

# Riverbend Recruiting Manual

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Thank you, what you are doing is important and impactful. Over 30,000 decisions have been made for Christ in the 55-year legacy of Riverbend. That is over a decision per day during that period. This legacy is largely built on the shoulders of young Christians who said “Yes!” to God and dedicated themselves to a ministry of service at camp. These 2,000+ servant leaders were, are, and will continue to be an integral tool God uses at Riverbend to grow His kingdom. We would not be able to celebrate such a great ministry impact were it not for those willing to say “Yes!” to God and serve at Riverbend. So, thank you again for contributing to Riverbend’s legacy of ministry by helping us find and recruit those young Christians who say “Yes!” to God. You are an appreciated and important part of God’s work through Riverbend.

- 1) The basic idea – The goal is to use your Riverbend experience, accurate information, and a positive perspective; Pair it with your pre-existing and new relationships with young Christian leaders; And connect those young leaders God has called with service at Riverbend. **(Remember: we must get the contact information of a potential staff to continue a dialogue.)**
  - a) We break recruiting down into three large buckets
    - i) **Onsite cold recruiting** – this is pitching Riverbend’s mission, purpose, results, and opportunities in hopes of developing a new relationship with a young person who is already at Riverbend for a retreat. We do this through mealtime presentations, program interactions, and scheduled recruiting pitches with individual groups.
    - ii) **Offsite cold recruiting** – this is pitching Riverbend’s mission, purpose, results, and opportunities in hopes of developing a new relationship with a young person at an offsite location such as a high school or college campus, church campus, or another venue. We do this by setting up a booth or simply an individual and engaging those who pass by, by filling the pulpit at church events, or by providing a meal and giving a pitch to those in attendance.
    - iii) **Associational recruiting** – This is sharing Riverbend’s mission, purpose, results, and opportunities with a group or individual you already have an existing relationship with. The pre-existing trust between the recruiter and the individual or group makes this form of recruiting far superior. The primary tool of this form of recruiting is personalized conversations using your personal Riverbend story. All the tools from on and off-site cold recruiting can be added to associational recruiting as well. It should always be the goal of all cold recruiting to form a bond as soon as possible and move into some level of associational recruiting.
    - iv) When preparing to recruit, it is important to identify which of these three types of recruiting you’re doing, so you can plan and equip yourself accordingly.
  - b) Recruiting encompasses everything from sincere and detailed prayer to a one-on-one conversation with your cousin/niece/nephew/son/daughter/family friend who is over 15 and needs a great first work experience, to a walk around a college campus or community event striking up conversations and handing out flyers, to tagging Riverbend in your social media posts, to filling the pulpit at a church youth event or even for Sunday worship. And hear me when I say, “ALL OF THEM ARE VITALLY IMPORTANT!”
  - c) As long as you are sharing Riverbend’s mission, purpose, results, and opportunities in a way that brings glory to God there is no wrong way to recruit on our behalf, but we want to share some of what we know and equip you in any way we can.

## 2) Step-by-step recruiting

### a) Plan

#### i) Answer questions

- (1) Where am I recruiting? – setting, indoor/outdoor, space, competition
- (2) Who am I recruiting? – age, group size, is there a preexisting relationship
- (3) How am I recruiting? – Method, tools, messages, time per person
- (4) When am I recruiting? – Mealtime, recruiting timeframe, how long until the event

#### ii) Make sure all elements are cohesive. For example, you may have a great idea for an icebreaker game that will begin to form bonds. But if you are recruiting at an outdoor camp fair set at the university quad, you won't have a good opportunity or setting to employ your great icebreaker. Save it for a more appropriate opportunity.

### b) Prepare - decide what tools you need.

#### i) Physical

- (1) Fliers, giveaways, a banner, elements for a game or activity

#### ii) Communication

- (1) Pitch suited to the setting, your Riverbend testimony, devotion/sermon

#### iii) Others

- (1) Pictures from your time at Riverbend, old Riverbend shirts, Icebreakers/activities

### c) Share

#### i) Before your event

- (1) Use the forms/links on **riverbend.camp/recruiting** to sign-up if you are volunteering to participate in a Riverbend or other led recruiting event.
- (2) Use the forms on **riverbend.camp/recruiting** before a recruiting event you are leading to report who you already know is recruiting and leading, when and where you are recruiting, the target audience, if you would like to open up for more volunteers and how many, and to request resources and/or funds to maximize your event.

#### ii) During/after your event

#### **(1) YOU MUST REPORT THE NAMES AND CONTACT INFORMATION OF THOSE YOU INTERACT WITH SO WE CAN CONTINUE THE DIALOGUE WITH THEM. Either**

- (a) Have your contacts fill out the Riverbend lead form (QR code on our promotional flyers, link on **riverbend.camp/recruiting** or apply at [bendstaff.org](http://bendstaff.org) if they are prepared. **Or**
  - (b) Record the names, email addresses, phone numbers, contact preference (text, email, or phone call), and position most interested in for each contact and submit them in the post-event form on **riverbend.camp/recruiting** or email to [will@riverbendretreat.org](mailto:will@riverbendretreat.org)
  - (c) I cannot stress how important it is that we get contact information for any potential staff.
- (2) Fill out the post-event form on **riverbend.camp/recruiting** and include notes about the climate of the group, how you were received, and what worked and what didn't.

### d) Succeed

- i) I truly believe God has His hands on Riverbend and the staff we commission every summer, which extends to your efforts to recruit on our behalf. No matter what, if you share

Riverbend's mission, purpose, results, and opportunities in a way that brings glory to God, regardless of how many young people share their information or apply, the event has planted kingdom seeds and is a success.

- 3) Recruiting with your why instead of your what – When speaking to potential staff
  - a) When people are faced with options they will “buy why you do what you do, not what you are actually selling” – Simon Sinek
  - b) Focus on why Riverbend exists and why Riverbend is important to you. Then focus on How we achieve growth for God's kingdom, and then, if time allows, tell all the details about pay and living arrangements, and numbers of all kinds.
  - c) Why do we do what we do at Riverbend?
    - i) Because people need their feet washed. (John13: 1-17)
    - ii) We love God and have adopted a ministry of service. (John 15:13)
    - iii) **Riverbend's Why Statement: We get the opportunity to set the table for God's Spirit to move.**
  - d) **share why you love and/or have an ongoing connection with Riverbend. Your Riverbend testimony.**
- 4) How and What – Share these details as asked for and as time allows
  - a) Summer Staff Positions
    - i) Lifeguard Crew – (Free certification)
    - ii) Programs Crew – (Free certification for 18+)
    - iii) Support Crew – (Half summer)
    - iv) Retail Crew – (Gift Shop & Canteen)
    - v) Grounds Crew
    - vi) Kitchen Aid Crew
    - vii) Office/Photography Crew (Possibly)
  - b) Paid Positions
    - i) Full Summer Crew - \$800/month
    - ii) Monthly bonuses for
      - (1) year-on-year return (+\$50/mo for each return year)
      - (2) Leadership (Guides +\$100/mo) (Advisor +\$150/mo)
      - (3) Other experience as deemed relevant
    - iii) Support Crew - \$425/month
  - c) General Dates
    - i) End of May to the beginning of August
  - d) Other Info
    - i) Free room and board(food) all summer
    - ii) Access to WIFI
    - iii) Laundry mat provided

- iv) 5 on 2 off weekly schedule
- v) Daily 1-hour bible study and 1-hour break (aside from meal breaks)
- 5) Riverbend's tools for recruiting
  - a) Flyers –
    - i) We have physical, professionally printed 5x7 glossy fliers that can be requested as part of a care package online at **riverbend.camp/recruiting**
    - ii) Pdfs of the same flyer(s) in multiple sizes will be available for you to print at **riverbend.camp/recruiting**
  - b) Banners – You can request banners to stick up when recruiting as part of a care package at **riverbend.camp/recruiting**. You may also request the file if you would like to print your own at Staples or another print shop by emailing will at [Will@riverbendretreat.org](mailto:Will@riverbendretreat.org).
  - c) Information
    - i) This recruiting manual, a how and what pitch sheet, verbal recruiting strategy sheet, and cheat sheet are all available at **riverbend.camp/recruiting**
  - d) Miscellaneous
    - i) Tablet – if you are without a smart device to scan QR codes and loan to potential staff that may not have their own, or if you are not comfortable using your device in this manner. Riverbend may have a device available to loan you if you can pick it up and return it within an approved timeframe.
    - ii) Games/giveaways – IF you are recruiting for a group you will be with for an extended period and need ideas and/or supplies for group games or perhaps something for a door prize, etc. Riverbend may be able to provide these things on a case-by-case basis if you are able to pick them up and return them within an acceptable time window.
    - iii) To request or inquire about any of these items email Will at [will@riverbendretreat.org](mailto:will@riverbendretreat.org)
- 6) Things to consider when recruiting
  - a) Technology
    - i) Only use the technology you are comfortable with. Nothing will kill the potential for a meaningful conversation with potential staff faster than a technology malfunction that visibly flusters or throws you off.
    - ii) Know ahead of time what power and wifi access you will have and make sure you plan accordingly no matter how comfortable you are with the technology you wish to employ.
    - iii) A simple discussion about the wonder of God and His work at Riverbend that leads to a dozen or more names and email addresses scribbled on a piece of notebook paper is far and away preferable to a fruitless endeavor mired by tech issues.
  - b) Practice your pitch
    - i) Just like giving your testimony, you'll be far more comfortable and successful if you're not winging it. Think ahead of time about who you're going to be speaking to and what you believe will be meaningful to them. Then figure out how to say it clearly and quickly.
    - ii) Your attempt could still fall flat and need to be adjusted on the fly, but that transition will be much smoother and easier if you were prepared to begin with.
  - c) Remember why you love Riverbend
    - i) They'll love Riverbend for the same reasons you did. Not that much has changed in a handful of years. Don't shy away from the truth of how hard the work is, or how crazy it can be; just make sure you also tell them about the feelings of accomplishment, the times you

saw God work right in front of your eyes, the lifelong friendships formed right up to curfew every night in the conference room, and the fun you had.

7) Documentation

- a) **ONE LAST TIME, EVEN IF ITS ON SCRAP PAPER YOU TAKE A PICTURE OF AND TEXT TO WILL LATE AT NIGHT, WE MUST HAVE CONTACT INFORMATION TO HIRE THE POTENTIAL STAFF YOU ENCOUNTER.**
- b) The best and easiest way for you to record the potential staff you meet is to have them scan the QR code labeled “Questions?” on our flyer and fill out the Summer staff lead form or scan the QR code labeled “Apply now” and fill out an application on the spot. This will ensure they are contacted and do not fall through the cracks.
- c) The second best method is to record their names, contact information, and top summer position interest yourself and email them to will at [will@riverbendretreat.org](mailto:will@riverbendretreat.org).