

LD - Welcome to the Rejuvenation and Recruitment Workshop where we will talk about the importance of rejuvenation for Conferences and Councils and recruiting members.

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

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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

LD - The topics we will cover during this presentation include:

- Rejuvenation and the Ministry of spirituality, service and friendship
- Recruitment Process on Recruit, Train, Engage and Retain members
- Doing a Conference Self Assessment
- Challenges and barriers to recruitment
- Opportunities for building and maintaining your team
- We will discuss collaboration and creating a Cross Conference Rejuvenation Team

This is a presentation we do when invited by a Particular Council/Conference members who want to rejuvenate SSVP within their community.

For your information, this power point presentation will be posted on the National Council website.

Goal for Today

Cross Conference Rejuvenation Team



LD - The ultimate goal we hope for when making this presentation to a Council is that a Cross Conference Rejuvenation Team will be created with members from the conferences connected to that Particular Council. This Cross Conference Rejuvenation team, with support from the ONRC Rejuvenation Committee, will be responsible for carrying out actions to achieve vibrant and strong Conferences and teams.

This is the key to rebuilding and rejuvenating Conferences.

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

LD - We will talk about:

Rejuvenation and providing the framework to build strong teams and welcome new members.

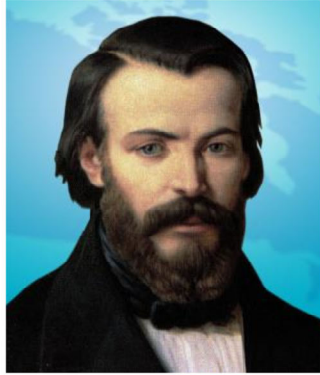
The objectives of our Ministry include spirituality, service and friendship. **Spirituality is a way for Vincentians to deepen their relationship with God.**

Service is key to opening up your time generously to serve people in need as a vocation. It's a relational service and not just a transactional service.

Friendship is about deepening relationships with fellow Vincentians as we journey together in this Ministry, and also relationship with our neighbours in need.

Know that you are not alone in asking for help with rejuvenation as this is a challenge in many Conferences/Councils across across Canada.

My recruitment story...



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

Blessed Frederic Ozanam

LD - I love this quote from Blessed Frederic Ozanam – my recruitment story is that someone approached me after Church one day about 17 years ago and asked me to consider joining SSVP. My home conference was in need of a secretary back then and the person who invited me outlined my skills as he saw them and he believed that I would be a good fit for the Society. I did not say “yes” immediately; however, prayed upon the invitation and the following week, I contacted the person who had invited me to accept the invitation. The power of someone personally approaching another individual to invite them to join and sharing the skills they see that would be beneficial for the Society goes a long way. As a member of SSVP, I have become better and have done a little good.

My recruitment story...



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

Mother Teresa

LA – share your recruitment story.

Ask yourself

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

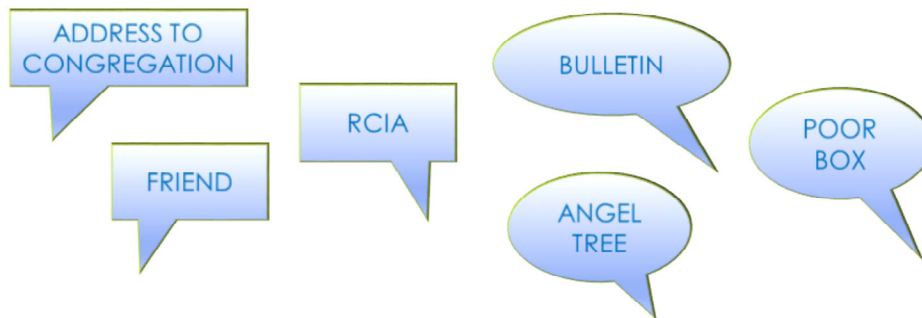
LD - Ask yourself these 2 questions:

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

For myself, I became a Vincentian because I wanted to make a difference and help people in need. The reason I stay involved is that my spiritual relationship with God has become stronger while being a Vincentian and I want that relationship with God to continue to become stronger, and I also want to continue being part of helping people in need and giving back to my community. I believe that I will continue to be a Vincentian for as long as I am physically able to do so.

Interactive dialogue

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



LD – When we do this presentation to a Council wanting to rejuvenate, we take 10 minutes to have table group discussions where each person shares their recruitment story on what drew them into the Society. We do not have the time to do this today.

We also provide each person with a Commitment Page where they can jot down notes. We ensure there is a facilitator at each table, usually someone from the Ontario Rejuvenation team, who helps to facilitate discussion to ensure everyone has a chance to share. Over to Linda A.

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

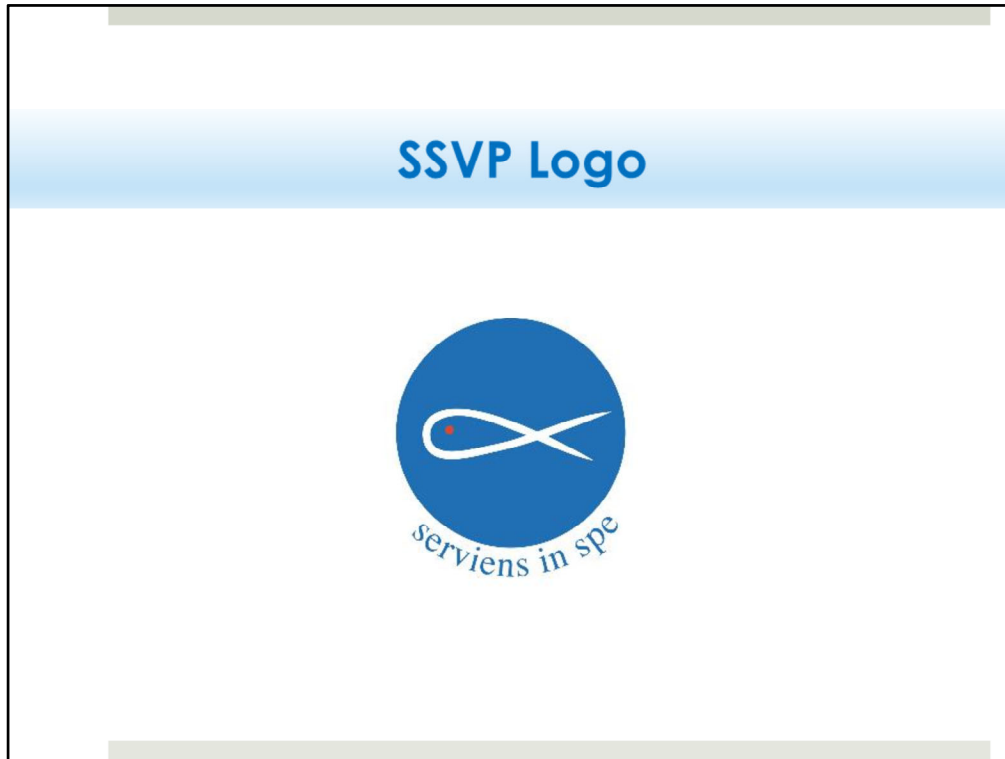
LA – Let's recite the Mission and Values of the Society together.

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- ❖ Help in all possible ways

We recommend that our mission and values be recited at the start of each meeting.



LA – What is the significance of our logo. The fish is the symbol of Christianity and represents the Society of Saint Vincent de Paul. The eye of the fish is the vigilant eye of God seeking to help the poor in our midst.

The crossing of the tail or the tie-knot represents unity and oneness among members and the union of the poor. The circle around the logo signifies the global stature of the Society, which is an international organization.

The words “serviens in spe” means to serve in hope, the hope that comes from our Lord Jesus Christ.

When wearing clothing with our SSVP logo, it can be a great conversation starter where someone will ask what does that logo mean or stand for, which is a great opportunity for us to share what the Society is about.

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!

LA - Our Ministry is made up of People we serve and People who serve.

We are all called into Ministry. It is more than a volunteer opportunity - it is a vocation.

The objectives of our Ministry include spirituality, service and friendship.

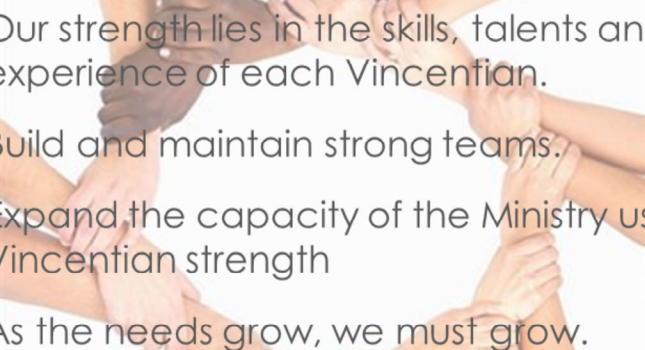
SSVP can be the #1 volunteer choice for Catholics – and also non Catholics who share the passion for the Mission.

There is no better way to live out the Gospel message of service and hope than through our Ministry.

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.

LA - Our strength lies in the skills, talents and experience of each Vincentian. We have different types of members including those who attend regular meetings, those who reach out and have interactions with our neighbours in need and auxiliary members who help with specific projects.

We recognize our priority focus is to build and maintain strong teams. This is a critical success factor so we can expand the capacity of the Ministry to serve using our Vincentian strength.

All coming together as a team to serve our neighbours in need.

People are being nudged into service by the Holy Spirit. It is up to us to ask them and to welcome them into service.

In order to reach more neighbours in need, we need to continue to expand the Vincentian capacity of the Ministry.

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

LA - Recruitment includes “recruit, train, engage and retain”.

It is important that we identify barriers we have encountered in the recruitment process, and we need to work through and remove those barriers.

If we don't know how to identify barriers, we need to be trained on how to do this. Once barriers are identified, we need to re-engineer the process to work through and remove the barriers.

If there is a stagnation within the Conference – a lack of motivation or lack of wanting to, we need to re-motivate to move forward.

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



LA - The Volunteer Cycle involves “Recruit, train, engage and retain” as stated in the last slide. We use the term “Volunteer Cycle” here as a branding term. Whereas, we refer to a Vincentian or a member when speaking about people in our Ministry.

With each new member comes talents, gifts, experiences, knowledge and time. We are all called into service.

We need to help new members engage in the Ministry, help them feel welcomed in and help them love the Ministry as we do.

Engaged members will support the mission and become advocates for the Ministry and for the people we serve.

Listen to Margaret’s testimony.

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



LA - Before we start the recruitment process, we have to pause and consider, into what are we recruiting? Take a look in the mirror and do a conference self assessment.

Take a hard look at the culture of the membership.

Are you open and welcoming or are you a culture that is negative and resistant to change and new ideas and growth. Even if your conference is small, the energy in the group is so important.

Are we flexible, friendly, fun and faith filled?

If you were to make a culture statement about your conference what 7 words would it include?

Welcoming, inclusive, spiritual, open, transparent, dynamic, friendly;

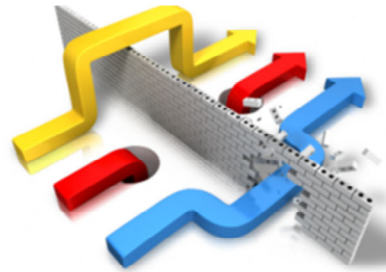
Or would they be: inflexible, autocratic, self-focused, grumpy, fatigued, proud, static.

It is the members of your conference and YOU who will be recruiting in new members. You want to ensure you are recruiting new members into attractive conferences and councils.

Sadly, we have seen Conferences become stagnant over time due to lack of rejuvenation, and sadly we have seen Conferences close. We need to inject vibrancy and strength back into Conferences and Councils who have become stagnant allowing them to recruit new members and preventing more Conferences from closing.

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

LA - We have heard from Margaret earlier. Wouldn't we all love to have people like Margaret in all our conferences!

Is it impossible? Sometimes we hear members say why recruitment is not their focus. Some say we have an older congregation. But often when we look around, we see a school and hear children playing. Schools are key for our Society for building awareness.

If we want the Society to become the #1 choice for Catholics to give of their time, then schools are the gateway.

Sometimes we hear, we have a diminishing congregation.

Well really we just need to find the people who have not yet been asked to join the ministry, and who are being nudged by the Holy Spirit. Even if your congregation is 300, we only need a handful.

Often we hear, we have tried everything already, but the demographics are always changing and so we must never give up trying. With prayer, the Holy Spirit will tug on peoples hearts and members will come forward.

We also hear we are doing just fine right now, BUT we need to be dynamic and not static. We need to ask ourselves if we do nothing now, will we have a conference in 5 years time or in 10 years time?

It is important to know that there is always a way to work through and remove barriers – You can be on the right road but if you are not moving forward you can still get run over. Use proven successful ideas and approaches to remove barriers.

Breakout discussion Identify challenges and barriers

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

LA – When doing this presentation with a Particular Council and their Conferences, at this point we would have a breakout discussion for 10 minutes focusing on the question - Identify the challenges/barriers that exist within your conference to building and maintaining your team. The facilitator at each table helps guide the conversation to ensure everyone has a chance to speak. One person writes down the challenges which are then shared with the larger group.

Since we do not have time to break into groups, let's hear from a few people on challenges you face within your Conference to building and maintaining your team (5 minutes maximum).

Conferences dying



LD - What will happen in five years time? Take a look at this possible scenario. If we have no new members, we will keep doing the same thing over and over. We will avoid making changes as changes will become harder and harder to make, and then, We will get fatigued with what we are doing, annoyed at the people we serve for always asking us for help and we will become indifferent. We will not be excited about the work and we will lose the passion and spirituality and stop having conversations. We will not be contagious in our enthusiasm drawing new members in, and the opposite will happen where no new members are drawn into the Ministry.



LD - Here is the cycle of a growing conference. When building awareness of the needs we are witnessing and the work of the Ministry, active recruitment will attract in new members.

Involving the members in active work around structured projects and processes will engage them.

Active, interesting and fulfilling service creates commitment to the Ministry and to the people we serve.

The needs of the people we serve get placed on their hearts.

Then the Passion continues to grow which leads to conversations within their circles and then new recruits will start to appear.

They can't stop talking SSVP!

RECRUIT

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



LD - So now I hope we all agree Recruitment is the only way forward. Let's look at the main things to remember about recruiting for SSVP.

Building awareness of the needs of the neighbours we serve and the work of the Ministry is important. People need to know about us and people need to know there are people who struggle and we are responsible for doing something about it.

Every team member can think of themselves as an active recruiter to help build the team. Recruiting is everyone's responsibility and is not just the role of the President or the leadership team. If you are passionate about the ministry, you will attract people to the Society.

Through everyday conversations with friends, parishioners and Ministries such as the Bible Study Group, awareness builds. Face to face conversations are key in recruiting new members identifying and inviting people with the skillset needed to join. Remember my recruitment story I shared earlier. Keep talking about SSVP!

Taking action will reap rewards.

Successful actions include addresses to the Church congregation, sign up Sundays, having a regular presence in the bulletin sharing information about SSVP. A brochure or handout or Ministry tri-fold has proven to be very effective.

Call to prayer: First step

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



LD - Once we realize that SSVV is no ordinary organization and that it was started by a soon to be Saint, we will know that the work is God's work. Our founder, Blessed Frederic Ozanam said, "We must do what is agreeable to God. Let us learn from him." The Society is unique because of the spiritual context of our service and our person to person contact. We must help those living in poverty, it is our baptismal duty.

The number one step in helping us with rejuvenating the society is to PRAY, PRAY, PRAY! If what we are doing is His will, help will come in abundance!

Intentional prayer guides us in our work and gives us the strength and guidance to do the work.

Pray the Prayer for Vocations to the Vincentian Family which we developed in Ontario at all your meetings for new members. A copy of this prayer is included on your table. Since we are serving His most vulnerable He will help us - if we ask.

Know your elevator speech



LD - Be prepared with your elevator speech. If you were given 30 seconds, could you briefly explain why YOU were called into SSVP and why it's so special?

Knowing what the Society means to you and a special story that touches your heart could be the turning point for someone else.

A very small percentage of people know what the Society does and perhaps a smaller number is aware of the significant levels of poverty.

We are inviting people into a vocational experience, we are not just looking for a warm body. Our society is more than that. One member, Domenica, said this *"the work of SSVP fills my cup in a world that empties it."*

Be the energy you want to attract. If we are enthusiastic and passionate, we will attract enthusiastic and passionate members.

Think about what you currently do in your conference and how special it is. If we want to do better and do more, we need more people and more energy!

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

LD – A Vincentian helps on the timeline of the person in need acting as soon as the help is needed. Whereas a volunteer is someone who helps when it is convenient on their own timeline.

We need to seek out diversity in background, in age, in experience.

Recruit in people who have stronger skills in areas that your team is lacking or currently weak in your Conference.

We are like talent scouts. We need to keep reaching out for the most passionate, most talented members we can recruit.

You could be recruiting in the next person who can lead your Conference or perhaps your Council, or even who can eventually go on to lead your Region or even to lead National.

Keep looking and keep inviting and welcoming in.

Seek out the leaders who can help to move the mission forward. It is important that we are recruiting in our replacements.

Always keep filling the pipeline to ensure the conference is growing and flourishing and moving forward.

Build Leaders out of Vincentians and Vincentians out of Leaders



LD – Make leaders out of Vincentians and make Vincentians out of leaders.

We have many dedicated, hardworking, faith filled Vincentians. I often hear how their talents and potential are not fully utilized resulting in the Society's efforts to serve our friends in need falling short of our potential.

Their Vincentian Spirit is boundless, so what is missing?

One word...Leadership.

This may seem like a bold statement when we have so many very gifted and dedicated Vincentians but it can be best demonstrated every election cycle when a council or conference President term expires.

Far too often a common challenge prevails...how to find a leadership successor to step forward?

The five most feared words Vincentians do not want to hear... Who wants my Presidents job?

We must create an environment that Identifies and Invites the Best candidates to step forward. A leader empowers and inspires people, leads change and has a shared vision.

Everyone must take Ownership to Support the President and Team.

Highlight activities of the Society



LD - Awareness building is key – we need to highlight the activities of the Society as people are not aware of what we do unless we tell them.

They are not aware that we are becoming ***informed navigators*** with our social justice focus. We walk alongside them connecting them to opportunities, programs and services and helping in all possible ways. We have a relational ministry with the people we serve and our skills and talents can be used to help them move forward.

For instance, we help children get access to the Canada Learning Bond free government money through the Seeds of Hope project, we connect them to dental services to alleviate dental suffering. We are involved with the North of 60 project helping our Indigenous friends in the North, Housing and homelessness, Restorative Justice/Prison Ministry, Diversity and Advocacy work and in Ontario, we have the Ozanam Education Fund helping to provide education after high school.

When recruiting in members, it's important to engage them in the area they show an interest in.

When doing good work and making a difference, there is no reason why we cannot tell people about it. Connecting, referring, walking alongside supporting and encouraging. Spread the exciting news about our Society through a pulpit address to the congregation. The pulpit talks.

Share information about your activities through church bulletins, websites, facebook pages, and email communications to members and donors.

Reality of poverty

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

LD - Do you have statistics of poverty in your community at your fingertips? How many people are living in poverty in your area? How many people do you help on a monthly basis? Do you have a heartfelt story ready to share? What will provide that AHA moment for the person you are talking to.

What will new members do?



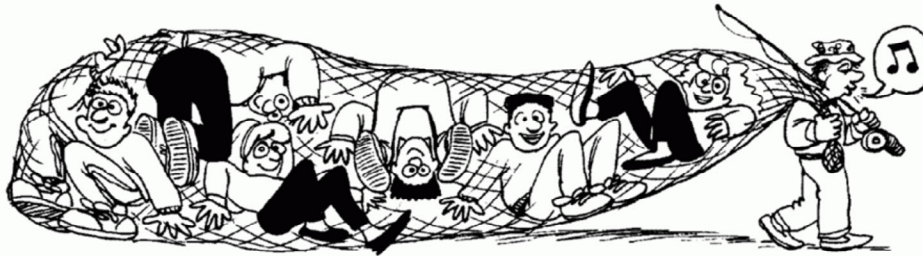
LD - When recruiting new members, full members have person to person contact helping our neighbours in need in all possible ways; full members eventually may become leaders of a Conference or Council.

Some new recruits will be Auxiliary members who accept the basic principles of the Society but do not participate fully in the life of the conference or council like full members.

Auxiliary members usually work on special tasks or projects.

Casual helpers are involved with helping a few times a year such as with the Christmas program or the North of 60 program.

Gone fishing



❖ Congregation

❖ Schools

❖ Projects/Events

❖ Circles of support
strategy

LA - We can send out the fishing net with addresses to the congregation or bulletin inserts, but the fishing pole approach, one on one, face to face communication is the most effective means of recruiting.

There are 4 primary sources of recruitment.

The congregation, projects such as North of 60 or Christmas Drive and events including World Day of the Poor, the schools and the circles of support strategy.

Each member is a recruiter and a team builder.

We will dive into each one of these primary sources of recruiting.

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



LA - You can do this: Work on a Communication strategy to build awareness of the needs and the work of the Ministry to share with the parish congregation.

Ensure the message is consistent with the number of people helped, number of children helped, highlighting your work and keeping the focus on our Mission and Values.

Do an annual address to the congregation when you can (this was not possible during covid), and have a regular presence in the bulletin. This is sending out the fishing net.

Then we go in with the fishing pole which is the face to face one on one conversations.

Poverty is hidden in some communities. We bear witness to what we see. We share the stories.

People may say they had no idea, thank you for sharing that with me. How can I help?

We are visible. We stand in the place of the people in need at the Poor Box collection.

When having a display table before and/or after any event, have Vincentians present to share their story.

Open up opportunities to engage in dialogue. Have a brochure available to hand out, and having a trifold to have on display is a good way to share information.

The pews are filled with people with a heart to serve who have specialized talents and gifts to offer to the people we serve. People are waiting to serve, we just need to ask.

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



LA - Projects and events can be used to help people in need, but equally as important they can be used to recruit members.

Helping at a clothing drive or a school supply drive provides an opportunity for members of the congregation to get a flavour for the work of the ministry and who we serve as well as to meet the Vincentians who are already involved.

There is an awareness that builds allowing people to be thinking about the people we serve in the case of a clothing drive. From used clothing they can be drawn closer and start to think how else they can help in a more meaningful way. It's not just about the clothing!

Marketing tools are used no matter what the event is. Use posters and the SSVP banner in the Narthex, inserts in the bulletin and articles in school newsletters.

Members can start as helpers at events and migrate to becoming Ministry members.

And thank you Pope Francis for World Day of the Poor, which is an opportunity for us to raise awareness of our Society's work and people living in poverty and an opportunity to recruit new members.

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

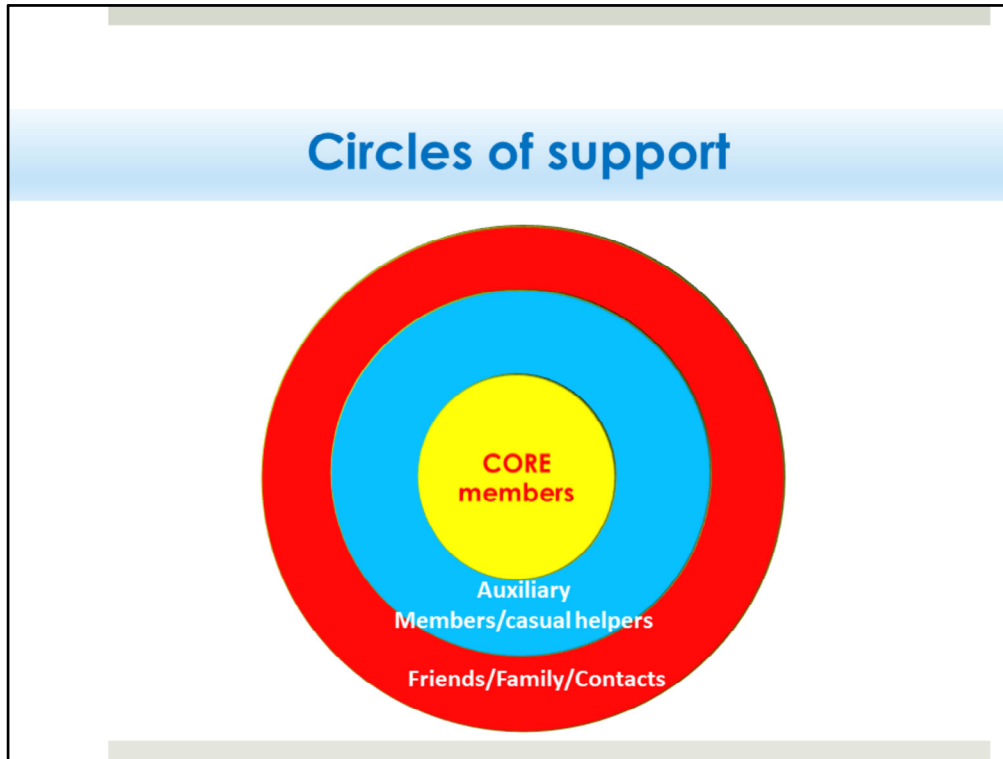


LA - Schools are rich in parent and student support, and an opportunity to recruit members, donors and benefactors for the future.

Building these relationships is very important. Meet with the school principal. Ensure they are aware of the work of the Ministry both for support and for referring children in need. Connect with the parish representative on school council. If possible, speak in front of the parent Council. Parent Council leaders are ideal recruits for SSVP. They are good organizers and are used to working with people, and many often have time on their hands and are young.

Have a monthly presence in the school newsletter. This is an effective means to keep raising awareness of the Ministry and the needs we are witnessing. Include our Mission and Values in any newsletter submission.

Encourage the school volunteer team or social justice group to engage in Advent, Lent or Halloween drives collecting donations, food and hygiene products. This can lead to recruitment as you share that the needs are 365 days of the year.



LA - Since we are in rejuvenation mode we must have a strategy. A plan of action for success. What is our recruitment strategy?

Consider this circle on the screen. Everyone attending this workshop is right in the middle yellow circle. We are the core members involved at the grass roots level. We have the interactions with our neighbours/friends in need. We witness the suffering and are involved with helping them as needed.

We have conversations about SSVP with the people in the next circle, the blue circle. These are people who are on the periphery of the Society, the auxiliary members and casual helpers - those who help at events, with specific projects and occasionally at the stores. The work of SSVP can be shared wider, with those in the red circle. This is the parish congregation, the schools, your friends and extended family.

Here are a couple of examples. A member of a conference in the yellow circle speaks to a friend of hers in the red circle and the timing is perfect - she was interested and she steps forward to become a member of SSVP and is now involved with making monthly phone calls doing wellness checks with people we have helped. Another example is a member in the yellow circle sharing the Christmas drive donation information with her friends by simply sharing an email request. This is how the circle draws outwards and then back in as people in the outer rings move closer to the core. Everyone recruits. Not just the Presidents!

Each Vincentian can expand the circle of prayer, financial and member 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

LA - This is a sample recruitment action plan we use within the Halton Particular Council that is created at the beginning of the year. There are printed copies available for you to take with you which can be used as a guide when a Cross Conference Rejuvenation Team is created and starts meeting.

The multiplier effect



LA - This is the power of recruitment when it unleashes a multiplier effect.

I was recruited in, then I recruited someone in, and that person recruited someone in, and so on.

And we each actively keep recruiting in to strengthen the team.

ABR - Always be Recruiting is our motto!

At my home conference, the Mary Mother of God Conference in Oakville, we started with a small team of 10 which grew to having over **50 members**. Amazing!

This multiplier concept holds true within a conference as a team starts building the circles of recruiting - 1 becomes 2, 2 goes to 4, then goes to 8, then to 16, and so on.

The same multiplier concept holds true within councils. As the conferences start to flourish, the others will follow and new conferences can emerge.

From our experience, we have found you have to recruit in probably 5 to find the 1 who has serving in their DNA, who will embrace the Ministry and will make service a priority in their lives. This is why "Always be recruiting" is so important.

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.

LA - There are important action steps that must be taken in order to ensure you are ready for new recruits. Every Conference needs a well-defined and organized orientation and welcome process.

Have 1 or 2 people take on the crucial role of new member coordinator. Whenever possible, pair 2 people together on key roles as we are always stronger together.

The new member coordinator will be responsible for calling new recruits within 48 hours of the new recruit signing up. It is essential for new recruits to receive a friendly phone call shortly after expressing an interest. The phone call is a way of listening to the new recruit and to share information about SSVP. It is two way conversation. We have heard stories of people reaching out to join us in service and no one bothered to call them back. We only get one chance to disappoint a person that is being called into Ministry. If we drop the ball, they will go and volunteer their time elsewhere.

If the person is still keen after the phone call, the new member coordinator will provide new recruits with an information package within 1 week after the phone call such as the one I have here (hold up information package). The information package should include forms from the National SSVP Operations Manual, a description of your conference and what you do plus the screening information.

The new member coordinator will schedule a time within 3 weeks for the new recruit to do orientation, screening and training once they have had a chance to review the information package.

Some of you may be few in number in which case you can share the workload or perhaps work with a neighbouring conference. Agree within your Conference a structure that suits you but ensure you are ready to respond when a new recruit comes forward.

If you don't respond in a timely fashion you may lose your one opportunity to bring in this new person.

Once fully orientated, screened and trained new members are ready to interact with the neighbours in need as soon as possible within 1 to 2 months of their first expressing interest to join.

So now you are ready. How are you going to fish for these recruits?

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.

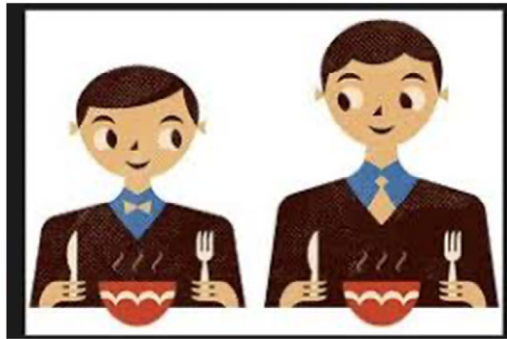
Vincentian Life (VLIF)

- [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 \(2017-11\)](#)

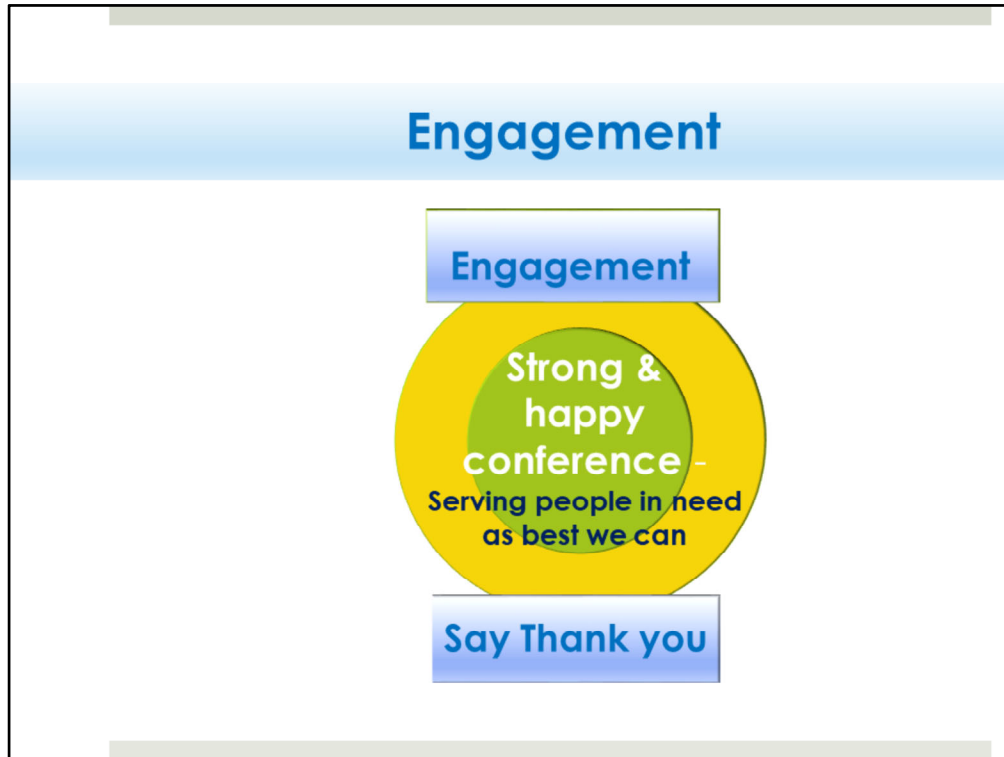
LA - Everyone watches the same videos and we all learn together.

There are power point presentations on the National website and training videos. A screenshot of what is available on the National Council website is included here including An Introduction to our Society, The Conference, Home Visiting and the Abuse, Discrimination and Harassment Prevention training. The website where these resources can be found is www.ssvp.ca/members/formationresources. If and when you use some of these modules, you will need to review and edit according to your needs. Make sure everyone goes through the initial training. Now that you found new members, you have to feed them and keep them.

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



LA - Each new member can be partnered with a ministry buddy as a mentor. So they will have a seasoned Vincentian who can walk alongside them into service. We use the analogy that if you hired in an employee and sat them in an empty office at the very end of the hallway, and you didn't give them the training manual, no phone, no laptop, you never talked to them, never showed them the cafeteria or invited them to have lunch together, and then they left. You wouldn't blame the employee, you would have to look in the mirror and make some serious changes if you had any hope of retaining future employees. The same is true for Vincentians. We have to help facilitate the interaction, in whatever form it is to take, with the people we serve.



LA - We will touch on the next phase of the volunteer cycle which is engagement. Help new members feel welcome and give them a sense that they belong. After they have done the orientation and training, ensure they are engaged in the Ministry whether that is having person to person contact or working on a project. Dialogue, sharing and support is key.

Try to have every member either own a project or partner with another member on a project. At every meeting, have an agenda item for each project where the members can share the progress made to date, update the team on their future plans and most importantly to keep engaging all team members in the work. The projects can be big or small. For example one role can be to write thank you notes as this is their gift.

Everyone has unique skills, talents and gifts and its about bringing these skills and gifts out in service. Now that you found new members, you have to feed them and keep them. This helps in reinforcing our role as **Informed Navigators**, referring and connecting the people we serve to programs, services and opportunities to help walk alongside them to a healthier, more sustainable condition.

First the members are aware, then the people we serve are aware, and then we can walk alongside them to help them get access to what they need.

And remember to value your members and say "thank you".

Breakout discussion Opportunities/strategies to move toward building your team

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

LA – When doing this presentation with a Particular Council and their Conferences, at this point we would have our next breakout discussion for 20 minutes focusing on the question – List opportunities or strategies to move toward building and maintaining your Conference team. Again, we would have a facilitator at each table to help guide the conversation to ensure everyone has a chance to speak. One person writes down the opportunities/strategies which are then shared with the larger group. Since we do not have time to break into groups, let's hear from a few people on opportunities to move toward building and maintaining your team (5 - 10 minutes maximum).

Vincentian family



LD - Friendship is about the embodiment of the Vincentian family which begins in our own conference and extends to all levels of Councils - Particular Council, Central Council, Regional and National Council and up to and including International.

We also can find inspiration from the daily prayer/news feed from famvin.org, a website speaking to and for all those in the broader Vincentian family – and, of course, from local Vincentians with whom we talk, laugh, grieve, pray, problem-solve, celebrate and serve on a daily basis.

Higher Councils can be the vehicle for support



LD - Higher Councils can be the vehicle for Collaboration and Support.

- Regional Councils create environments to engage and empower Central and Particular Councils and Isolated Conferences to work together.
- Central and Particular Councils have the responsibility to participate at Regional and National Meetings.

These meetings provide the opportunity to network with Vincentians and fellow leaders.

Collaborating across conferences, councils and stores builds strength



LD - Use your network to collaborate across conferences, councils and stores.

- Collaboration among sectors offers the opportunity to break down silos that often create communication barriers.
- Connect likeminded passionate people horizontally across the conferences to bring out the strengths and capabilities of the future leaders that are within the conferences.

Collaboration groups can be formed to support leaders in areas such as;

- Rejuvenation – to rejuvenate Conferences and Councils making them vibrant and strong – which is what this presentation is focused on. By Renewing and Rejuvenating our Conferences and Councils, we will have attractive and active Conferences and Councils. The hope after we present this workshop to Council/Conference members is that Conferences come together and create a Cross Conference Rejuvenation Team to meet on a regular basis.

Going forward, collaboration groups can also be beneficial for:

- Treasurers – to support and share their challenges/accomplishments.
- Social Justice Reps – to raise awareness of Social Justice issues and initiate actions.
- New Presidents – providing guidance and moral support.
- Spiritual Advisor group – this is especially beneficial for Lay Persons seeking ways to enrich the Spiritual direction of the Conference.

Reflection



LD - We want to close with a real call to action. We have agreed we must bring new people into the Society.

We must not delay and all of us are called to bring people closer to God and if this means by serving Christ through the poor, then let's just do it!

Think about your circles of influence and what tangible strategy you can start with next week.

Now it is YOUR turn...What are you going to do with the information you heard today? You heard about the 3 objectives of the Ministry - spirituality, service & friendship. We talked about doing a Conference self assessment - with the right attitude, challenges and barriers can be removed. You heard about the recruitment process and recruiting Vincentians with the skills in which your Conference is lacking. We talked about opportunities to move toward building and maintaining your team, a strong team.

This is a call to action – create your action plan on what you will do within your Conference and Council to ensure vibrancy and strengthening your conference/council for the future of the Society.

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?

LD – We now ask you to reflect upon your commitment and how you will be part of the rejuvenation effort supporting your Conference and Council. This is the time in the workshop when we ask attendees to reflect and write down what you will commit to personally on the “Commitment Page” on recruitment, as well as your commitment on how you will help and make a difference at your Conference and Council level. For example, under personal commitment, think of someone you know who you could invite to join SSVP. Under the Conference commitment, you may want to commit to approaching the priest at your parish regarding a talk about SSVP. Under the Council commitment, you could commit to joining the Cross Conference Rejuvenation team.

When doing this presentation specifically for Council/Conference members, the outcome we hope for is to get a cross conference rejuvenation team established to carry on the focus and work needed to rebuild and rejuvenate. We share the power point presentation with members attending the presentation. You may have noticed some slides have an orange shading at the top (instead of blue shading). These slides are action items the cross conference rejuvenation team can focus on, and the Ontario Rejuvenation team is there to support them in this effort.

We will take a couple of minutes for you to fill out the Commitment page.

Summary

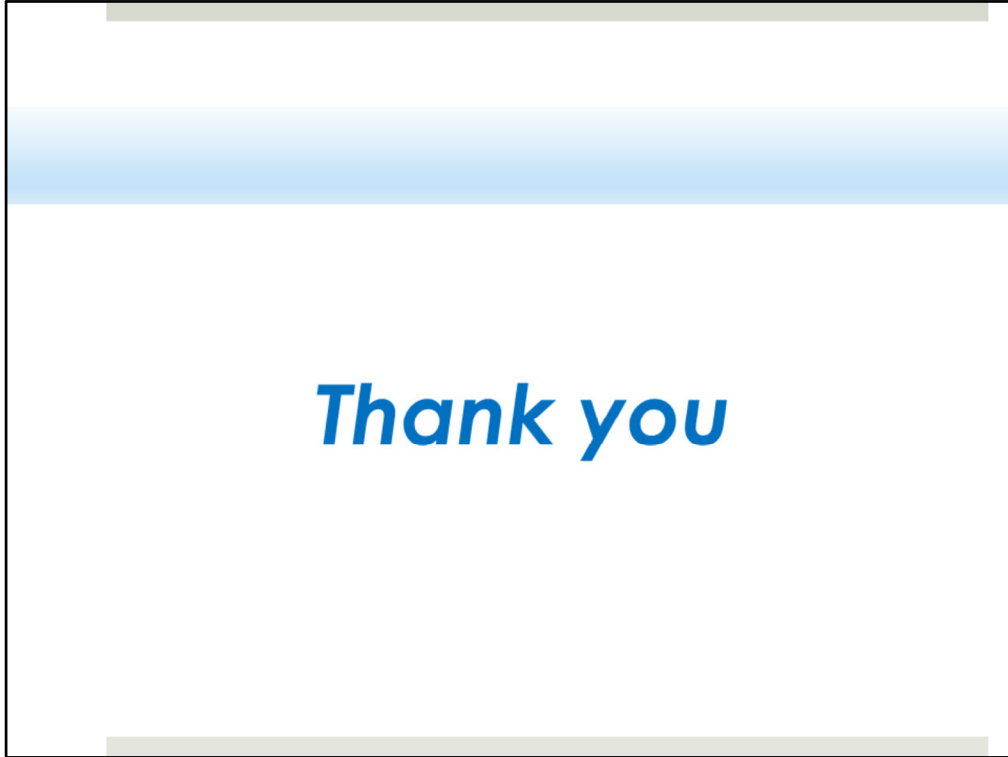
In summary, key points raised today include:

- ❖ 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

LD - In summary, let's highlight the key points presented today.

1. Rejuvenation being a Ministry of spirituality, service and friendship
2. Recruitment process which includes recruit, engage, train and retain
3. All barriers can be removed
4. Opportunities exist to build and maintain strong teams
5. Collaboration with creation of cross-conference rejuvenation team

Please remember there **is a light at the end of the tunnel - There's hope and hope never disappoints.**



LD - Thank you for your time and participation today. We now have time to answer some questions.