**Leadership Tips for Your Ministry**

**by Kris Swiatocho**

***Do you want greater success in your ministry? Check out a few tips below to help you continue seeing growth. Have some ideas to share or an article to submit? Email us: swiatocho@gmail.com***

**Marketing**

• Often, we forget the importance of marketing our ministry. How can people know about your ministry, small group, Sunday school class, what you are about, your target audience, events or studies you offer, resources, etc., if you do not tell them? Having just a social media page is not enough. Your page(s) requires regularly updating with current information, photos from events, plus allowing input. It also requires getting others to help get the word out through sharing social media (by computer/phone), giving out business cards and/or flyers, postcards, wearing a t-shirt, etc.

**Zooming**

• Zoom has been an answer to prayer over the past two years. It has helped us continue to minister, train, teach, communicate and encourage. While it does not replace being in person, it is still a valued resource. However, it can also be a place for some to hide, be non-committed, or be passive. Be sure to stay connected to people individually to get them back in person. Use Zoom as a tool in addition to what you are doing to keep folks connected to God and others.

**Social Based**

• A lot of singles ministries have become more social-based. While going to dinner, hiking, attending movies is all great, it cannot replace going to church, hearing your pastor preach, going to Sunday school, or attending a small group. If your ministry is only social-based without an intention of getting people to church or in a Bible study through your social activity, it's not a ministry.

Take time to evaluate your ministry's purposes, including outlining some goals. Make a plan to work towards those goals, even if it's done by social means. For example, if you are out hiking, meeting for dinner or service project, start with prayer, be sure to invite folks to your church or study, make yourself available for questions.

**Alcohol**

• Allowing alcohol in our churches and ministries has been discussed for years, depending on denomination. While some are totally against it in any form, others have no issue with it. Here is the concern, we are seeing more and more singles groups encouraging folks to bring alcohol to the point that you do not see any difference in a worldly gathering. People are getting drunk, inappropriateness among the opposite sex, foul language, fights, and so forth. Remember, we are in this world but not of it. As leaders, you need to know what is going on behind your back. If you have an event with the church/ministry name on it, you are responsible for what happens. How would you represent Christ at an event where everyone was getting drunk? How would you be able to share your faith? How would we look different to a lost person?

**Social Media/Movies/TV**

• Please be mindful of what you are watching as what goes in often comes out by our attitude and behavior. If Jesus looked through your Prime movie account or what you are watching on your phone, would he be embarrassed? Here is the thing, others are watching you as a leader. Be the example by setting personal boundaries with your folks. Teach them about the value of accountability if they do struggle.

**Nametags**

• Often, people do not want to wear nametags for various reasons. But if you do have a singles ministry at your church, specifically as a leader, having a name tag that has the name of the ministry on it to wear during church services will help singles, guests, marrieds, etc., become more aware of your ministry. Also, in your actual Sunday school, small groups, events, etc., having everyone wear a name tag helps us be more welcoming. It helps a guest know who we are, etc. Remember, it's not about us!

**Events**

• All events planned need to go through leadership approval if you plan on using the church's name as the sponsor. Never schedule an event that would compete with an existing event for the entire ministry.

• Start and end on time and encourage others to do the same. If you are communicating, you start at 7, then start at seven or communicate it differently. The same goes with ending at a particular time. If you do not start on time, then people will get into a habit of showing up late and so forth. Respect people's time on both sides.

**Training**

• Continue to seek training in leadership as well as encouraging others. I suggest a Bible study on leadership or take your team through the "Leaders that Last" curriculum available for sale on The Singles Network Ministries website. Another idea is to do a zoom devotional on leadership each week, text scripture with a leadership note, meet to pray together as a team, etc. Remember, we want always to be discipling others.

**Volunteers**

• Never stop praying, looking, or talking to potential volunteers. Volunteers can eventually turn into leaders. There are four kinds of volunteers that lead towards outstanding leadership.

1. Voluntold: This is someone you ask at the moment to help with something. They could be a first-time guest or regulars. The point is to see how they respond. This response could lead to them helping regularly, plus it allows you to get to know them quicker.
2. Volunteer on Call: This volunteer is always willing to help but doesn't want to be put on a regular list with expectations to help. They prefer to ask when needed, at the last minute, or at the actual event. This could be because they are over-committed elsewhere. Often these volunteers could lead to becoming those on your list.
3. Volunteer on your List: This is someone who has committed to serve in some particular area under a leader for a specific length of time. They may or may not be leadership material. However, starting at this level is critical to see how they work on a team, show up on time, follow through with the work, etc.
4. Leadership: These are volunteers who God calls to serve as your leaders. They are often volunteers that have served a year on your team or have served in other areas of your church (or another ministry outside your church) that you have qualified them to lead in your ministry. Optional Core Leadership: These are usually 3-4 individuals (using Jesus' example of Peter, James, and John) who make the significant decisions of the ministry. If you have a small ministry or just starting, these leaders may be your entire ministry until you grow.

**Gossip**

• Nip gossip in the bud, starting with yourself first. Encourage anything you hear to be dwelt with between people first. Hold others accountable and remind them of what God says about gossip. Remember, everyone needs to vent but be mindful of who you are venting to and its purpose.

**Appearance**

• Be aware of what you are wearing and set an example. We would never want our brother or sister to fall.

**Motives for coming to your ministry**

• People come to church/ministry for a variety of reasons. Some come looking for a date, some for help or want money, and some to find fellowship and community. While we want our churches to be a safe place to make friends and date and marry, we want to be mindful of those who are only there to date and are not interested in building friendship, serving, finding community, etc. Encourage your leaders, your team to be aware of those with the wrong motives and how to handle them.

**Separated**

• While we are not always aware of folks who are still married (separated), we can create some guidelines on how to handle it. Often those separated feel they are single and, as a result, want to join a singles group and/or start dating. Also, some have been divorced a short time and want to date. You have to take each personally individually, but you can post guidelines such as only those legally divorced can attend. If you are separated, you must let others know and still wear your wedding ring, etc. I would recommend you work with your DivorceCare leader for some options.

**Dating**

• Often, when folks start to date, their body language becomes more physical in person with the person they are dating. In some cases, the person (or couple) may leave the ministry. First, we want to teach modesty, appropriateness of our body language, dating 101, etc., as a part of our teaching curriculum. We also want to encourage folks to stay in the singles ministry for accountability.

**Conflict**

• It's essential that we teach folks to deal with conflict quickly by going to the person that has offended them versus talking, gossiping, or venting behind their backs. Encourage them to come to you first (or another spiritual leader) if they need your counsel. A great resource is the[*Intentional Relationships For Singles*](http://www.intentionalrelationshipsolutions.org/)*,* where an entire chapter is devoted to this topic.

**Church Involvement**

• As a leader, stay informed of what your church is doing so you can work together. If your church is going on a missions trip, join them. If your church asks for help with the nursery, get your singles ministry to take turns. If your church needs help greeting, have a ministry representative each week to help greet, connecting single guests with your class. Remember, it's good to be around married people if you want to be married. At the same time, married people need to see what it is to be single. Singles ministry is a gateway to the whole church. The more we work together, the more we can support the work that God is trying to do through all of us.

**Attitude**

• As the leader, you are the voice of this ministry. If you are discouraged, mad at your pastor or church leadership, gossiping or venting to the wrong person, etc., they will learn from your behavior and could cause the ministry's failure. Seek others of equal leadership or someone outside your ministry to vent to, seeking answers and solutions.

Kris Swiatocho, Director

[www.IntentionalRelationshipSolutions.org](http://www.intentionalrelationshipsolutions.org/)

[www.KrisSwiatochoMinistries.org](http://www.krisswiatochoministries.org/)

[www.TheSinglesNetwork.org](http://www.thesinglesnetwork.org/)Ministries

[www.TheSinglesNetwork.org.uk](http://www.thesinglesnetwork.org.uk/) Ministries

[www.LaborDaySingles.org](http://www.labordaysingles.org/) (Annual Event Singles Retreat), Sept 2-5th, 2022)

[www.PrayforaMate.com](http://www.prayforamate.com/)

[Facebook](https://www.facebook.com/thesinglesnetworkministries/)

[www.YesMarketinganddesign.com](http://www.yesmarketinganddesign.com/) (Design/Marketing Resources)

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*The thief does not come except to steal, and to kill, and to destroy. I have come that they may have life, and that they may have it more abundantly. John 10:10 NKJV*