

KEEP CALM

Full by December

Recruitment Strategies for LYTN

AND

CARRY ON

RECRUITING

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A Few Assumptions

AND

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Naming the Obstacles

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# The Process

## 1. Set the Framework

- Target Number of Students (e.g., 25)
- Target Deadline (e.g., March 15, 2017)
- Recruiting Launch Date (August 1, 2016)
- Primary Target Audience (e.g., Church Leaders)
- Weekly Recruiting Time Commitment (5 hours)
- Determine Your Value Proposition that Addresses a Point of Pain (“you know how...? Well we..., so that...”)

# The Process

1. Set the Framework
2. Develop a Nimble [Tracking Sheet](#)

# The Process

1. Set the Framework
2. Develop a Nimble [Tracking Sheet](#)
3. Input 500 Contacts
  - Previous Referral Sources
  - College or University Database
  - Pastors, Youth Pastors, Ministry Leaders
  - Admissions Office
  - Mid-Level Judicatories
  - Denominational Leaders

# The Process

1. Set the Framework
2. Develop a Nimble [Tracking Sheet](#)
3. Input 500 Contacts
4. Frontload the Process with a Wide Net
  - Personal Contacts
  - Not beautifully formatted group emails



# The Process

1. Set the Framework
2. Develop a Nimble [Tracking Sheet](#)
3. Input 500 Contacts
4. Frontload the Process with a Wide Net
5. Establish a Weekly Cadence of Accountability
  - What did you do from what you agreed to do last week?
  - What do you plan to do this next week?

# The Process

1. Set the Framework
2. Develop a Nimble [Tracking Sheet](#)
3. Input 500 Contacts
4. Frontload the Process with a Wide Net
5. Establish a Weekly Cadence of Accountability
6. Call the Question Early and Often
  - Do you think your church might be interested in sending a student this year?

# The Process

1. Set the Framework
2. Develop a Nimble [Tracking Sheet](#)
3. Input 500 Contacts
4. Frontload the Process with a Wide Net
5. Establish a Weekly Cadence of Accountability
6. Call the Question Early and Often
7. Recalibrate Weekly

# Working the Numbers

AND

**20 Contacts** with non-responders and those who say "no" and to get to a "yes" decision maker

**5 Contacts** with "yes" decision maker to get to verbal yes

**5 Contacts** to move from verbal yes to registered

**1 Registered Student**

# Working the Numbers

AND

30 Contacts  
to get to 1  
Registered  
Student X

25 Students =

750 Contacts  
Required

# Working the Numbers

(assuming 5 registered students drop)

30 Contacts  
to get to 1  
Registered  
Student X

30 Students =

900 Contacts  
Required for  
25 Students

# Working the Numbers

(After January, the number of contacts required roughly doubles)

60 Contacts  
to get to 1  
Registered  
Student X

25 Students =

1500  
Contacts  
Required

# Working the Numbers

(After January, the number of contacts required roughly doubles)

**40 Contacts** with non-responders and those who say "no" and to get to a "yes" decision maker

**10 Contacts** with "yes" decision maker to get to verbal yes

**10 Contacts** to move from verbal yes to registered

**1 Registered Student**



# The Bad News

- The process will require a more deliberate investment of time on the front end.
- It may take as many as 1000 contacts to fill your program.
- My ratios may be way off for your context.

# The Good News

- The process works, if we work the process.
- It takes much less time to fill your program early.
- With an August Recruiting Launch Date
  - Assuming 5 months recruiting
  - Assuming 20 days a month for recruiting
  - This plan requires 9 contacts or attempts a day.
- If you get to January 1 and you're not full, you've got time to recalibrate and bump up your contacts.

# Expanding Your Reach

- Cultivate a handful of partner churches each year who will send a student each year (and build it into their annual budget).
- Engage pastors and youth pastors, giving them an opportunity to attend and/or deliberately connect with the LYTN alum.
- Equip LYTN alums with a passion for bringing vitality back to their churches.
- Consider the LYTN Recruitment Initiative.
- Find Churches with grant money for student scholarships.
- Find Sponsors and Grants for underserved populations (If we're spending \$500-\$1000 per student attracting each participant, let's invest that money in scholarships).
- End Each Session Asking participants to nominate 3-5 friends.

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# Fishing for Students

