

Rejuvenation and Recruitment Workshop



ONRC Rejuvenation Team

Linda Alexander, Mary Mother of God
Conference, Halton Particular Council

Linda Dollard, Holy Family Conference, London
Particular Council

Pat Lenz, Brant Particular Council

Dan Lohin, Ontario Regional Council

John MacDonald, Windsor Essex Central Council



Topics we will cover

- ❖ Rejuvenation – Ministry of spirituality, service and friendship
- ❖ Recruitment Process - Recruit, Train, Engage and Retain
- ❖ Conference Self Assessment
- ❖ Challenges/Barriers to recruitment
- ❖ Opportunities for building/maintaining your team
- ❖ Collaboration/Cross Conference Rejuvenation Team



Goal for Today

Cross Conference Rejuvenation Team



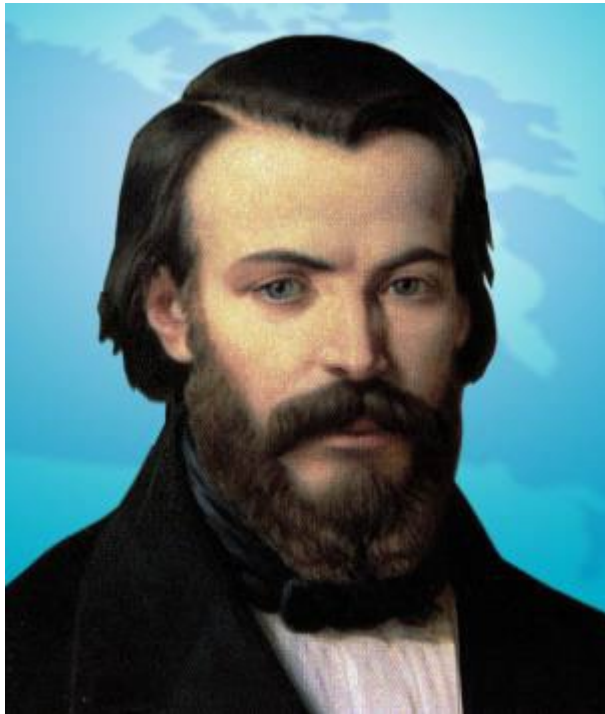


Rejuvenation

We will talk about:

- ❖ Rejuvenation and providing framework to build strong teams and welcome new members
- ❖ Our Ministry – Spirituality, Service & Friendship
- ❖ Spirituality deepens Vincentian's relationship with God.
- ❖ Service is key to opening up your time generously to serve people in need as a vocation
- ❖ Friendship is about deepening relationships with fellow Vincentians and our neighbours in need

My recruitment story...



*"In my life I want
to become better
and do a little
good."*

Blessed Frederic Ozanam

My recruitment story...



“Help one person at a time and always start with the person nearest to you”.

Mother Teresa



Ask yourself

- ❖ Why did you become a Vincentian?
- ❖ Why do you stay involved?



Interactive dialogue

- ❖ What is your recruitment story?
- ❖ What drew you into SSVP?

ADDRESS TO
CONGREGATION

FRIEND

RCIA

BULLETIN

ANGEL
TREE

POOR
BOX



Mission and Values

The Society of Saint Vincent de Paul is a lay Catholic organization whose mission is to live the gospel message by serving Christ in the poor with love, respect, justice and joy.

The Mission of the Society of Saint Vincent de Paul implies that as Vincentians, we:

- ❖ See Christ in anyone who suffers
- ❖ Come together as a family
- ❖ Have personal contact with the poor
- ❖ Help in all possible ways



SSVP Logo





Our Ministry – Spirituality, Service & Friendship

- ❖ Called into Ministry - it's a vocation
- ❖ Objectives include spirituality, service & friendship
- ❖ SSVP can be the #1 volunteer choice for Catholics
- ❖ Every Catholic church can have a conference and every conference can be growing and flourishing
- ❖ Be Bold! Be Vincentian!



Strengthening teams

- ❖ Our strength lies in the skills, talents and experience of each Vincentian.
- ❖ Build and maintain strong teams.
- ❖ Expand the capacity of the Ministry using Vincentian strength
- ❖ As the needs grow, we must grow.





Recruitment process

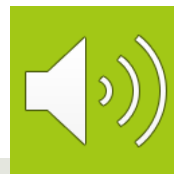
- ❖ Recruitment includes “recruit, train, engage and retain”
- ❖ Identify, work through and remove barriers
- ❖ Don't know how – train
- ❖ Barriers – re-engineer
- ❖ Lack of wanting to – re-motivate



The Volunteer Cycle

Recruit, Train, Engage and Retain

- ❖ New Vincentians: talents, experiences, knowledge and time
- ❖ Help new members engage and help them feel welcome
- ❖ Engaged members will support the mission and become advocates



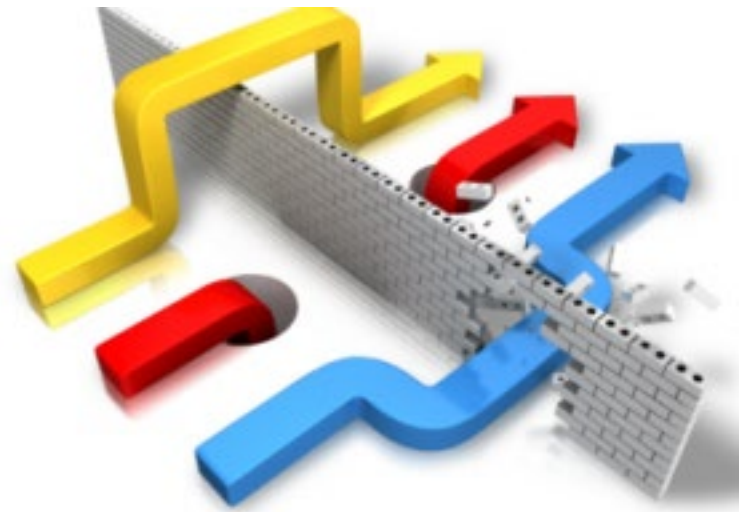
**What is the current environment?
Take a look in the mirror.**





Barriers to recruitment

- ❖ We have an older congregation
- ❖ We have a diminishing congregation
- ❖ We have tried already
- ❖ We are doing just fine right now
- ❖ Can work through and remove barriers



We should assist the poor in every way and do it both by ourselves and by enlisting the help of others....To do this is to preach the gospel by words and work." Blessed Frederic Ozanam



Breakout discussion

Identify challenges and barriers

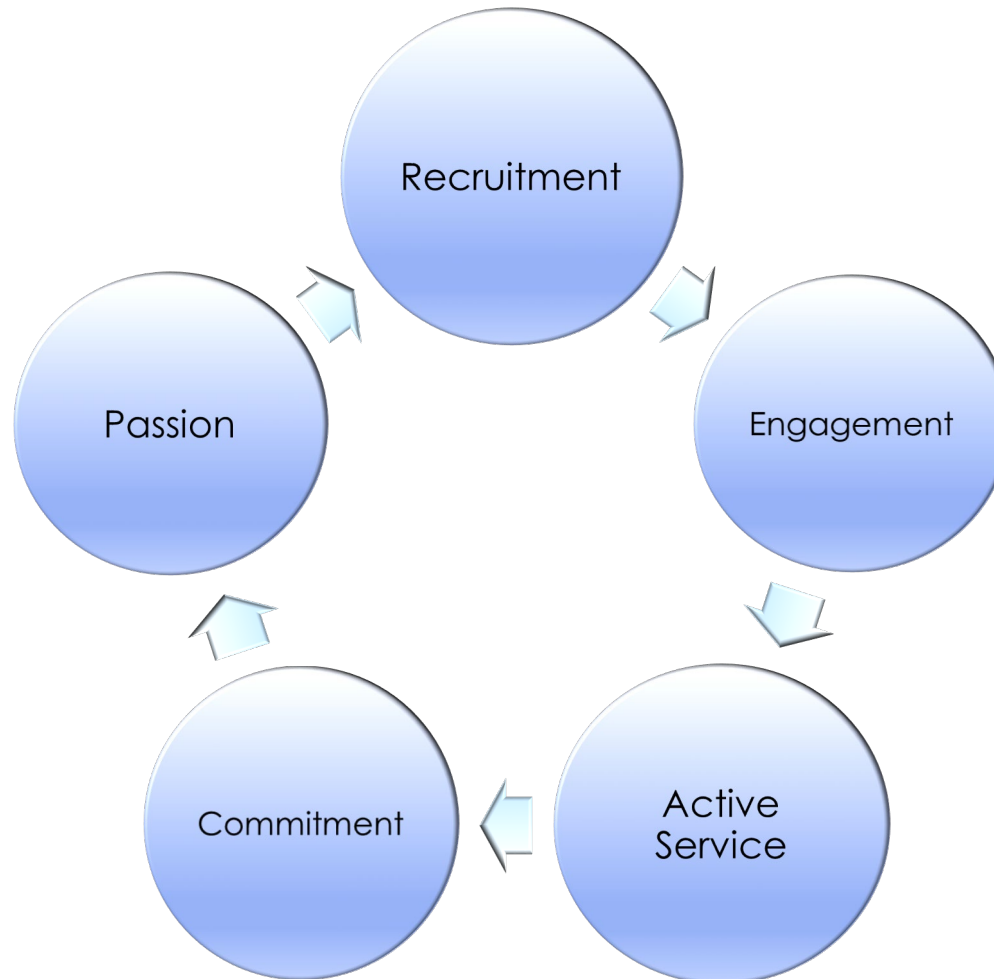
- ❖ Identify the challenges/barriers that exist within your conference to building and maintaining your team?



Conferences dying



Conferences growing





RECRUIT

- ❖ Build Awareness
- ❖ Everyone recruits
- ❖ Conversations are key
- ❖ Keep talking SSVP!
- ❖ Take Action!





Call to prayer: First step

- ❖ Number one essential step to success
- ❖ PRAYER!
- ❖ Prayer for Vocations to the Vincentian Family





Know your elevator speech





Look for Vincentians (not volunteers)

- ❖ Vincentian helps as soon as help is needed
- ❖ Seek out diversity in background, age and experience
- ❖ Recruit people with skills that are lacking or weak in Conference
- ❖ Seek out the leaders who can help move mission forward

Build Leaders out of Vincentians and Vincentians out of Leaders



Highlight activities of the Society





Reality of poverty

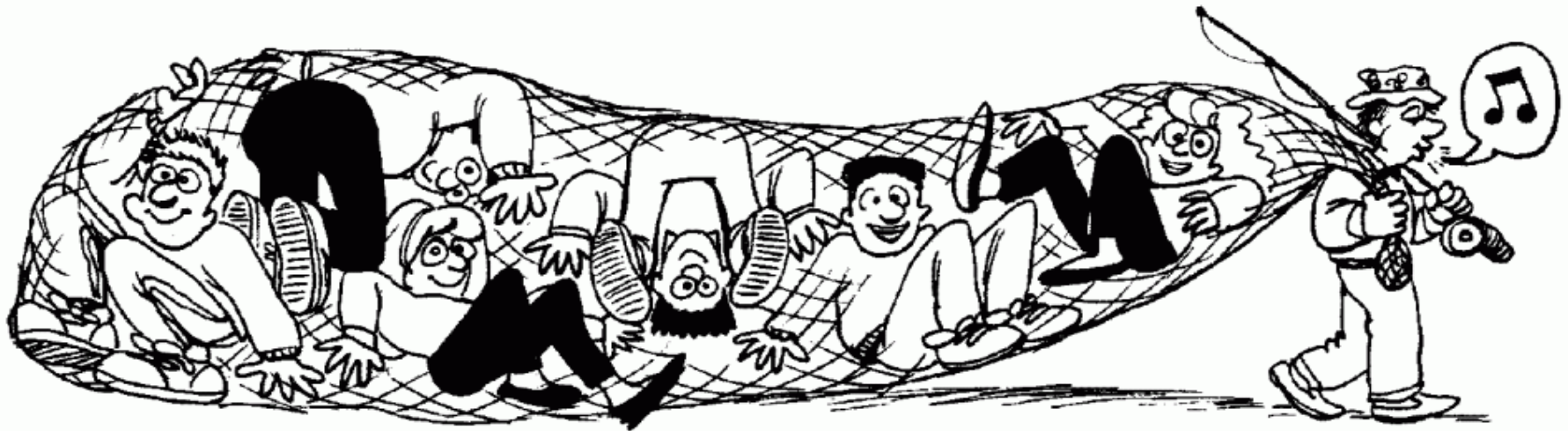
- ❖ Know statistics for your community
- ❖ Have a story ready to share
- ❖ What will provide AHA moment



What will new members do?



Gone fishing



❖ Congregation

❖ Projects/Events

❖ Schools

❖ Circles of support
strategy



Recruit: Congregation

- ❖ Communication strategy to build awareness of the needs and the work of the Ministry
- ❖ Message is consistent
- ❖ Bear witness to what we see
 - share stories
- ❖ We are visible





Recruit: Projects and Events

- ❖ Projects and events are used to help people in need and to recruit members
- ❖ Marketing tools
- ❖ Members can start as helpers at events and migrate to Ministry members
- ❖ World Day of the Poor



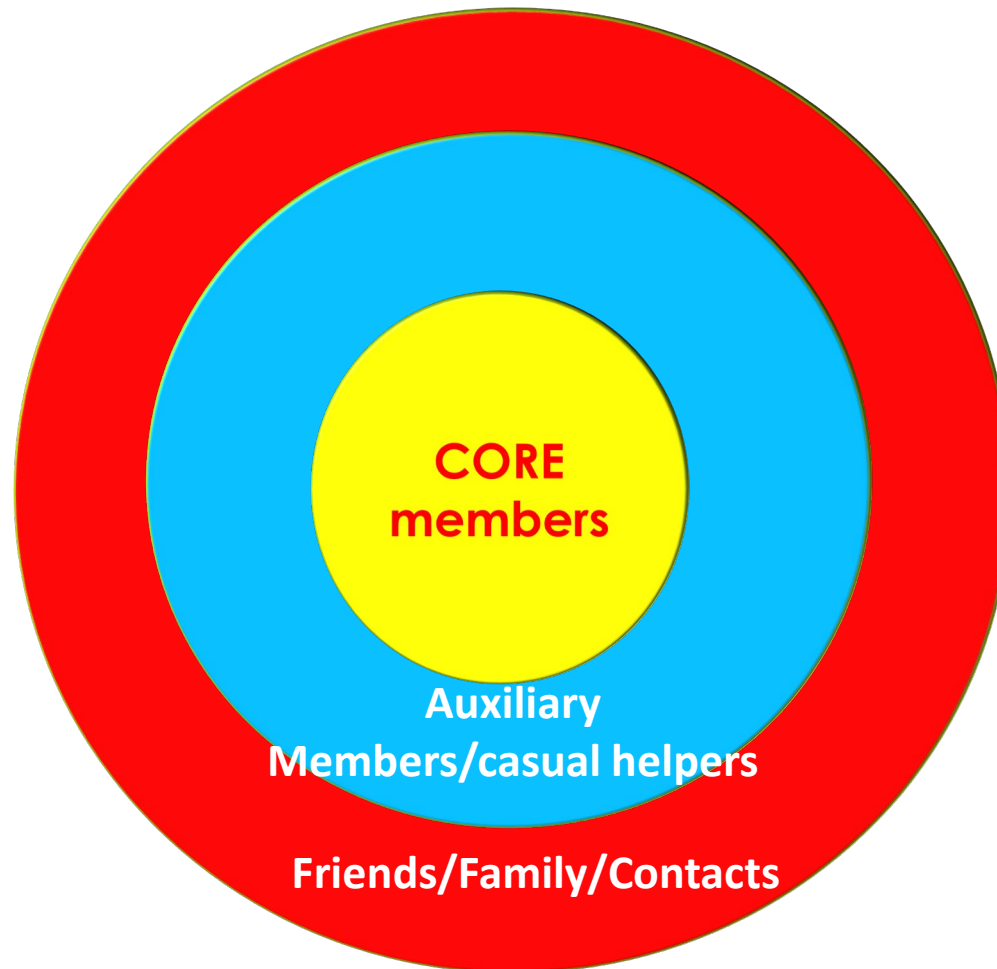


Recruit: Schools

- ❖ Schools are rich in parent and student support
- ❖ Meet with the school principal
- ❖ Have a monthly presence in the school newsletter
- ❖ Encourage the school volunteer team to engage in Advent, Lent or Halloween drives



Circles of support



Sample Recruitment Action Plan

Method of Recruitment	Details	Communication Methods	Resources	Person Responsible	Timing
World Day of the Poor Member Appeal	Incorporate appeal for members in WDOP speech/writing. Set up a table, banner and brochures that provide an overview of SSVP. Ask members to wear blue and be at the table to talk to prospective members.	1) Pulpit Appeal 2) Bulletin	Sample appeal, thank you and speeches on HPC Website	Jennifer	November
Recruitment Prayer at Meetings	Recite prayer at each member meeting.	N/A	Vincentian Journey Guide	Linda	Monthly
Parish Secretary	Ask the parish secretary to refer anyone who approaches them about volunteering at the parish. Provide a brochure or overview to help inform the secretary and volunteer about the work	1) SSVP Overview for Parish Office	Sample brochure under development		
Christmas Program Member Appeal	Incorporate appeal for members in Christmas Program speech/writing.	1) Pulpit Appeal 2) Bulletin	Samples on HPC website	Liana	December
School Parent/Teacher Appeal	Ask school principal for permission to publish appeal for members on school website or news publications.	1) School website	Sample appeal under development	Jennifer	February
Refer A Friend	Ask members to refer a friend or family member who is interested in joining.	N/A	N/A	Linda	March
Other Ministry Referrals	Ask to speak at other ministries such as RCIA, KOC and CWL to provide an overview of works with neighbours and appeal for members.	N/A	N/A	Liana	April
Targeted Role Appeals	Appeal for vacant roles e.g. CLB Champion, Social Justice Champion, VP	1) Pulpit Appeal 2) Bulletin	Sample under development	Jennifer	May
Back to School Member Appeal	Incorporate appeal for members in BTS speech/writing. Set up table, banner & brochures providing overview of SSVP.	1) Pulpit Appeal 2) Bulletin	Samples on HPC website	Linda	August / September



The multiplier effect





Be ready for new recruits

- ❖ Assign someone to call a new potential member within 48 hours of the sign up
- ❖ Provide an information package within a week of the phone call.
- ❖ Orientation, screening and training session within 3 weeks
- ❖ First interaction with people we serve within 1 - 2 months.



Training videos

National Formation Modules and Procedures

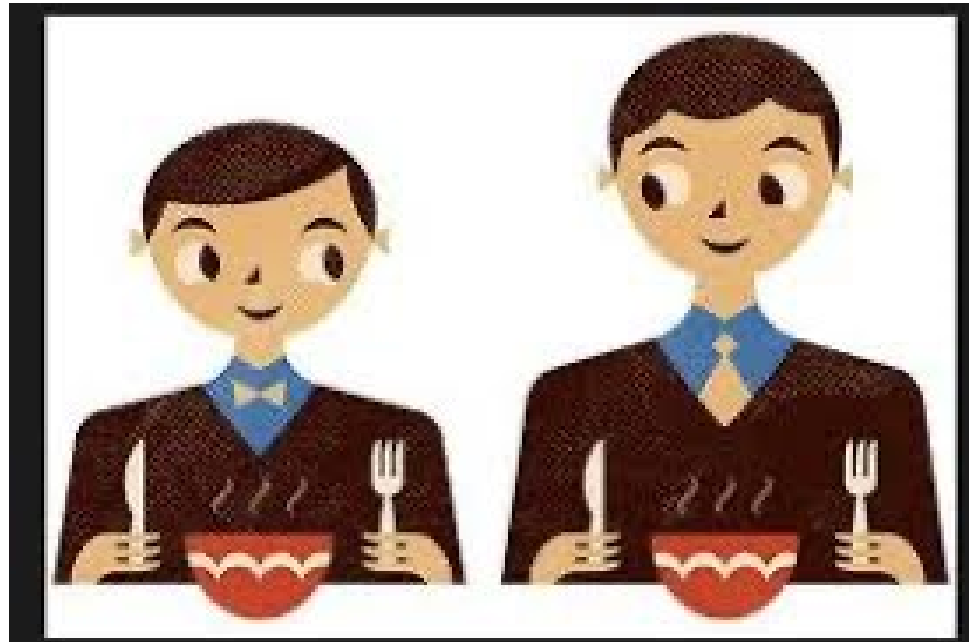
We are transitioning from the use of the term “Training” to the use of the term “Formation” to encompass all aspects of development in the Society.

The Formation Committee has developed formation modules for general use across Canada, to be used as new member orientation sessions or as updates for existing members. The modules should be delivered by trainers in a group session, or they can be viewed individually. Always available as reference, the Rule and Statutes of the Society, and the Operations Manual.

Vincentian Life (VLIF)

- [VLIF-1 An Introduction to our Society](#) (2020-06-08)
- [VLIF-2 The Conference](#)
- [VLIF-3 Home Visiting](#)
- [VLIF-4 Abuse, Discrimination and Harassment Prevention Policy and Program – SLIDES](#) (2017-11)
- [Abuse, Discrimination and Harassment Prevention Policy and Implementation program](#) (2017-11)

Each new member can be partnered
with a ministry buddy as a mentor





Engagement





Breakout discussion

Opportunities/strategies to move toward building your team

- ❖ List opportunities or strategies to move toward building and maintaining your Conference team.

Vincentian family



Higher Councils can be the vehicle for support



Collaborating across conferences, councils and stores builds strength



Reflection





Your Commitment – How will you be part of establishing cross conference rejuvenation team?

- ❖ How will you be part of establishing a cross conference rejuvenation team and supporting its efforts in your conference/council?



Summary

In summary, key points raised today include:

- ❖ Rejuvenation – Ministry of spirituality, service and friendship
- ❖ Recruitment process – recruit, engage, train and retain
- ❖ Barriers can be removed
- ❖ Opportunities exist to build and maintain strong teams
- ❖ Create cross-conference rejuvenation team



Thank you