

Where Are the Teachers?



Within your program

- Ask top current staff for referrals and offer a bonus if their referral is hired and works at least 90 days.
- Ask engaged parents who they know that might be a good fit for your program. Parents can bring great referrals since they are invested in the quality of the program for their own children. If necessary, you could offer a tuition discount with the same requirements as staff referral bonus above.
- Do you have any engaged volunteers that would be a good fit for a staff position or know someone who would be a good fit?



Within the Church

- Walk around when volunteers are present with children – Sunday/Wednesday preschool and children’s volunteers, VBS, festivals, camps, etc. When you see a great volunteer, offer them an opportunity to get paid to make an impact on the next generation through your program.
- Ask your children’s pastor for referrals for great volunteers that would make great staff!
- Can you visit Sunday morning adult groups in person to talk about your program and the need for high quality staff (less than 2 minutes...prepare your script carefully)? Or add something to the church bulletin or announcements?
- Can you make an announcement to Bible study groups that meet on campus?



Online, Social Media, etc.

- Facebook post on your public program page
 - Ask staff to share it post on their personal page
 - Ask staff to share it on local neighborhood group pages and moms groups pages
 - Ask church staff to share it on their public page
- Facebook paid ad customized to your local area and preferred demographic, etc.
- Instagram/Facebook stories – they show up more visibly when the feed algorithm doesn't work in your favor
- Can the church post something on their social media channels?



Other

- Post job openings at the local community college or university in your area. Look for a Christian student group or organization on campus and specifically reach out to them asking for referrals.
- ALWAYS be on the lookout for high quality employees when you are out and about running errands, eating out, etc. If you see wait staff interacting well with children...ASK them if they've ever considered a job in the early childhood community.
- Post on Indeed, ZipRecruiter, etc.