

INCREASING

# SERVE TEAM

*Engagement*



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*Onboarding best practices, metrics that matter, and how to steward high-capacity volunteers.*

## Summary.

Increasing volunteer engagement is essential to growing your church... and you can do it! We believe any church can build and sustain a thriving volunteer team by focusing on two fundamental values: Healthy Culture and Effective Systems.

1

### HEALTHY CULTURE

#### What does a healthy volunteer culture look like?

The key to health and sustainability for your volunteer team begins with building a healthy culture. Let's create a culture where people use their gifts, understand the mission, and love showing up to serve! When we start with the immediate need in mind and recruit from a place of desperation — we end up taking shortcuts that ultimately weaken the culture you're trying to build.

2

### EFFECTIVE SYSTEMS

#### Your systems reveal how much you value your volunteers.

The bottom line is that metrics matter. The reports you create and data you track will give you insight into how to value your teams. That's why we want to track metrics that matter. But it's not just about the data that's systematic. Every meeting you host, every training you do, every pre-service huddle has to be structured and intentional. We'll also share about our L1/L2/L3 strategy to steward high capacity volunteers and give emerging leaders opportunities to grow.

**No matter how big or small your team is, you can change the culture. Take it one step at a time and we believe you'll start to see the results!**

# HEALTHY CULTURE

## WHAT DOES A HEALTHY CULTURE LOOK LIKE? BETTER SAID: WHAT DOES IT FEEL LIKE?

- Every church, every staff, and every Serve Team has a culture.
- Even if you think you don't have a culture. you do.
- Culture is the product of what we value, what we celebrate, and what we tolerate.
- If you want to shift your culture, it will take consensus with senior leaders of your church and constant attention.

## WHERE TO START? ESTABLISH THE CORE VALUES OF YOUR SERVE TEAM.



# OUR VALUES

## **Milestone is an everyone church.**

- We are not a crowd or mob filled with spectators & consumers.
- We're not a cruise ship, we're a battleship.
- We all have a part to play.
- Together we:
  - Take faith steps
  - Serve
  - Give.
  - Celebrate.
- We believe that the local church—walking in unity, made up of individual gifts willingly offered to further the mission of the local church—is the most resource-rich environment on the face of the earth. It's unstoppable.

## **The Serve Team is an expression of spiritual family.**

## **The Serve Team is a place to discover and activate the gifts that God has given each of us.**

*God has given each of you a gift from his great variety of spiritual gifts. Use them well to serve one another. 1 Peter 4:10*

## **The Serve Team expresses God's love to everyone who walks through our doors.**

*"The seeds of evangelism are quiet acts of kindness that have resounding effects." - Steve Chesnut, *The Power of Connection in the Church**

## **We serve with sincerity, joy, and gratitude.**

# These values require constant reinforcement:

- It's this, not that.
- It's celebrating what we want to see more of.
- How can you be a great volunteer? You actually care. That's your job description. We need you to care.
- Go the extra mile when serving guests and attenders.
- Smiling
- Engagement with guests, high fives, eye contact.
- Countenance
- Attire, look put together.
- We don't look bored.
- We focus on guests more than each other.
- We're on mission.
- You can leave your post to serve the one.
- We always walk when giving directions, never point.
- Handoffs are so important.
- We want to create remarkable experiences.
- Healthy cultures have high attendance at training events.
- Teams that have fun grow.
- Teams that are connected grow.
- Teams that have a clear vision grow.
- High retention, low turnover.
- Healthy teams create opportunities to lead.
- Healthy teams emphasize the gift more than the need.
- Be intentional about placing someone in a role that maximizes their spiritual gift. When we're driven by need we dilute and cheapen the recruiting process.

ex. First Time  
Guests

# EFFECTIVE SYSTEMS

**YOUR SYSTEMS REVEAL HOW MUCH YOU  
VALUE YOUR VOLUNTEERS.**

## PRE-SERVICE HUDDLES

- Vital
- 10 Minutes



## Huddle Plan

| 4 C's To Every Huddle |   |
|-----------------------|---|
| <b>1. Celebrate</b>   | Introduce new team members & celebrate specific people or stories   |
| <b>2. Coach</b>       | Share one of the specific "Coaching Points" from below              |
| <b>3. Communicate</b> | Share practicals the team needs to know                             |
| <b>4. Close</b>       | End with asking for prayer requests from the team and pray for them |

| Coaching Points |                   |                  |            |
|-----------------|-------------------|------------------|------------|
| Our Why         | Pursue Excellence | Spiritual Family | You Matter |
|                 |                   |                  |            |



## MONTHLY SERVE TEAM CULTURE MEETING

- Metrics & Accountability
- L2 & L3 review & volunteer sharing discussion
- Key Dates/Upcoming Events
- What's the why?
- Best practices (onboarding, team huddles)
- Stories

# MEASURE WHAT MATTERS

## WEEKEND CHECK-IN REPORT

| KELLER        |                               | HASLET          |                               | McKINNEY          |                               |
|---------------|-------------------------------|-----------------|-------------------------------|-------------------|-------------------------------|
|               | Optimal # Needed Each Weekend |                 | Optimal # Needed Each Weekend |                   | Optimal # Needed Each Weekend |
| Greeters      | 64                            | Greeters        | 24                            | First Impressions | 16                            |
| Ushers        | 70                            | Ushers          | 10                            | Ushers            |                               |
| Hospitality   | 35                            | Hospitality     | 8                             | Hospitality       |                               |
| Cafe          | 41                            | Setup/Tear Down | 12                            | Worship           | 9                             |
| Safety        | 58                            | Safety          | 12                            | Production        | 3                             |
| Shuttle       | 12                            | Production      | 8                             | Safety            |                               |
| Parking       | 41                            | Parking         | 12                            | Parking           |                               |
| Production    | 22                            | Worship         | 11                            |                   |                               |
| Guest Team    | 60                            | Guest Team      | 24                            | Guest Team        |                               |
| Kids Check in | 85                            | Kids Check in   | 12                            | Kids Check in     |                               |
| Preschool     | 160                           | Preschool       | 28                            | Preschool         | 10                            |
| Discovery     | 27                            | NextGen SetU    | 18                            |                   |                               |
| K-3rd         | 140                           | Elementary      | 30                            | Elementary        | 12                            |
| Forty5        | 76                            | Forty5          |                               | Forty5            | 4                             |
| Six78         | 70                            | Six78           | 20                            | Six78             | 2                             |
| Facilities    | 30                            | Facilities      | 8                             | Facilities        |                               |
| Prayer Team   | 42                            | Prayer Team     | 12                            | Prayer Team       |                               |
| Production    | 22                            |                 |                               |                   |                               |
| <b>TOTAL</b>  | <b>1055</b>                   | <b>TOTAL</b>    | <b>249</b>                    | <b>TOTAL</b>      | <b>56</b>                     |

## 201 CONVERSION

|                                | 2024 YTD Net Growth |            |            | Team Total |
|--------------------------------|---------------------|------------|------------|------------|
|                                | Total Gained        | Total Lost | Net Growth |            |
| Elementary                     | 262                 | 54         | 208        | 488        |
| Preschool                      | 195                 | 114        | 81         | 402        |
| Check-In                       | 33                  | 55         | -22        | 154        |
| Facilities                     | 36                  | 23         | 13         | 68         |
| <b>First Impressions Total</b> | <b>129</b>          | <b>29</b>  | <b>100</b> | <b>387</b> |
| Ushers                         | 24                  | 29         | -5         | 128        |
| Traffic                        | 52                  | 0          | 52         | 134        |
| Safety                         | 46                  | 0          | 46         | 112        |
| Guest Team                     | 85                  | 43         | 42         | 214        |
| Greeters                       | 106                 | 113        | -7         | 274        |
| Cafe                           | 18                  | 5          | 13         | 40         |
| Hospitality                    | 39                  | 17         | 22         | 97         |
| Pastoral Care                  | 59                  | 19         | 40         | 134        |
| PC Prayer/Restore              | 73                  | 176        | -103       | 220        |
| MS/HS                          | 209                 | 107        | 102        | 526        |
| MYA                            | 101                 | 0          | 101        | 109        |
| Worship                        | 93                  | 42         | 51         | 269        |
| Production                     | 105                 | 3          | 102        | 104        |

## NET GROWTH

| 201 CONVERSION                            |              |             |              |                      |
|---|--------------|-------------|--------------|----------------------|
| Date                                      | TOTAL        |             |              |                      |
| 2024 YTD                                  | Attended 201 | 969         |              |                      |
|   | Joined Team  | 514         |              |                      |
|   | Conversion % | 53%         |              |                      |
| 201 Conversion (Accurate through Nov 1st) |              |             |              |                      |
|   | Attended 201 | Joined Team | Conversion % |                      |
| Elementary                                | 50           | 18          | 36%          | 40-50% = Poor        |
| Preschool                                 | 86           | 65          | 76%          | 51-60% = Average/Par |
| Check-in                                  | 36           | 26          | 72%          | 61-70% = Good        |
| Facilities                                | 42           | 21          | 50%          | 71%+ = Excellent     |
| <b>First Impressions</b>                  | <b>271</b>   | <b>168</b>  | <b>62%</b>   |                      |
| Guest Team                                | 28           | 22          | 79%          |                      |
| Cafe                                      | 12           | 6           | 50%          |                      |
| Pastoral Care                             | 68           | 26          | 38%          |                      |
| MS/HS                                     | 98           | 43          | 44%          |                      |
| MYA                                       | 47           | 20          | 43%          |                      |
| Worship                                   | 35           | 18          | 51%          |                      |
| Production                                | 32           | 17          | 53%          |                      |
| Missions                                  | 110          | 59          | 54%          |                      |
| Shuttle                                   | 11           | 7           | 64%          |                      |
| Parking                                   | 40           | 30          | 75%          |                      |
| Safety                                    | 56           | 43          | 77%          |                      |
| <b>Total</b>                              | <b>969</b>   | <b>514</b>  | <b>53%</b>   |                      |

Of the 568 who completed growth track this year, 368 of them are serving (65%)

## CASCADE

| Last Name  | First Name   | AI | Status            | SubStatus       | Vol (L1)  | Outreach (L1) | Team Lead (L2) | SG Leader (L2) | Director (L3) | SG Coach (L3) | TOTAL |
|------------|--------------|----|-------------------|-----------------|-----------|---------------|----------------|----------------|---------------|---------------|-------|
| DeArmond   | Penny        | 39 | Member            | Keller Campus   | L1 ST Vol |               |                |                |               |               |       |
| DeBord     | Melanie      | 43 | Member            | McKinney Campus |           | 1             |                |                |               |               | 1     |
| Deck       | Landon       | 38 | Member            | Haslet Campus   |           | 1             |                |                |               |               | 1     |
| Deck       | Staci        | 38 | Member            | Haslet Campus   |           | 1             |                |                |               |               | 1     |
| Decker     | Natalia      | 31 | Member            | Keller Campus   | 1         |               |                |                |               |               | 1     |
| DeFord     | Jessica      | 33 | Attendee          | Keller Campus   |           | 1             |                |                |               |               | 1     |
| Degrenier  | Jonathan     | 27 | Member            | Keller Campus   | 1         |               |                |                |               |               | 1     |
| Dektor     | Steve        | 59 | Member            | Keller Campus   |           | 1             |                |                |               |               | 1     |
| Dektor     | Caroline     | 63 | Member            | Keller Campus   |           | 1             | 1              |                |               |               | 2     |
| Del Bosque | Elizabeth E. | 53 | Member            | Keller Campus   |           | 1             |                |                |               |               | 1     |
| DeLaney    | Elizabeth    | 56 | Member            | Keller Campus   | 1         |               |                |                |               |               | 1     |
| DeLeon     | Mario        | 56 | Attendee          | Keller Campus   |           | 1             |                |                |               |               | 1     |
| DeLeon     | Alex         | 19 | Member            | Keller Campus   | 1         |               |                |                |               |               | 1     |
| DeLeon     | Jill         | 53 | Member            | Keller Campus   | 1         |               |                |                |               |               | 2     |
| Delgado    | Angelica     | 32 | Member            | Keller Campus   |           | 1             |                |                |               |               | 1     |
| Delgado    | Maggie       | 71 | Member            | Keller Campus   | 1         |               |                |                |               |               | 1     |
| Delin      | Caroline     | 29 | Attendee          | Keller Campus   |           | 1             |                | 2              |               |               | 3     |
| Delin      | Ryan         | 31 | Member            | Keller Campus   |           | 1             |                | 2              |               |               | 3     |
| Delsandro  | Patti P.     | 65 | Attendee          | Keller Campus   |           | 1             |                |                |               |               | 1     |
| DeSignore  | Nick         | 46 | Member            | Keller Campus   | 1         |               |                |                |               |               | 1     |
| DeMaggio   | Victor       | 66 | Attendee          | Keller Campus   |           | 1             |                |                |               |               | 0     |
| DeMeglio   | Miles        | 15 | Elevate Attendee  | Keller Campus   |           | 1             |                |                |               |               | 1     |
| DeMeglio   | Richie       | 43 | Member            | Keller Campus   | 1         |               |                |                |               |               | 1     |
| Dernison   | Hudson       | 14 | Event Prospect    | Keller Campus   |           | 1             |                |                |               |               | 1     |
| Deno       | Mark         | 41 | Attendee          | Keller Campus   | 1         | 1             |                |                |               |               | 2     |
| Deno       | Ariano       | 12 | Elevate Attendee  | Keller Campus   |           | 1             |                |                |               |               | 1     |
| Deno       | Tony         | 14 | Elevate Attendee  | Keller Campus   | 1         | 1             |                |                |               |               | 2     |
| Deno       | Alex         | 15 | Elevate Attendee  | Keller Campus   |           | 1             |                |                |               |               | 1     |
| Deno       | Amanda       | 41 | Member            | Keller Campus   | 1         | 1             |                |                |               |               | 2     |
| DePetra    | Thomas       | 12 | Child of Attendee | Keller Campus   | 1         | 1             |                |                |               |               | 2     |
| DePetra    | Val          | 39 | Member            | Keller Campus   | 1         | 1             | 1              | 2              | 3             |               | 7     |
| DePetra    | Garin        | 46 | Member            | Keller Campus   | 1         | 1             |                |                |               | 3             | 4     |
| DePetra    | Hailey       | 17 | Youth of Attendee | Keller Campus   | 1         | 1             |                |                |               |               | 2     |
| DeSimone   | Melissa      | 49 | Member            | Keller Campus   | 1         |               |                |                |               |               | 1     |

| Last Name | First Name | AI | Status | SubStatus     | Vol (L1) | Outreach (L1) | Team Lead (L2) | SG Leader (L2) | Director (L3) | SG Coach (L3) | TOTAL |
|-----------|------------|----|--------|---------------|----------|---------------|----------------|----------------|---------------|---------------|-------|
| DePetra   | Val        | 39 | Member | Keller Campus | 1        | 1             | 1              | 2              | 3             |               | 7     |

# ANNUAL SERVE TEAM VISION NIGHT

Our annual Serve Team Vision night is a time to gather, worship together, talk about the next season of our church, and celebrate our Serve Team.

- Sunday Evening Service
- Share Key Dates and Future Plans
- Celebrate with Food Trucks and Desserts

## UNDERSTAND WHAT VOLUNTEERS VALUE

*Ask, how do we really value volunteers?*

### 1. Information

- Job description
- Training
- Details for serving
- Expectations

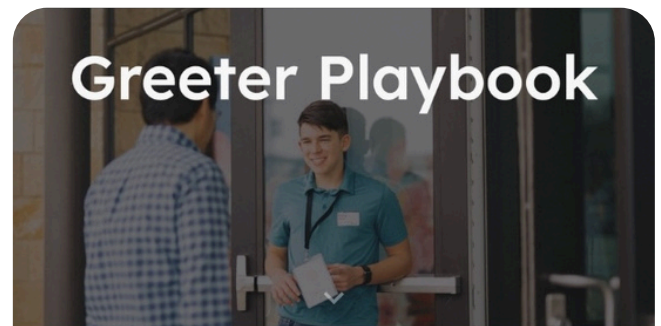
### 2. Affirmation

- Celebrate milestones with each team member
- Give recognition

### 3. Care

- Be there in challenging times
- Pastor people, know the state of your flock. Our Team Leads are expected to be a loving, pastoral voice to their teams.

### 4. Gear



### Greeter Guidelines

We are the first faces that people see when they walk into church. We want to engage with everyone we greet in a way that is friendly and genuine while also super-serving people by meeting needs as they come up. Here is everything you need to know related to serving in this role!



- 1 What to do before you serve:**
  - Accept your serving request in Planning Center
  - Check-in at any of the kiosks in the commons
  - Put your name tag sticker that prints out on the top right side of your chest
  - Put on a Serve Team lanyard from the Serve Team room
  - Use a cabinet in the Serve Team room to put your belongings away (purses, coffee cups, Bibles, etc.) so you can serve "hands free"
  - Meet your team leads for the huddle at your call time
- 2 What to do while you serve:**
  - Smile & engage with everyone saying phrases like "Good morning," "Welcome," & "Come on in!"
  - If you are assigned to a door:
    - Keep the door closed and open it for people as they approach
    - Stand on the outside so that the people walking up see a person engaging with them rather than just seeing a building
  - Greet at your assigned location until 15 minutes into service, to super-serve anyone running late to service

Reaching People. Building Lives.



# OUR SERVE TEAM 201 FOLLOW-UP PROCESS

1

## 201 & First Serve

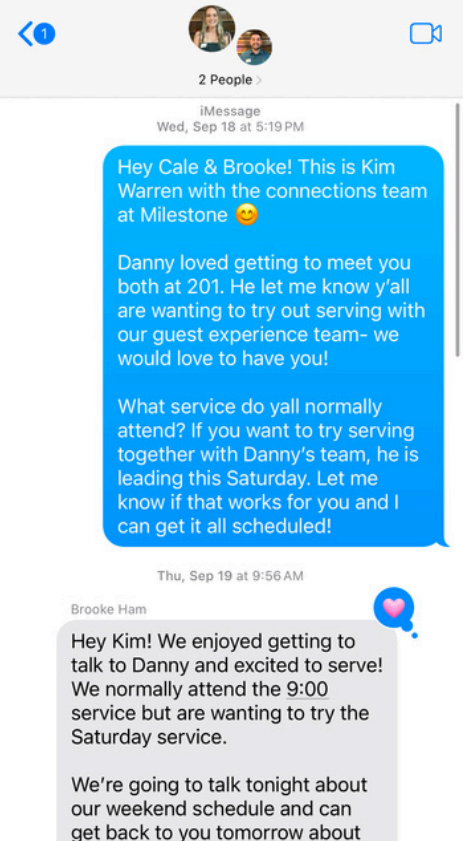
### 201 BREAKOUTS

First Serve Date  
Established



2

## Same Day Text



3

## First Serve + Follow-Up

- Kids: Observation
- Youth: Orientation / serve

4

## Onboarding

Following First Serve, individuals are onboarded using Rock and Planning Center.

# STEWARDING OUR LEADERS

| <b>ROLE</b>  | <b>ROLE STATUS</b> |
|--|--------------------|
| <b>VOLUNTEER</b><br>(Team Member / Local Outreach Participation) | <b>LEVEL 1</b>     |
| <b>TEAM LEAD</b><br>(Team or Small Group Leader)                 | <b>LEVEL 2</b>     |
| <b>DIRECTOR</b>  | <b>LEVEL 3</b>     |

- This is how we pastor our people.
- This is how we communicate to our teams.
- This is how we steward the weight our volunteers carry.
- This is how we create leadership opportunities for emerging leaders.
- This is how we minimize “volunteer sharing.”
- This is how we scale for future growth.

# **ACTION STEPS**

**1**

**Establish 3-5 values for your Serve Team.**

**2**

**Establish meaningful metrics and look for trends.**

**3**

**Establish ways to consistently value your volunteers.**

**CONTACT US**

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