

# Campaign Recruitment

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1. Determine baseline number of households to be cultivated in the campaign. Define as active, local, and/or contributing within the last six (6) months.
2. Hospitality group: One (1) telephone caller for every 20 households.
3. Commitment Follow-up: Take 40% of the baseline household number and recruit one (1) telephone caller for every 20 households.
4. Small group leaders: One (1) facilitator for every 30 households.
5. Prayer Event: 24 hourly leaders.
6. Fellowship Event: Three to five couples.
7. Advance Commitment Event: Three to five couples.
8. Communication: Three to four couples.
9. Administrative team: Three to five couples to assist in mailings.
10. Follow-up team: Recruitment is done after First Fruits Sunday.