

Top 5 Keys to Getting Your Ministry's Needs Met



1. Are all your church partners showing your needs on their website? (via MTN)

Why is this important? You will receive more volunteers and resources as more and more churches show your needs on their website.

How do I implement? Go to our DOWNLOADS page to see a letter/email template and a brochure for your use to communicate with your churches that are not using MTN. Encourage your church partners to register as an Organization on www.meettheneed.org (big orange button).

2. Where is MTN on your home page?

Why is this important? Make it easy for people to find your needs and get involved in your ministry on your website. If they have to hunt to find out how, they won't look very long.

How do I implement? A "Volunteer Now" and/or "Most Needed Items" button on your home page is the best practice. Make sure that it is placed on your site "above the fold". This should lead them with one click to a list of your needs (powered by MTN).

3. Are ALL your volunteers "Approved Members"?

Why is this important? Having more Approved Members signed up with your ministry (through MTN) means more people will receive automatic emails when you post new needs, and the more quickly your needs will be met.

How do I implement? Direct your entire volunteer base to register with your organization through your website (powered by MTN). Email and newsletters are a great way to communicate simple instructions on how to do this.

4. Are you driving people to your website?

Why is this important? Giving volunteers 24/7 access to commit to meeting your needs takes work off of you and makes it easier for the volunteer. They can "shop" for needs at their convenience and not have to wait for your office to open to commit to a need. You can follow up with a phone call if you'd like, but an automatic email is generated to the volunteer with all the needed information.

How do I implement? Your website should be your primary way to communicate all your needs (emails, spreadsheets, phone calls, etc. are a thing of the past with Meet The Need). All your communication and marketing should drive people to your website (newsletters, emails, billboards, TV, radio, etc.) to search and meet your needs.

5. How often are you posting needs?

Why is this important? Each time you post a new need, your Approved Members receive an automatic email notification. Post too infrequently and your volunteers will forget about your needs.

How do I implement? Post a need at least once a week to keep your needs to the front of their minds and heavy on their hearts.