

Why Your Church Digital Team Should Be Using Volunteers

Let's talk about something we care a lot about—volunteers on church digital teams.

Every other ministry uses volunteers. Ours shouldn't be the exception.

1. The Church Is a Body, Not a Club

- The Church was never meant to run on staff alone. It's a body where everyone has a part to play.
 - Ideally the Church would function entirely with volunteers, although this is not often possible today for many reasons.
 - Yes, it can feel easier to just hire someone. But easier isn't always better.
 - When we lean on convenience, we risk shaping a team culture that misses the beauty of shared ownership and calling.
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2. Stewardship of Resources

- We've been trusted with staff budgets—let's be wise with how we use them.
 - Let's reserve paid roles for the things that truly *require* them, not just what's convenient.
 - The more we demonstrate we can do more with less, the more trust we earn from leadership.
 - Hiring should be strategic, not reactive.
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3. Volunteers Build the Kingdom

- Volunteers aren't just helping—they're growing. Serving is discipleship.
 - We give people a chance to use their gifts, find purpose, and develop skills.
 - Many of us started as volunteers. Some of our strongest contributors today did too.
 - One of our top Rock consultants began as a volunteer at CCV. She had been out of the workforce for a while and could've been easily overlooked. But she was given a chance and now she's making an incredible impact.
 - Will every volunteer work out? No. But the ones that do are more than worth it. (Remember the parable of the seeds.)
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4. Roles That Work Well for Volunteers

- There are so many digital roles that are *perfect* for volunteers:
 -  Data entry
 -  Duplicate cleanup (some people actually love this)
 -  Basic SQL and Lava reporting
 - Content tagging, workflows, documentation
 - Website testing
 - Many of these can be done remotely—great for people who need to serve from home.
 - You might be surprised who thrives in these roles—introverts, analytical types, folks who feel like they don't fit anywhere else.
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5. Common Objections and How to Overcome Them

- **“But they’ll see sensitive data.”**
 - Then have them sign a data protection agreement
 - Volunteers work in more sensitive areas all the time, like in kids' ministry.
 - Run a background check if needed.
 - Lean into providing more access. If you can trust a staff member you should be able to trust a volunteer in a similar fashion. You don't have to pay someone to trust someone.
 - **“Training takes too much time.”**
 - Train your first volunteer well, and have them document what they learn.
 - Now you have an onboarding guide.
 - That same person can help train the next.
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6. Recruiting Volunteers

- Recruiting isn't passive. It's not bobber fishing—it's fly fishing.

- You have to be active and intentional.
 - Define a few clear, entry-level roles.
 - Post those roles in all the right places: church website, staff emails, team meetings.
 - Ask other ministries:
 - “Do you have volunteers who love tech?”
 - “Do any of your volunteers have spouses or friends with these skills?”
 - Try content magnets:
 - Share an article or video on something like “AI and the Church.”
 - Add a simple interest form for volunteering at the bottom.
 - Doesn’t have to be your original content—just a way to spark curiosity.
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7. Retaining Volunteers

- Make them feel like as much a part of your team as possible
 - Schedule encouragement (verbal, written)
 - Be cautious about paying volunteers
 - Once you pay someone for a role they were doing as a volunteer, you permanently shift the relationship.
 - You move from social norms (serving, giving, community) to market norms (transaction, compensation, value exchange).
 - No matter how humble or mission-minded they are, that shift is hard to reverse.
 - Instead give personalized gift cards at random times
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8. Final Encouragement and Challenge

- Volunteers aren’t just helping you—they’re growing in their calling.
- You’re not just getting tasks done—you’re discipling people.

Here’s your challenge:

Define *one* simple volunteer role this week—and share it somewhere.

God's already placed the right people in your church. You just have to ask.