



valley
C H U R C H

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Strategy To Expand Our Existing Volunteer Base At Valley Church

Goal -

To identify and have a better understanding of who exactly IS serving as a volunteer, and then this will then help us in understanding who is NOT serving at Valley Church.

Problem-

When talking about volunteers within the local church, the Pareto Principle always seems to appear, which states that 80% of the work done within the church, is done by only 20% of the church members. This in turn makes those who are serving, the 20%, in high demand among all ministries. A reverse problem that I have personally witnesses in my time in ministry is that if you as a volunteer, show you are willing to be part of the 20% who are doing the actual work, you will at some point be approached by 80% of the working staff asking for you to serve within their ministry.

Getting beyond the 20%

If we as a church desire to live up to our Mission statement, “to mobilize everyones God given potential to deeply love Christ and their neighbor.” We must develop a strategy to expand our volunteer force beyond the 20% by identifying and then recruiting from the 80% that are currently sitting on the sidelines.

Identify the 80%

In order to identify the 80% who are not serving, we first must begin to identify who exactly makes up the 20% that are serving. Once we understand who IS serving, we can then cross-reference this data agains multiple data streams to gain a much clearer perspective of who actually is NOT serving.

Basic Plan -

1. Leadership would define what it means to regularly “serve” at Valley Church.
2. A Data field would then be created in Fellowship One, a “Serving” check box, that would identify someone who serves here at Valley Church.
3. With the agreed upon definition of what it means to “Serve,” we would then meet with the Ministry Directors and begin to gather the names of those serving within their ministries.
4. We then provide these names to Liz so she can begin to update the “Serving” data field for each person in Fellowship One.
5. Over time we will have a clearer picture of those who serve on a regular basis here at Valley Church

So Then What Can We Do With This New Data?

Fundraising Principle - When someone has made a donation once, they are more likely to make a donation again. This same principle applies to those who volunteer. If they have volunteered once, they are more likely to volunteer again.

Using The Data-

- We can identify our “*Low Hanging Fruit*”
 - This data when cross referenced with regular attenders will help us develop a targeted “List” of potential volunteers, that we can then use as a starting point when seeking new volunteers.
 - It has been stated that Life Groups are where we should begin to discover new volunteers. With this data, we could cross reference those who are regularly attending life groups, with those serving to determine who are not yet serving but are already committed to the church.
 - We could cross reference this data with those who have already served in one of our larger volunteer opportunities: Night To Shine, Great Pumpkin Party, Love You Des Moines Days, Garage No Sale, but have not yet made the commitment to serve on a regular basis.
- This new data will help Liz gain a clearer picture of who is involved in the church on a regular basis, adding another data stream to use as a measurement.
- We will have a clearer picture overall of who is actually serving from within our church body.
- Ministry Directors can become more aware of who is serving globally within the church and what ministry their prospective volunteer is serving.
- It will help us begin expand the 20% serving.
 - Valley is a large church, even if we expand this number by only 1 or 2 percent, that is a lot of new volunteers.

Summary -

To clarify what is being proposed here is not a “quick fix” but will require work to be done. It will require the help of all of the Ministry Directors to gather the needed information. But as Pastor Quintin has shared in the past, sometimes it’s the little 1 to 2 degree tweaks that we can do to what we are already doing, that can have a great impact on the church. **I believe this is one of those things.** Identifying this data and then using it to our advantage will greatly aid us in fulfilling the mission statement of Valley Church.

To mobilize everyones God given potential to deeply love Christ and their neighbor.

- The Mission Of Valley Church