

TOP 10 WAYS FOR CASA WORKERS TO ENGAGE CHURCH LEADERS

1. PRIORITIZE PASTORS

We have found that when a lead pastor buys into the vision, it becomes much easier to bring an entire church on board. It's a simple top-down strategy. However, in larger churches, you might need to get connected to the outreach or missions pastor. In every interaction remember relationships are key!

2. BE VISIBLE

Recruiting churches and their leaders is a long and slow process. For as long as the process takes, remain visible to pastors. Attend events, be present on social media, ask to attend a ministerial alliance meeting, and check-in frequently. The more they see you, the more they'll know you.

3. ADJUST YOUR ANGLE

The more you know the pastor you're seeking, the better chance you have to get through to him. Is he more relational or task-driven? Is he a big-picture guy or does he dive into details? Does he lead a large or small church? Rural, suburban, or urban? You get the idea! Do your research and adjust your angle based on your findings.

4. SERVE FIRST

Keep your ultimate goal service. While you are trying to gain the ear of the pastor, serve him first. Be a friend, listen, and find ways to fulfill his vision. Pastors are often looking to mobilize their people to serve locally--CASA could be just the opportunity they are looking for!

5. PERFECT YOUR PITCH

Time is gold, and you may only have a few minutes of it to engage a busy pastor. Fine-tune your "pitch" to clearly communicate the need and the solution his church can provide. If you can't explain it in 30- 60 seconds, you still have some work to do. And don't leave him empty-handed! Provide a simple marketing piece with clear calls to action (CTAs)!

6. DON'T TAKE "NO" AS THE FINAL ANSWER

Building projects. Staff transitions. Financial issues. These are all legitimate reasons why a pastor may feel like they cannot move forward in helping kids in foster care. But these things don't last forever. Understand the pastor's world, make note of their situation, and circle back with more opportunities once the church has overcome the current situation.

7. UNDERPROMISE, OVERPRODUCE

Building trust is key. The church is filled with people who promise big but deliver little. Make more deposits than withdrawals in the relational bank. Be who you say you will be. Send the resource you promised, show up to events prepared, and be a support as pastors navigate orphan care.

8. A GIFT MAY SPEAK LOUDER THAN WORDS

Always bring a gift to your first meeting and look for opportunities to give again. There are many great resources out there that could inspire a pastor, such as the book *Adopted for Life* or the curriculum *ALL In Orphan Care!* Another idea is to honor a pastor in October for Pastor Appreciation Month. This would be a great time to give a well-thought-out gift to a pastor.

9. CREATE A TIERED ASK

Know what you need from a church. Are you trying to recruit volunteers? Do you need financial support? Do you just want to set up a booth during service? Every pastor and every church has a unique culture and style. Be prepared with opportunities, large and small, to fit the pastor's preferences. For someone without much to offer, ask for a meeting with a few leaders. For a pastor who is all in, cast a big vision with your greatest ideas and next steps for him to partner along side.

10. FOLLOW-UP, FOLLOW-UP, FOLLOW-UP

Be persistent but not annoying. Be passionate but planned. Be sure to get a direct communication line with the pastor. Tell him you will follow-up with him in a week or two. And then do it! There is no greater way to fall off a pastor's radar than to drop the ball on communication.

