject matter experts (please visit the "[Trained-Up](#)" link at [PreserveLiberty.com](http://PreserveLiberty.com) for a schedule and details).

**Copies** of these materials are available freely at the "[Trained-Up](#)" link at [PreserveLiberty.com](http://PreserveLiberty.com).



## Public Awareness Ministries

**Are we in a spiritual and cultural war where life, marriage, and America's Biblical foundation are under attack?**

**What can I do about it that's local and effective, in little cracks of time?**

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Slide # 1



## Public Awareness Ministries' mission:

***Building a standing army that's "prayed-up" and "trained-up"***

***to protect life, marriage, and America's Biblical foundation,***

***in a loving, Christlike way...***

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## Teleconference Training #9: Recruiting, Encouraging, and Retaining Volunteers

1. Recruit, train, and deploy (are we at war?)
2. Volunteers are vital!
3. A powerful recruitment tool
4. Where to begin (and homework)
5. ASKING people to become involved
6. Ideas for retaining volunteers
7. Building leaders
8. PRAYER is KEY

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### STEP 1: Recruit, train, and deploy

1. Pre-recruitment attitude: ask yourself – are we in a spiritual and cultural war where life, marriage, and America’s Biblical foundation are under attack?
2. Adopt a “professional recruiter” attitude where you actively LOOK to connect with like-minded people who may not be involved right now...
3. Remember: the “other side” is actively at work (recruiting, training, and deploying)...

## STEP 2: Volunteers are vital!

Every campaign/effort has THREE resources:

1. Time
2. Money
3. People

**PEOPLE** are most important resource as they bring time (help) and money into the process. Therefore, it is our objective to recruit more people into the process.

## An important question, goal, and focus:

1. **Question:** How can I best encourage my sphere to become involved? All work is local!
2. **“Think big” goal:** What if we trained-up 20,000 workers who reached 100 people each (equals 2 million additional conservative votes). This is enough to impact a national election, and to win several state elections.
3. **TODAY’S FOCUS:** getting concerned people off the sofa, and into meaningful involvement

## Successful recruitment and use of volunteers

1. List the tasks you need to accomplish
2. Determine the time each task takes
3. Determine how many volunteers it will take
4. Begin recruiting volunteers

People **enjoy** volunteering to do work they feel makes an impact, doing tasks that are clearly thought-out in advance...

## STEP 3: A powerful recruitment tool -- Understanding People: what motivates them to volunteer?

1. Passion about an issue
2. Feeling like they're making a difference
3. Loyalty OR aversion to a party or candidate
4. Networking
5. Fellowship / Social

Ask people: What motivated you to come in today? Communicate in their language...



## STEP 4: Where to begin -- close to home

1. Family
2. Friends
3. Neighbors
4. Colleagues

(Start at the top and work your way down...)

Talk to **everyone** in your sphere of influence –

Mobilize you own contacts!



**HOMEWORK: list and contact 7 people in your network who you'd like to see involved – invite them to next TeleTraining**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

## Inviting volunteers to become involved: The more personal the approach, the more successful the recruitment

1. Volunteers refer other volunteers - network!
2. Call to invite volunteers
3. Pass our flyers, set-up a recruitment table, or put up posters
4. Reach out to like-minded organizations
5. Use Email to reach volunteers

## The secret weapon recruitment tool:

1. **Energy and enthusiasm:** people are attracted by excitement and energy

The more **energy and enthusiasm** you put forth, the more **attractive** you'll be, and the more **volunteers** you'll recruit and retain.

## STEP 5: How to ASK people to become involved

1. Make a personal connection (establish rapport / value)
2. Tell them they're making a difference (give specific examples – *together we impact...*)
3. Seek a solid commitment for the next effort (asking “can you please help us to...?”)
4. Invite them to invite others
5. Remind people of their commitment via “wrap-up” announcement, Email, etc.

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## STEP 6: Ideas for retaining volunteers

1. Welcome them when they arrive
2. Thorough planning – define clear tasks that don't waste their time, and set goals
3. Express love and appreciation
4. Give them something to EAT
5. Thank them (that night *and* via a call / Email / volunteer appreciation event – **be creative**)
6. Stay connected (via Email, etc.)
7. Invest in training to improve L-T effectiveness

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## STEP 7: Building leaders

1. Set the example by your commitment level, work ethic, integrity, and dependability
2. Leaders are developed, not born
3. Don't try to do everything yourself – let volunteers do things and GROW into leadership roles
4. Set expectations and de-brief – **what could be done better next time?**

## Help people advance their skills – *for example:*

1. *First time: neighborhood / precinct walker*
2. *Second time: greeter / assistant trainer*
3. *Third time: trainer*
4. *Fourth time: precinct walk shift captain*
5. *Fifth time: precinct outreach coordinator*

LISTEN to their feedback, let people work where they're comfortable, and don't promote to a level of incompetence.

## Overcoming Objections: Think about how you'd handle objections like:

FIRST RULE: find the “yesses” rather than trying to convert or persuade the “noes”

- “Maybe I can come and help. I’ll try.”
- “I can’t come today. I have another commitment.”

## STEP 8: PRAYER is key!

1. Work/project-based groups (e.g., Prop 8) tend to come and go with election cycles, but **prayer-based work groups tend to endure** (e.g., Public Awareness Ministries group in Sacramento – 8+ years, month-in, month-out)
2. SIGN-UP to pray together in your city for our leaders and nation one hour every month till the Lord comes back (it takes 3 minutes to sign-up at the “PRAYED-UP” link at [PreserveLiberty.com](http://PreserveLiberty.com)) = **Power + Unity!**

**NEXT MONTH:– Third Monday Evening  
TeleTraining and Third Saturday Morning  
TelePrayer (info at [PreserveLiberty.com](http://PreserveLiberty.com))**

- 1. FOCUS:** getting concerned people off the sofa, and into meaningful **involvement** – **PEOPLE = POWER (prayer and work)!**
- 2. HOMEWORK** (slide # 10): list and contact **7** people who you'd like to see involved – invite them to next TeleTraining or TelePrayer...

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***to protect life, marriage, and  
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**Contact Mark Matta 916-716-1075, or  
[Mark@PreserveLiberty.com](mailto:Mark@PreserveLiberty.com)**

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