

CCM RECRUITMENT GUIDELINES

A Framework for Growing Your CCM Team

Inviting Others into Ministry: Recruiting CCM Volunteers

Community care ministries (CCM) is a vital expression of The Salvation Army's mission to share the love of Jesus through practical service. Whether through visitation, outreach or acts of compassion, CCM brings hope and connection to those who need it most. At the heart of this ministry are the people who bring it to life.

As a corps officer or CCM co-ordinator, one of your most important responsibilities is identifying and inviting volunteers who embody the mission and values of CCM. Effective recruitment is not just about filling roles—it's about cultivating a culture of care, compassion and Christ-like service throughout your corps.

Every corps has a unique makeup of ministry groups, giftings and relationships; by thoughtfully engaging these existing groups (e.g., youth, seniors, music sections, small groups), you can build a diverse and sustainable volunteer base equipped to serve your community with both enthusiasm and purpose.

This section offers practical strategies for engaging volunteers across ministry groups and highlights the essential characteristics of an effective CCM volunteer. With intentional leadership and Spirit-led invitation, you can grow a ministry that not only serves others but also shapes the hearts of those who serve.

What Makes a CCM Volunteer?

The strength of community care ministries lies in volunteers who serve with compassion, commitment and Christ-like character. While the specific roles may vary, the heart of the ministry remains the same: caring for others in practical and spiritually grounded ways.

All CCM volunteers should demonstrate the following five core qualities, and their involvement should be approved by the senior pastoral care council (SPCC) to ensure alignment with the corps' spiritual care priorities and safeguarding practices.

Compassionate and ethical

CCM volunteers are motivated by empathy, integrity and a genuine concern for others. They take time to listen, offer support and demonstrate care in ways that uphold the dignity and worth of every individual. Their actions are guided not only by compassion, but by a commitment to safe, respectful and ethical conduct.

- **Why it matters:** Compassion is the foundation of the ministry of presence, but it must be paired with integrity. Volunteers are entrusted with sensitive moments in people's lives and



their ability to serve with both kindness and accountability ensures CCM reflects Christ's love in both spirit and practice.

Spiritually motivated

Volunteers understand their service as an extension of their faith. They are grounded in a desire to live out the gospel and reflect Jesus in word and deed.

- *Why it matters:* CCM is a ministry, not just a program. Spiritually motivated volunteers serve with resilience, prayerfulness and a sense of sacred purpose.

Dependable and committed

Consistency builds trust. Reliable volunteers show up when they say they will, follow through on commitments and support the ongoing rhythms of ministry.

- *Why it matters:* Many individuals served by CCM rely on regular contact and care. Dependable volunteers provide stability, especially in visitation ministries or ongoing support roles.

Interpersonally skilled

Volunteers are respectful, patient and able to connect with people across diverse backgrounds and life experiences. They listen well and engage others with kindness.

- *Why it matters:* Much of CCM is relational. Strong interpersonal skills help volunteers form meaningful connections that leave lasting impact.

Adaptable and resourceful

Effective volunteers are open to new experiences, flexible with changing needs and creative in finding ways to serve—even when circumstances shift.

- *Why it matters:* Community needs are dynamic. Volunteers who are adaptable help ensure that CCM remains responsive, relevant and mission focused.

Engaging Ministry Groups: Strategies for Recruitment

CCM is designed to connect with what's already happening in your corps. Instead of launching something new, build on existing ministries and invite people to serve in ways that reflect their strengths, interests and spiritual journey.

Youth groups: empowering the next generation

Youth bring energy, creativity and a deep desire to make a difference in their communities. Their passion for justice and connection can be powerfully expressed through community care ministries, where even simple acts of service become meaningful expressions of faith in action.

Try this:

- Frame CCM opportunities as social and meaningful—group visits, campaign projects or outreach events with a fun debrief afterward.
- Highlight leadership potential through organizing events or leading teams.



- Offer short-term or seasonal commitments to build confidence and momentum.
- Encourage peer-led testimonies or mentorship to normalize participation.

Seniors: honouring experience and wisdom

Seniors offer a rich legacy of faith, compassion and lived experience. Their wisdom and relational depth make them a vital part of community care ministries—especially in roles like visitation, prayer and providing emotional and spiritual care that reflect the heart of Christ.

Try this:

- Offer flexible roles that match physical ability—like card writing, phone calls or organizing.
- Celebrate their connection to the historical roots of CCM.
- Emphasize the deep spiritual value of this ministry as a way to continue living out their faith in later life.

Music sections: extending ministry through music

Bands, songsters, and worship teams already lead in powerful ways within the corps. Through community care ministries, they can extend their musical gifts beyond the platform—using music as a ministry of presence, encouragement, and hope in the wider community

Try this:

- Organize small ensembles or soloists to perform in care homes, hospitals or outreach events.
- Plan team-based CCM projects that align with rehearsal schedules.
- Share CCM updates and opportunities during rehearsals or section meetings.
- Include CCM highlights in festival programs or worship events to raise awareness and engagement.

Universal Recruitment Strategies

While each group brings unique motivations and strengths, these strategies are effective across all ministry areas:

- **Tell the story:** Regularly share testimonies and impact stories through announcements, newsletters and social media. Show how CCM is transforming lives.
- **Make it personal:** Encourage your local leaders and officers to personally invite individuals to consider serving. One-on-one asks are often the most effective.
- **Celebrate volunteers:** Publicly recognize and affirm the contributions of volunteers in worship services, online posts or appreciation events.
- **Provide support:** Offer clear role descriptions, basic training and ongoing encouragement so volunteers feel equipped and confident.



A Culture of Compassion

Recruitment is not a one-time effort—it's part of creating a corps culture where service is expected, celebrated and Spirit-led. By drawing from the strengths already present in your congregation and equipping people to serve with compassion and commitment, community care ministries becomes not just a program but a way of being the Church.

Through your leadership, this ministry can grow into a living expression of Jesus' call to "let your light shine before others" (Matthew 5:16), as individuals and groups across your corps discover the joy and purpose of caring in community.

