

SUREFIRE RECRUITING: HOW CHOIRS CAN ENHANCE THE CHURCH

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Do not simply accept the number of singers currently in your church choirs. You will not get the attention of Millennials, the young adults that we need in our choirs, with a perfunctory notice in bulletins saying you need more choir members. Millennials are serious and discriminating about which activities are worth an investment of their time and effort. Their essential question is “what’s in it for me and my children...how would singing in a choir enhance our lives?” There are so many activities available in today’s world that they choose what they do carefully. So step it up and answer that essential question of theirs. When you present to them the following list of benefits, urge prospective choir members to compare benefits of singing in a church choir with other activities they are considering. *Then order more robes!*

Recruiting for Adult Church Choirs

Singing in an adult church choir:

- ...is a great way to meet new friends and feel a part of a group.
- ...is therapeutic, a time to put aside the other pressures and concerns of the day.
- ...provides musical memories that can comfort you in difficult situations.
- ...gives members a sense of self-worth and pride.
- ...teaches healthy posture and breathing techniques.
- ...develops habits for better enunciation in everyday speech.
- ...conveys that character and attitude a make significant contribution to any group.
- ...enhances the church’s ministry by adding beauty and aesthetic depth to worship.
- ...provides an anchor for regular church participation when it is so easy to get distracted.

Recruiting for Children and Youth Choirs

Recruiting for children’s choirs is no longer about enticing the children. It is a priority of Millennial parents to forcibly guide their children’s lives and plan their activities. They are not looking to entertain their children, but to help them become good people. When parents see this list of how singing in a children’s choir could benefit them, their kids will be in choir!

Singing in a children's choir:

- ...helps children feel a part of a group and make new friends.
- ...helps children develop better speech habits (a cell phone concern).
- ...helps children learn about poise under pressure.
- ...teaches a sense of responsibility and how to be an asset to a team.
- ...teaches children that excellent results require effort and concentration.
- ...develops children's sense of culture and sophistication.
- ...provides the foundation for a lifetime of enjoyment in and of music.
- ...is the first step in encouraging children to become future supporters of the arts.
- ...provides an artistic balance for children in these days of rote learning education.
- ...becomes an effective vehicle for teaching Christian faith through the texts of anthems.
- ...and later, singing a church youth choir can become a college "hook" in the application process, conveying well-balanced experience and education.

Building a Recruiting Support System within the Church Leadership

Stewardship is really about finding ways to be of service to the church. Singing in a church choir is a great way to serve the church. Many church leaders do not consider what a significant asset a choir program is to the church. Use the following list to get church leaders to reflect on how much choirs can do for churches, far beyond simply providing music during services. Once you get this list to them, ministers and congregational leaders will help you recruit more singers for your church choirs, becoming a valuable part of your support system, and perhaps even coming to choir themselves!

Strong church choir programs can...

- ...enhance all worship services and significant celebrations with musical leadership and beauty.
- ...become an extension of almost every facet of the church, a catalyst for excitement and promotion by finding some way of supporting all important causes.
- ...be a significant source of public relations and development for the church, spreading good will and creating a positive image to the community.
- ...draw in relatives and friends into the walls of the church, where support and relationships with church might be nurtured.

These are short lists of ideas, but each of you can expand your own lists with your own fresh ideas!