

Summer staff recruiting – Verbal pitch outline

1. Focus
 - a. First of all, thank you for serving God by recruiting for Riverbend
 - b. When people are faced with options they will “buy why you do what you do, not what you are actually selling” – Simon Sinek
 - c. **WE MUST GET CONTACT INFORMATION IN SOME FORM TO BE ABLE TO CONTINUE A DIALOGUE WITH A POTENTIAL STAFF**
 - d. 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.
 - i. Riverbend’s Mission Statement: Riverbend provides a place of refuge where people experience Christ.
 - e. **If you only have time for a blurb with each potential staff focus on the why and how (sections 2 and 3) and specifically your why story. We can follow up with all the details after they catch the vision and fill out a lead form.**
2. Riverbend’s Why – People’s feet need to be washed
 - a. Riverbend’s why goes even deeper than our mission statement (Riverbend provides a place of refuge where people experience Christ). The mission statement describes what we wish to provide, and, by all means, use the mission statement when recruiting, but first, talk about why.
 - b. 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.
 - c. **share why you love and/or have an ongoing connection with Riverbend.**
3. Riverbend’s How – A family of servants
 - a. How do we create a place of refuge where people experience Christ?
 - b. We hire 90 young leaders who want to serve as Christ served
 - i. A family that serves, lives and worships together
 - ii. We cast a vision of servant leadership, washing feet to point students toward Jesus.
 1. Talk about the summer staff bible study and theme
 - iii. We train diligence and intensity (Prov. 13:4)
 - c. **REMEMBER WE MUST GET CONTACT INFORMATION TO BE ABLE TO CONTINUE A DIALOGUE WITH A POTENTIAL STAFF**
4. Riverbend’s What – Fun, Food, and Facilities
 - a. First explain in more detail what we actually do for our campers
 - i. We’re a host camp (define host camp)
 1. Host camp: we provide a place for churches to host their own camp, with their own adult counselors, their own theme and curriculum, their own band and preacher, and their own games and recreation. So we serve them, we do not teach and preach directly to our campers.
 2. We believe this gives campers the ability to make deeper discipleship connections with leaders from their own faith communities.

Summer staff recruiting – Verbal pitch outline

- ii. We're located 45 min south of Fort Worth.
 - iii. We host 16, back-to-back, 4 night, sessions of camp. For groups up to 750 or even larger, from the last week of May to the first week of August. We clean their facilities, serve their meals, and facilitate their programs. Which include aquatics, zipline, rock climbing, archery, and paintball.
 - iv. We will serve about 8000 – 9000 campers in a normal summer. Which has led to well over 25,000 decisions for Christ over the last 50 years.
- b. Staff benefits and specializations
- i. Explain that support crew tend to be younger staff and work a half summer and that the starting pay is \$425 per month
 - ii. Explain that full summer crew are expected to work the full summer, tend to be our older staff, and are expected to specialize in one of the following areas.
 - 1. Lifeguard – we get you certified free of charge
 - 2. Programs – we get you certified free of charge
 - 3. Retail – cash register, cleaning, organizing, and inventory in gift shop and canteen
 - 4. Audiovisual – mostly photography, very little sound tech.
 - 5. Grounds – mostly mowing and weed eating
 - 6. Kitchen – basically an assistant to the cooks
 - iii. Starting pay for full summer crew is \$800 per month with increases for year-on-year return, leadership positions, friend referrals that complete the full summer, and other experience as deemed appropriate.
 - iv. All staff receives free room and board(meals) all summer, with all utilities and wifi provided. They have a laundry mat available to them.
- c. **REMEMBER WE MUST GET CONTACT INFORMATION TO BE ABLE TO CONTINUE A DIALOGUE WITH A POTENTIAL STAFF.**