



## **BBM Leadership Recruitment**

Ideas for reaching leaders in your congregation and community:

- Building Better Moms (BBM) offers women the opportunity to connect with other mothers, no matter what the age or stage of their children. Look for dynamic women in your church/community that have elementary, middle, or high school students, in addition to those with small children at home. In fact, women with children in school may need the connections just as much, or sometimes more, than moms with little ones at home. They will be excited to help lead a program that serves them as well!
- BBM leadership can include women not only from your church, but also from your community who may be eager for a mom's group and willing to assist with making that happen. (We do suggest that at least one Co-Leader is a member of your church.) BBM is a great place for women to serve who may attend another church, or do not have a church home at all. Tap into these women!
- Promote leadership opportunities at a BBM Informational Coffee. You can use this great tool to not only promote group membership, but also to find some enthusiastic mothers in your area that may be strong leaders. You can access detailed information and resources to plan your own Informational Coffee in your Promotions Kit, so start planning for a date and location. You want to create a "buzz" in your church, your schools, your neighborhoods, and your community that something really great is coming and women do not want to miss being a part of it!
- Email or distribute copies of the BBM Leadership Job Descriptions. The more information regarding the expectations and time commitment you can provide, the more likely you are to get a "yes" to serving. BBM intentionally designed each position to be "mom-sized", as we like to call it. Everyone is so very busy and wears so many hats these days. The Leadership Team responsibilities were created with that in mind.
- Be enthusiastic and don't be afraid to ASK women to be a part of this journey! So often, we do a great job of explaining the program, but we don't actually make the invite in a sincere and clear manner. You will need 12 women on your team (including six Table Leaders) to launch BBM successfully. ASK women to assist in this exciting new opportunity to create something special just for moms in your community!
- We highly encourage you to find an individual to fill each role on the Leadership Team for a strong, successful BBM launch. We realize it is often easier to find one person to fill two roles, but each role has a specific purpose and the women on your Leadership Team will drive your program. It's great to have a diverse team with mothers who have children from infants to middle/high school. Please avoid overlap in positions, especially for your Co-Leaders. It is critical to the meeting dynamics that they are able to focus on the full group of women and do not attempt to serve as a table leader for one smaller group.