



- PL – Good afternoon and welcome.
- We are excited to get you excited about the prospects for rejuvenation of our ministry of service to those in need through recruitment and other strategies.

ONRC Rejuvenation Team

Linda Alexander, Mary Mother of God Conference, Halton PC

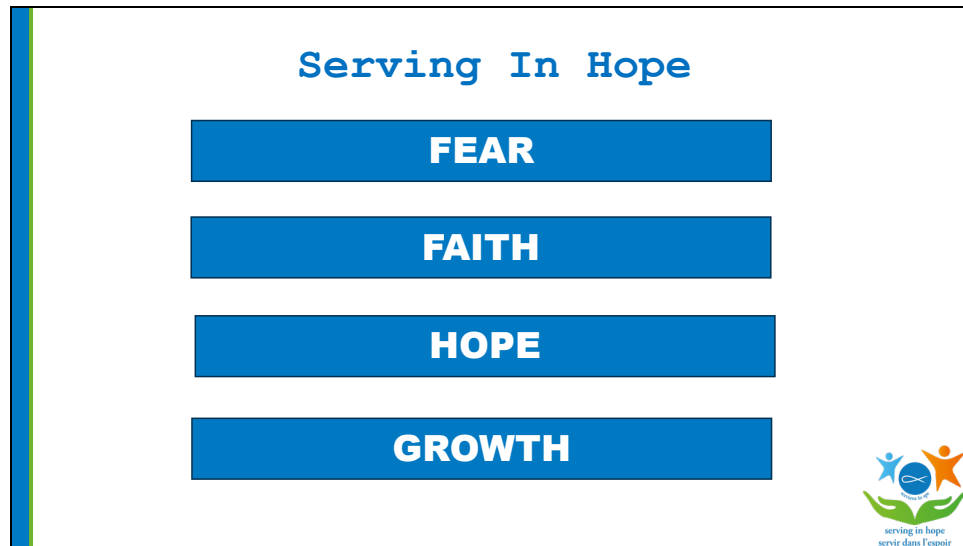
Pat Lenz, Brant PC

Dan Lohin, Ontario Regional Council

Jasminhe Noronha, St. Jerome conference, Peel North PC



- PL: We are two of the members of the Rejuvenation Committee from Ontario region.
- My colleague is Linda Alexander from Mary, Mother of God conference of Halton PC.
- I am Pat Lenz, from Particular Council of Brant.
- The chair of our group, who has been unable to join us in Calgary, is Dan Lohin of Hamilton PC and the Board of Ontario Regional Council.
- And our newest, apprentice member is Jasmine Noronha from Peel North PC.



- PL – John MacDonald is a Vincentian from Windsor Essex PC, intricately involved in the Street Outreach program that you may hear about in another workshop, and a former member of our Rejuvenation Committee.
- John shared these words of inspiration with us as we prepared this presentation.
- Hope is what characterizes the journey – the journey from Fear to Faith to Hope to Growth. (This can be the journey of your conference or Council.)
- **Fear**-an unparalleled emotion, has no release valve, but comes with guilt and shame; what have I done, what is wrong with me, I am not worthy.
- **Faith** - I am the image and likeness of God, I am not alone, I am connected. We are community and justified by faith.
- **Hope** -Romans 5- ".we also boast in our afflictions, knowing that affliction produces endurance, endurance produces character, and character produces hope,"
Leading to **Growth** - I am worthy

Topics We Will Cover

- 1) **Our Ministry Of Spirituality, Service And Friendship**
- 2) **Recruitment**
 - ❖ Barriers To Recruitment
 - ❖ The Member Cycle
 - ❖ Recruit, Train, Engage and Retain
- 3) **Rejuvenation Of Entire Conference**
 - ❖ Collaboration/cross-conference team(s)
- 4) **Young Vincentians**
- 5) **Your Commitment**



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

- Our Ministry of spirituality, service and friendship
- Recruitment, including
 - Barriers to recruitment
 - The Member Cycle of “Recruit, Train, Engage and Retain”
 - & how to accomplish these
- Rejuvenation of entire conference
 - Re-energizing experienced members
 - The power of collaboration/cross-conference team(s)
- Young Vincentians
- AND, most importantly, your commitment to make this happen.
- For your information, this power point presentation (slides AND notes) will be shared on the National website following the workshop. Also, if you complete the sign in sheet, we will share some of the documents to which we refer - and also invite you to keep in touch for ongoing support with your rejuvenation efforts.

Workshop Interaction

KEEP IT RELEVANT / KEEP YOU ENGAGED

- ❖ Periodic questions
- ❖ Brief responses



TO MAKE AN IMPACT

- ❖ Commitment





PL – Stay alert! There will be points in this session where it will be **your turn**.

We include this activity for two reasons:

- To keep it relevant/keep you engaged
 - so there will be periodic questions calling for brief responses
- 2. To make an impact beyond the session. You will be asked to make a commitment, in writing, as to your role in rejuvenation of the conference, Council or special work in which you are involved.



Goal For Today



Energize movement to
rejuvenate and recruit into
SSVP conferences



- PL – Our ambitious goal for today is to energize the movement to **rejuvenate** and **recruit into our** SSVP conferences, Councils and special works.
- In addition to providing insights, tips and tricks to accomplish this, we will urge you to make a personal commitment to your own action in this respect going forward.
- And we will follow up with relevant materials and offer ongoing support.

Call To Prayer: First Step

- ❖ number one essential step to success - PRAYER!
- ❖ prayer for Vocations to the Vincentian Family




- PL - Once we realize that SSVP is no ordinary organization but that it was started by a soon-to-be Saint, we can acknowledge 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 as well as 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 at all your meetings for new members. (A copy of this prayer will be forwarded to you after the workshop.) Since we are serving His most vulnerable, He will help us - if we ask.

Mission

The Society of Saint Vincent de Paul is a **lay Catholic** organization whose mission is:

- to live the **gospel message**
- by **servicing Christ** in the poor (those in need)
- with **love, respect, justice and joy**




- PL – A mission statement is a short statement of why an organization exists including its overall goal.
- The mission statement of SSVP in Canada is a striking example of this statement of purpose (I invite you to proclaim it with us.):
- The Society of Saint Vincent de Paul is a lay Catholic organization whose mission is to live the gospel message by servicing Christ in the poor with love, respect, justice and joy.

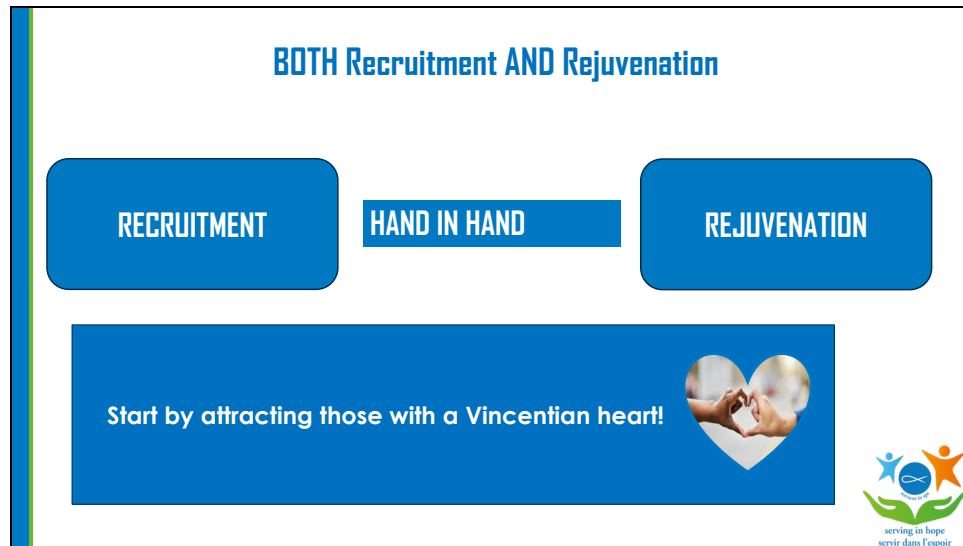
Values

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 (those in need)
- Help in all possible ways



- PL –And ...A **value statement** shows the “soul” of the organization (its priorities).
- 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
- We **STRONGLY** recommend that our mission and values be recited at the start of each meeting - to keep us focused.





- PL – It is often said that Vincentian service is BOTH/AND i.e. BOTH charity AND social justice.
- Our topic for the day is also BOTH/AND - BOTH recruitment AND rejuvenation, in an ongoing manner, are essential for the health of our conferences, to maintain our service to those in need.
- If there are no/few members to share the work, the conference and its service cannot thrive.
- If the conference is not vibrant and the members not engaged, current members will minimize or even abandon their service and ultimately drift away – and potential members will not be drawn in to the Mission.
- These activities are undeniably linked.
- Our starting point today will be recruitment - attracting new Vincentians!

RECRUITMENT

- ❖ SSVVP Ministry - a vocation
- ❖ objectives: spirituality, service & friendship
- ❖ SSVVP - #1 volunteer choice for Catholics

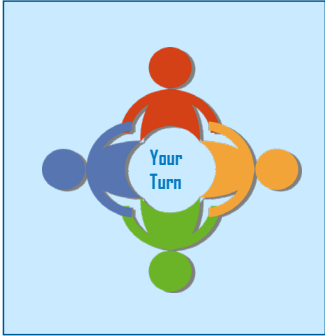
Goals:

- 1) Every Catholic church has a conference.
- 2) Every conference is growing and flourishing.




- PL – Let's be clear about whom we seek in this process:
 - Our Ministry is made up of the people we serve and the 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 – as exemplified in our mission statement - include spirituality, service and friendship.
- SSVVP can be the #1 volunteer choice for Catholics – and also for 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.
- **Listen to Margaret's testimony.**

Your Recruitment Story: Your Turn



In 10 words or less,


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



PL- A rapid-fire input session:


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

My Recruitment Story...



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

Blessed Frederic Ozanam



- PL: I chose to volunteer - in the Society, with others who share my faith journey (“to become better”).
- But I stayed because of those we serve – through home visits (like the one with a young non-custodial Mom who needed a bed so her daughter could visit on alternate weekends) & Store visits (like the mother of seven who regularly shops for their clothing & the doctor from Nigeria stretching her dollar by thrift store shopping because she is paying \$30,000 for retraining at a local college). And, hoping I’m doing “a little good”, I strive to serve all of these, as called to by our mission, with “love, respect, justice & joy”.
- Now let’s hear from Linda

My Recruitment Story...



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

Mother Teresa



- LA - I answered the call into the vocation of Vincentian service in 2010.
- I had just been packaged out of my job and went to assist at the breakfast program at an inner-city school in Hamilton.
- I heard the story that 2 brothers were going to school every other day because they were sharing a winter coat. I was shocked. I started a clothing closet by collecting clothes from Oakville.
- Someone opened my eyes to the deep needs in Oakville which I was unaware of, as our conference was not visible. I joined the conference and my involvement and engagement in the Ministry continues to grow.
- I am passionate about helping the families access programs, opportunities and services that can help to lead them and their precious children towards a healthier and more sustainable condition. I am also passionate about welcoming members in and helping them to also embrace their vocation.


The Member Cycle
Recruit, Train, Engage and Retain

Recruit Vincentians: talents, experiences, knowledge and time

Train new members > readiness

Engage members > belonging

Retain > support the mission, become advocates



LA - The Member Cycle involves “Recruit, train, engage and retain”

- With each new member comes talents, gifts, experiences, knowledge and time. We are all called into service.
- Train and walk alongside the members so they can be ready to engage in active 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.

Seek Vincentians (Not Just Volunteers)

Vincentian joins the ministry to:

- ❖ be transformed
- ❖ grow the Vincentian virtues: simplicity, humility, gentleness, selflessness and zeal

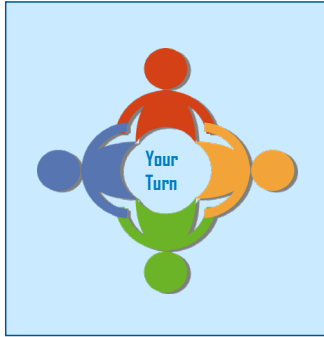
Seek:

- ❖ diversity in background, age and experience
- ❖ skills that are lacking or weak in Conference
- ❖ leaders who can help move mission forward

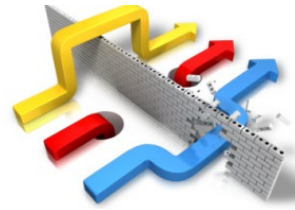


- LA: We are seeking Vincentians, not volunteers.
- Vincentians are entering a ministry to be transformed, to grow the Vincentian virtues of simplicity, humility, gentleness, selflessness and zeal.
- We are seeking a diversity in background, age and experience, skills that are lacking or weak in Conference, leaders who can help move mission forward.

Barriers To Recruitment - Your Turn


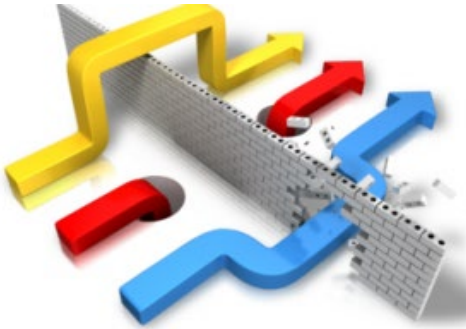


In a word or phrase, what have you encountered as road blocks to new members?




Barriers To Recruitment

- ❖ older congregation
- ❖ diminishing congregation
- ❖ tried already
- ❖ doing just fine - right now




- LA -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.
- More later about how schools can be a gateway to making the Society the #1 choice for Catholics to give of their time.
- 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 people's 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?

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 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.

The graphic is titled "Recruit" in blue text. It features five horizontal blue bars with white text, each containing a key point. To the right of these bars is a large blue square containing a white upward-pointing arrow and the words "ONE WAY" in white capital letters. In the bottom right corner of the graphic is a small logo with a blue star, an orange star, and a green leaf, with the text "serving in hope" and "servir dans l'espoir" below it.

Recruit

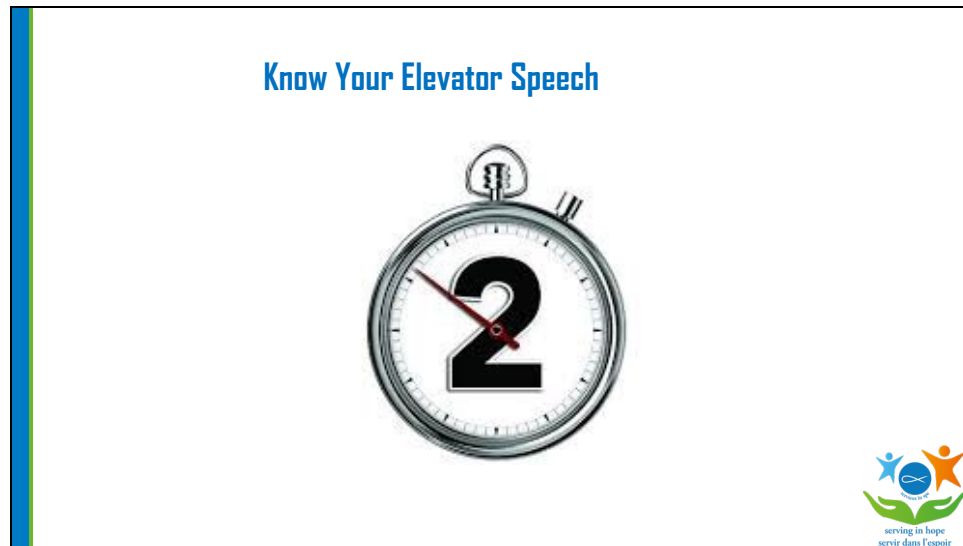
- Build Awareness
- Everyone recruits (ABR)
- Conversations are key
- Keep talking SSVP!
- Take Action!

ONE WAY

serving in hope
servir dans l'espoir

- LA - So - recruitment is the only way forward! Let's look at the key points to remember about recruiting for SSVP.
- **Building awareness** of the needs of the neighbours we serve and of the work of the Ministry is important. People need to know about us and people need to know there are people who struggle and that 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, a regular

presence in the bulletin sharing information about SSVP, brochures,
Ministry tri-fold.



- LA - 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."**

Reality Of Poverty

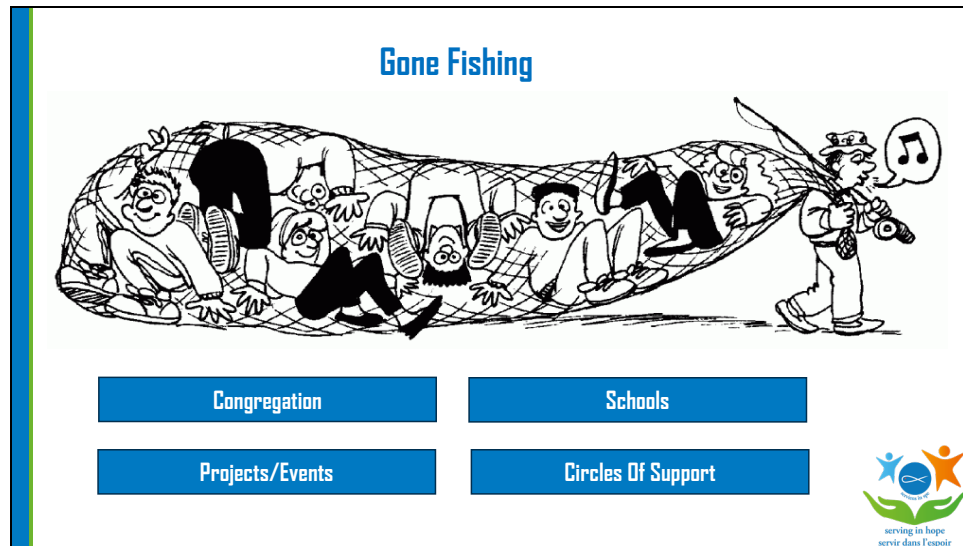
- ❖ know statistics for your community
- ❖ have a story ready to share
- ❖ what will provide AHA moment?



- LA-Do you have statistics of poverty in your community at your fingertips?
- How many people are living in poverty in your area? How many adults and children 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.





- LA - 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.
- When doing good work and making a difference, shout it from the rooftops!
- Spread the exciting news about our Society through a pulpit address to the congregation. Two minutes is all it takes to share a couple of local stats, a heartfelt story of your service making a difference and an invitation to join this Ministry.
- Share information about your activities through church bulletins, websites, facebook pages, and email communications to members and donors.



- 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.
- We will explore each one of these primary sources of recruiting.

Recruit - Congregation

- ❖ communication strategy
 - > awareness of the needs and the work
- ❖ consistent message
- ❖ share stories
- ❖ visibility



- LA - You can do this:
- Develop 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, highlights of your work and a focus on our Mission and Values.
- Do an annual address to the congregation when you can 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 stories.

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

Recruit - Projects and Events



WORLD DAY
OF THE POOR
November 15, 2020

∞

Child holding a bowl

- ❖ projects and events
 - ❖ assist people in need AND
 - ❖ recruit members
- ❖ marketing tools
- ❖ event helpers > ministry members
- ❖ e.g. World Day of the Poor



Angel Tree





servicing in hope
servir dans l'Espoir

- 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 AND the wider community **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 sorting 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 essential 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

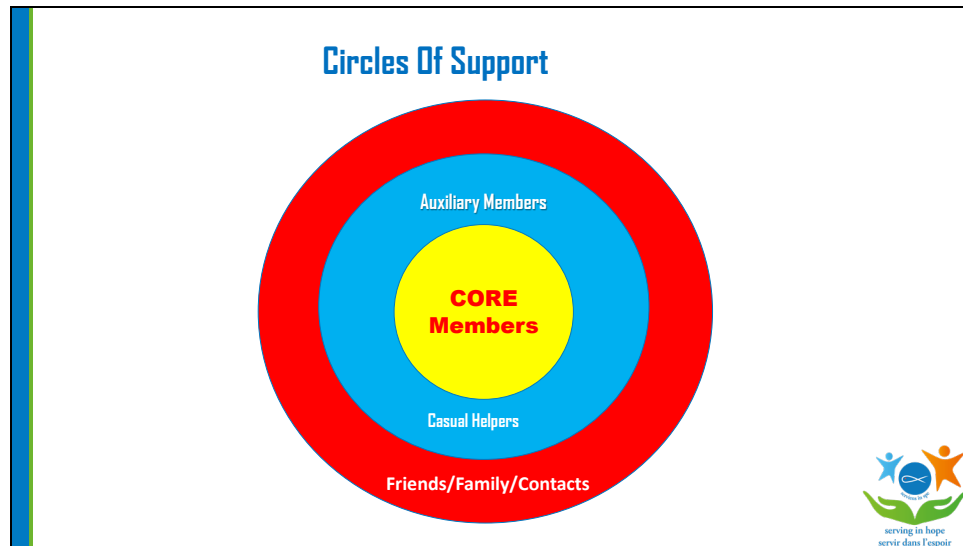
people living in poverty as well as an opportunity to recruit new members.

Recruit - Schools

- ❖ rich in parent and student support
- ❖ meet with the school principal
- ❖ approach Parent Council
- ❖ monthly presence in the school newsletter



- LA- Schools are rich in parent and student support.
- 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.



LA -

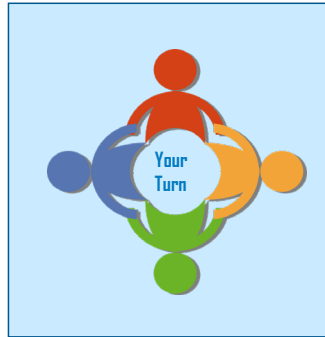
- Consider this circle on the screen. Everyone attending this workshop is right in the middle yellow circle. We are the core members involved at the grass roots level. We have the interactions with our neighbours/friends in need. We witness the suffering and are involved with helping them as needed.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



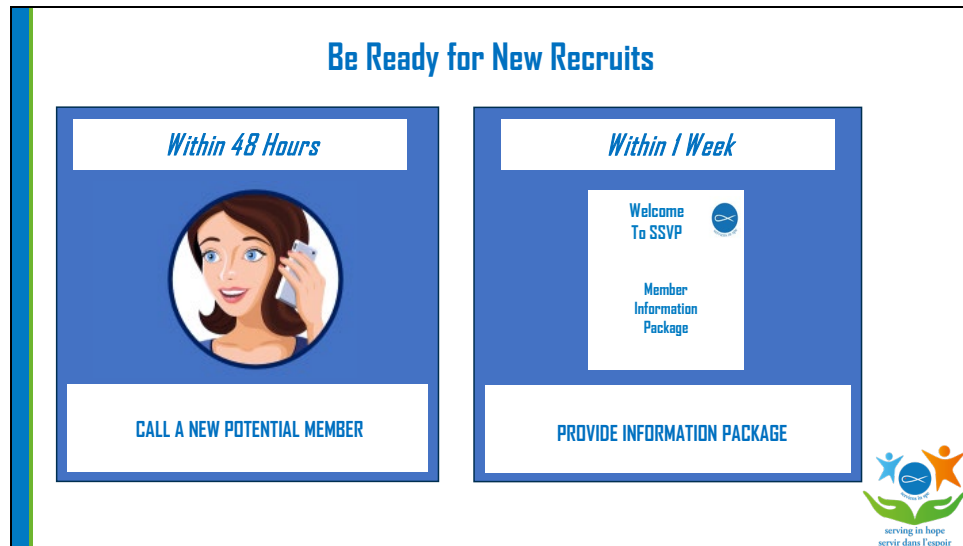
- LA - This is the power of recruitment when it unleashes a multiplier effect.
- I was recruited in, then I recruited someone in, and that person recruited someone in, and so on. And we each actively keep recruiting in to strengthen the team.
- ABR - Always be Recruiting is our motto!
- At my home conference, 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.

Gone Fishing: Your Turn



Have we missed any of your favourite fishing holes?





- PL - There are important steps that must be taken in order to ensure you are ready for new recruits. Every Conference needs a **well-defined and organized welcome and orientation** process.
- Have 1 or 2 people take on the crucial role of **new member coordinator**.
- The new member coordinator(s) 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 – to listen to the new recruit and to share information about SSVP.
- 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.
- It is a two-way conversation. 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 screening forms from the National SSVP Operations Manual as well as a description of your conference and what you do.



- PL - Each new member should be partnered with a ministry buddy as a mentor, a seasoned Vincentian who can walk alongside them into service.
- If you hired an employee then sat them in an empty office at the very end of the hallway, you didn't give them the training manual, no phone, no laptop, never talked to them, never showed them the cafeteria or invited them to have lunch together, would you be surprised when they left? You wouldn't/shouldn't blame the employee; you would have to look in the mirror and make some serious changes if you were to have any hope of retaining future employees.
- The same is true for our precious Vincentians.
- Note: If you have a robust local training/orientation plan, the connection with the mentor could take place at a later stage. If not, it is helpful to make this connection as early as possible.

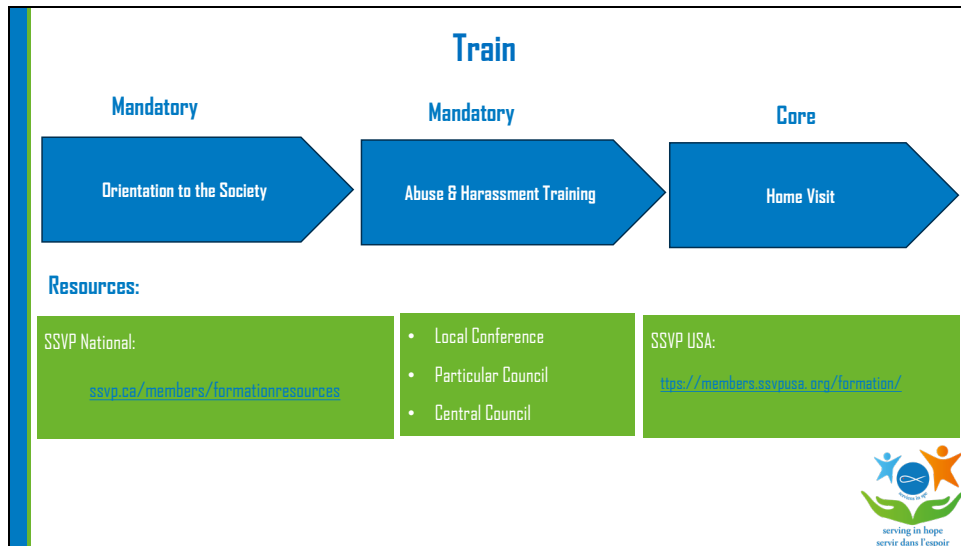


- PL – The new member coordinator(s) will schedule a time within 3 weeks for the new recruit to do orientation, screening and training once they have had a chance to review the information package. Some of you may be few in number in which case you can share the workload or perhaps work with a neighbouring conference.
- Once fully oriented, screened and trained, new members are ready to interact with the neighbours in need as soon as possible, ideally within 1 to 2 months of their first expressing interest to join.
- Plan, 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.

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

- PL –
- This is a sample annual recruitment action cycle used within the Halton Particular Council. It identifies the who, what, why, when and how of recruitment activities planned by a conference throughout the year.
- This is one of the documents that we will share by email to those who have completed the sign in sheet.



- PL: Two forms of training are mandatory for all full members of the Society.
 - Orientation to the Society (globally, nationally AND locally) – so that all members understand the organization to which they are committing &
 - Abuse & Harassment Training (an insurance requirement).
- Additionally, training in the home visit (or whatever person-to-person contact is utilized locally) is fundamental.
- Resources for this training include
 - Local materials
 - developed & used at the conference or higher-level Council level
 - National materials
 - The existing National materials require a refresh and the current National Formation & Training Committee has a mandate to develop a thorough and far-reaching program. Stay tuned.



PL- We will dwell only briefly on this phase of the member cycle: engagement - ensuring that new members feel welcome and giving them a sense that they belong.

- This engagement can be through person-to-person contact &/or a project.
- The projects can be big or small and should reflect the skills and talents of the member. They can be as small as writing thank you notes to donors or as large as organizing a volunteer appreciation event.
- To emphasize member relevance to the ministry, at every meeting, invite reports on every project, including the progress made to date and future plans.
- Everyone has unique skills, talents and gifts and its about bringing these skills and gifts out in service. Having found new members, feed them in order to keep them.

- And remember to express how you value your members – by saying “thank you” – in creative ways – social media, bulletin board notice in the meeting area, newsletter mention etc.



- PL - When recruiting new members, there is a range of possible levels of engagement.
- **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, as do 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.

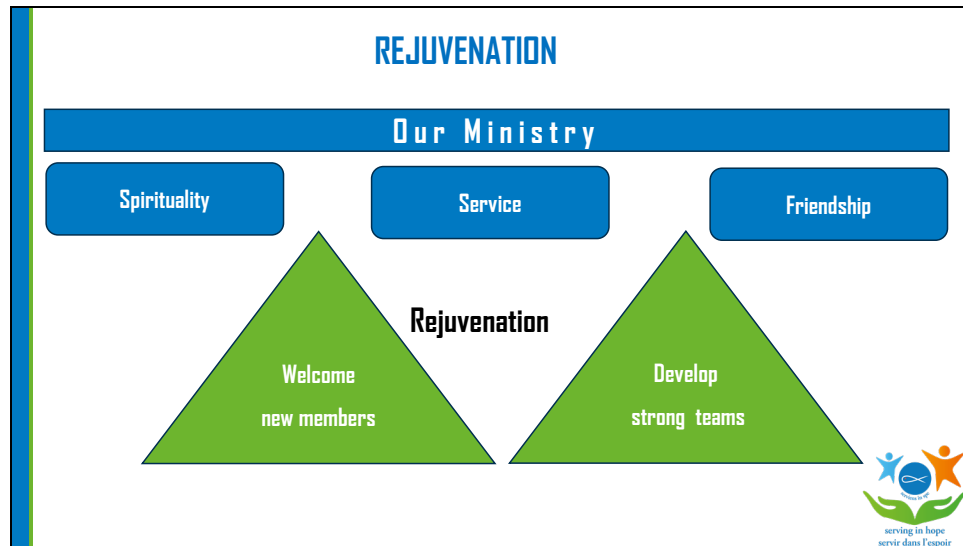
The graphic is titled "Succession Planning" in blue text at the top. Below the title is a white box containing the text "A pre - and post-recruitment priority!". In the center is a circular arrangement of seven stylized human figures in various colors (red, orange, green, purple, blue, teal, and yellow) holding hands, with the text "Look around the table" in the middle. Below this central image are two white boxes: the left one says "for all conference positions" and the right one says "using recruit's skills/talents/interests". In the bottom right corner, there is a logo for "serving in hope" with the French text "servir dans l'espoir" below it.

PL –

- Succession planning is essential for all roles within a conference or Council. It must be both intentional and focused. And it must take place prior to the recruitment process as well as after.
- As part of the recruitment process it is vital that current and upcoming gaps in skills be identified. Is the Treasurer ready to retire after years of dedicated service? Is the Secretary ready to take on a different role? Is the President's term up within the next couple of years? Are you in search of a Volunteer Coordinator ...?
- Once new members have been oriented to the Society and have experienced various aspects of local service, give them lots of invitations and opportunities to explore roles that interest them and make use of their skills.



- PL – We have so many dedicated, hardworking, faith filled Vincentians. But too often their talents and potential are not fully utilized - with 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 rears its head every election cycle when a Council or conference President term expires.
- The dilemma: how to find a leadership successor to step forward?
- We must create an environment that Identifies and Invites the best candidates to step forward. A leader empowers and inspires people, leads change and develops a shared vision.
- Our favourite strategy at the moment: Build leaders out of Vincentians AND Vincentians out of leaders.
- And then the rest of the members take ownership to support the President and leadership team.



PL– Now, about rejuvenation ...

- The keystones of our Ministry are spirituality, service & friendship. These are all components in its continuous rejuvenation.

> Spirituality - as the pathway for Vincentians to deepen their relationship with God.

> Service – as the key to opening up time generously to serve people in need - as a vocation.

➤ Friendship - deepening relationships with fellow Vincentians as we journey together in this Ministry, and also with our neighbours in need – in this relational ministry.

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

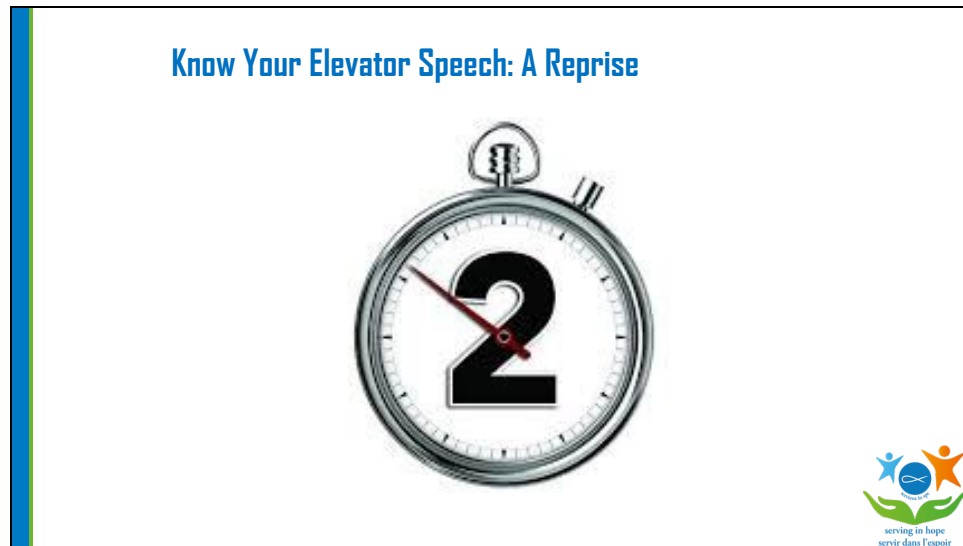


- PL – Without rejuvenation, what will happen in five years time? Take a look at this possible scenario.
- If we have no new members, we will keep doing the same thing over and over.
- We will avoid making changes as changes will become harder and harder to make, and then,
- We will get fatigued with what we are doing, annoyed at the people we serve for always asking us for help and even indifferent.
- We will not be excited about the work, losing the passion and spirituality and stop having conversations.
- We will not be contagious in our enthusiasm drawing new members in, so no new members will be drawn into the Ministry.

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



- PL– In encouraging contrast, here is the cycle of a growing conference.
- Building awareness of the needs we are witnessing and the work of the Ministry, active recruitment attracts new members.
- Involving the members in active work around structured projects and processes engages 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.
- So the passion continues to grow, **among new AND existing members**, which leads to conversations within their circles and then new recruits continue to appear.



PL –

- **Some good news:** The same activities that are effective in recruiting new Vincentians can be effective in rejuvenating experienced members.
- Remember this strategy for recruiting? It is equally essential in building & maintaining energy within our home conference.
- Share your stories of challenges and successes within your service with your Vincentian brothers and sisters – to continually energize their passion, commitment, relationship-building & creative problem solving.

Reality Of Poverty: A Reprise

- ❖ know statistics for your community
- ❖ share stories
- ❖ reflect upon/revise practices



PL – For a recent capital campaign, our Council was fortunate to engage community members with fundraising experience. As they were not familiar with the Society, they asked for key information as tools for their efforts: what service does your organization provide? & why is that service needed in the community?

- That initiated our ongoing practice of monitoring local poverty stats, using sources such as Hunger in my Riding - Feed Ontario.
- It is important for even experienced conference members to continually update their knowledge of the local face of poverty in all its forms as well as available resources & partnerships so that they can:
 - maintain personal contact with those in need,
 - develop their skills as informed navigators, &
 - regularly re-evaluate conference practices as related to current needs.



PL-

- Share works of Society from across your region, country & beyond for solidarity, ideas, tools, inspiration ...
- For local Vincentians, this is “empowering the good”, giving them the information and inspiration to make things happen.
- For Vincentians far & wide, this is inviting them to be ***informed navigators*** with a social justice focus. In our relational ministry, we walk alongside those in need, connecting them to opportunities, programs and services and helping in all possible ways.

For instance, in various areas of our region:

- we help children get access to the Canada Learning Bond (free government money) through the Seeds of Hope project,
- we provide new beds for children,
- we support the North of 60 project, helping our Indigenous friends in the North,
- we assist with post-secondary funding through the Ozanam Education Fund,
- we advocate for those experiencing housing insecurity.

- To keep members committed, it's important to engage them in the area(s) in which they show an interest. Let them know what's possible by highlighting Vincentian works.



PL – Build networks of collaboration across conferences, Councils and special works.

- Collaboration among sectors offers the opportunity to break down silos, connecting likeminded, passionate people horizontally across the organization, & brings out the strengths and capabilities of the future leaders that are within the Society.

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

- **Rejuvenation** – develop plans & implement strategies with others in conferences & Council on the same journey

On an ongoing basis, collaboration groups can be beneficial for:

- Treasurers – to support and share their challenges/strategies & accomplishments.
- Social Justice Reps – to raise awareness of Social Justice issues and initiate actions.
- New Presidents – providing guidance and moral support.
- Spiritual Advisors –especially for lay persons seeking ways to enrich the spiritual direction of their Conference.



PL - Higher Councils are also vehicles for Collaboration and Support.


- Regional Councils create environments to engage and empower Central and Particular Councils and Isolated Conferences to work together.
 - Workshops/webinars provide networking opportunities
 - Committees: spirituality, social justice, rejuvenation, governance etc. provide food for thought and ideas for action
- In fact, according to our Rule, Central and Particular Council members have the responsibility to participate at Regional and National Meetings - exactly because these meetings provide the opportunity to network with Vincentians and fellow leaders.




PL-

- Friendship is the embodiment of the Vincentian family, beginning in our own conference and extending to all levels of Councils - Particular Council, Central Council, Regional and National Council - 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 the local Vincentians with whom we talk, laugh, grieve, pray, problem-solve, celebrate and serve, on a daily basis.
- These are ongoing sources of strength for the challenging work that we do.

& The Secret ~~Sauce~~ Source



Remember this young man - our principal founder, Frederic Ozanam!



PL –

Our Society was founded and grown by VERY young people. The Society was founded on the day of Frederic's TWENTIETH birthday!

The enthusiasm and energy of youth will always be positive for this Ministry. AND it will engage them in living out their faith.


We offer you a couple of models to recruit them into this Ministry – to “grow donors, benefactors and volunteers” , i.e. Vincentians for the future of our service to those in need.

Linda


Vincenian Youth


Two models with possibilities:

Halton PC
SSVP Young Vincentians



Brant PC
School Partnerships






LA –

- I will share 2 models with possibilities: from the Halton PC with our Young Vincentian teams and from Brant PC on how they are leveraging school partnerships.

SSVP Young Vincentians (Halton PC)

- ❖ goal: a YV group at each conference
- ❖ plant the SSVP mission on the hearts of the youth in the hopes it will lead to a lifelong connection to the mission
- ❖ youth's involvement can lead their families into mission
- ❖ every 3rd Sunday is YV Sunday
 - youth are involved in the liturgy
 - help with the collection
 - meet after to plan activities





- LA The Young Vincentian Ministry at Mary Mother of God was launched in May 2022, under the guidance of 2 Vincentians with school aged youth.
- We have a goal to have a YV group at each conference
- It has been a long-held dream of our conference and church community to invite the youth into active service and to place the mission of the SSVP Ministry on the hearts of the youth, with hopes that this involvement can foster a lifelong calling into service.
- We are focused on the 3 Vincentian pillars of spirituality, friendship and service.
- To date with the prayers and support of the congregation, this beautiful new Ministry has grown to 40 youth in grades 7 to 12.
- The youth's involvement can lead their families into mission
- The 3rd Sunday of each month is now Young Vincentian Sunday where the youth, wearing their SSVP t-shirts, bring up the offertory gifts, assist as ushers and help with the SSVP monthly collection after the 11:00 mass.

- They meet afterwards to organize their activities and to continue to grow their bonds of friendship. Each month, the youth and their families feel more an active part of our church community.

Engagement : 2023/2024 Calendar Example

Young Vincentians at Mary Mother of God Parish

<p>September 2023 "Saying Hello" Orientation and meet & greet</p>	<p>October 2023 "Let us be thankful" Preparing sandwiches for families in our neighborhood</p>	<p>November 2023 "Praying and remembering the dead" Clean up at Glen Oaks Cemetery and pray the rosary on All Souls Day</p>	<p>December 2023 "Silent Night, Holy Night" Caroling and crafts at Retirement and Long-Term Care homes</p>	<p>January 2024 "Refreshing our souls Part I" Adoration</p>	<p>February 2024 "Let's have a sweet treat" Bake sale</p>
<p>August 2024 "Fun and Games Part II" Community BBQ & Back-to-School</p>	<p>July 2024 "Fun and Games Part I" Community BBQ - serving food and kids' zone</p>	<p>June 2024 "Refreshing our souls Part II" Retreat</p>		<p>May 2024 "Let's listen learn and discuss together" Youth Talk</p>	<p>March 2024 "Bringing Jesus to the lonely" Mission</p>
				<p>April 2024 "Let's cook and have a meal together" Serving community meals at Kerr Street Mission</p>	

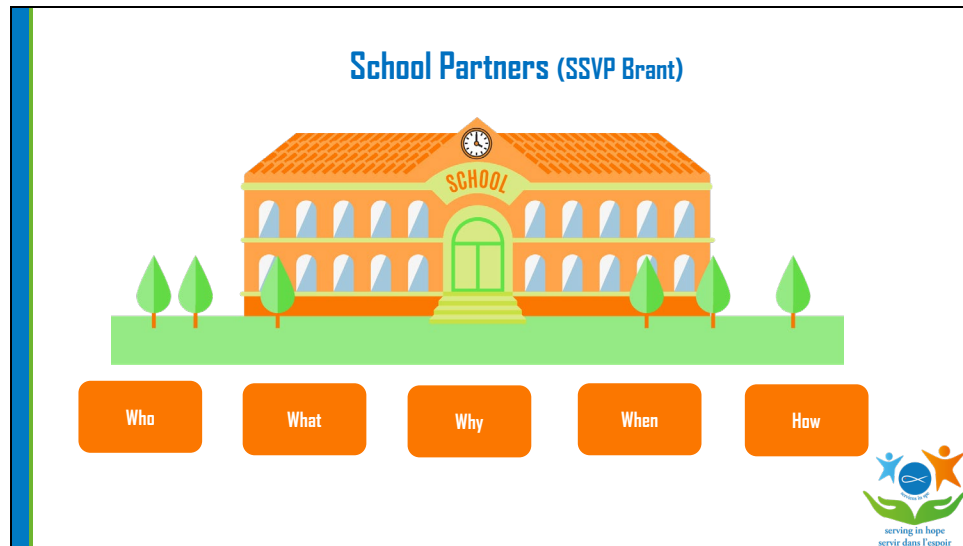

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- LA: Here is an example of this year's YV calendar where we are interchanging the 3 pillars of spirituality, friendship and service throughout the year.



- LA: The youth helped at the summer barbeques at the rent geared to income housing community, playing games with the children, making balloon animals, and face painting.
- They made sandwiches for an outreach group that serves the homeless in our community and made uplifting cards that go into the food distribution kits for the neighbours in need.
- At Thanksgiving they had the congregation fill out cards capturing what they are thankful for, made a collage of thanksgiving that they brought to the altar during mass.
- For All Souls Day, they helped to clean the graveyards at our local cemetery and recited the rosary together. They assisted with our back to school and Christmas programs.
- They organized a bake sale raising over \$1700. Part of the proceeds were used to organize and serve a community dinner at a local outreach organization with 2 more community dinners scheduled in 2024.
- At Christmas they went to 3 long-term care homes to sing Christmas carols with the residents.

- We are very excited to continue to see how this group will continue to grow and flourish.
- The youth have participated in many



LA –

- WHO – students of the Brant Haldimand Norfolk Catholic District School Board in Brantford & Brant County and, to a lesser degree, Grand Erie DSB
- WHAT – Their involvement includes
 - collections of non-perishable food, personal hygiene items, clothing & household items for distribution through our thrift store
 - Fundraising: Schools were the original funders for our Bed for Every Child program.
 - Community involvement hours & Coop placements – students are the main work force of our Saturday retail and donation activity
 - Work days at the Store – spring cleaning of the grounds, assembly of Christmas trees, sorting of food & clothing donations etc. - by Confirmation candidates, social justice groups (classes & extracurricular teams) etc.

School Partners (SSVP Brant)



Assumption College students celebrate the success of their We Scare Hunger (Halloween) Drive.

St. John's College students accompany their cafeteria donation bin contents to the pick up spot.

Social Justice students write cards to long term care residents.




LA -

- WHY – Develop awareness of local poverty realities as well as opportunities to support those in need, as called for in the gospel
- WHEN –
 - Collections may be periodic (e.g. Thanksgiving, Halloween, Lent, Advent) or permanent (bins in school entrance ways or cafeterias).
 - Student service is most often on Saturdays or holidays with limited field trips during school time.
- HOW –
 - One of Council VPs (a retired teacher) is responsible for youth. We have the blessing of the Superintendent responsible for faith development, and the VP works closely with school & Board staff, especially Board Religion Coordinator.

Summary

Key points raised today include:

- 1) **our Ministry of spirituality, service and friendship**
- 2) **recruitment**
 - ❖ barriers to recruitment
 - ❖ the Member Cycle
 - ❖ recruit, Train, Engage and Retain
- 3) **rejuvenation of entire conference**
 - ❖ collaboration/cross-conference team(s)
- 4) **Young Vincentians**




LA – To review, the topics we have covered during this presentation include:

- Our Ministry of spirituality, service and friendship
 - Recruitment, including
 - Barriers to recruitment
 - The Member Cycle of “Recruit, Train, Engage and Retain”
 - & how to accomplish these
 - Rejuvenation of entire conference
 - Re-energizing experienced members
 - The power of collaboration/cross-conference team(s)
 - Young Vincentians
-
- AND now, most importantly, for your commitment to make this happen.

Your Commitment


TO MAKE AN IMPACT

❖ Commitment



How will you be part of energizing recruitment & rejuvenation in your role in the Society?

- ❖ personally
- ❖ at conference level
- ❖ at Council level



- LA – We ask you to reflect upon your commitment and how you will be part of the rejuvenation effort supporting your Conference and Council - 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 a Cross Conference team focused on Rejuvenation.
- And remember, the Ontario Rejuvenation team is here to support you in these efforts.
- We will take a couple of minutes for you to fill out the Commitment page.

Thank you for your attention to this presentation, please don't forget to provide your feedback on the **rating sheet** available in the room or directly through this **QR code**.

Thank you in advance for your support!



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Merci pour votre attention à cette présentation, n'oubliez pas de partager vos commentaires sur la **fiche d'évaluation** disponible dans la salle ou directement via ce **code QR**.

Merci d'avance pour votre soutien !