

STAR Series

For Congregational Leaders

RECRUITING



TASK: Recruiting strategies focus on peer influence, creating belonging, and authentic communication—the key approaches that resonate with today’s young adults who value genuine connections over institutional messaging.

Three Key Recruiting Strategies for Young Adults

1 LEVERAGE PEER INFLUENCE

Young adults today trust personal recommendations over institutional messaging. They’ve grown up skeptical of formal organizations and prefer authentic connections through their personal networks. The most effective recruitment happens when existing community members personally invite their friends.

Action steps: Identify three to five engaged young adults as ambassadors. Work with them to set recruitment goals together and encourage them to share meaningful experiences through photos, videos, and testimonials on social media. Create healthy FOMO by having ambassadors highlight fun moments and genuine impact, making others think “I wish I was there.”

2 CREATE A SENSE OF BELONGING

Unlike previous generations, today’s young adults aren’t looking for membership—they’re seeking genuine community where they feel seen, heard, and valued. Life often feels fragmented for this generation, so they need to know there’s a place for them exactly as they are.

Action steps: Host smaller, casual gatherings like hikes, game nights, or discussion groups. Train ambassadors to be “noticers” who remember names and follow up with newcomers. Most importantly, create opportunities for co-creation—let young adults help shape what the community becomes. When people feel needed, they feel known.

3 COMMUNICATE AUTHENTICALLY

How you communicate is just as important as what you say. This generation has finely tuned filters for inauthentic content and scrolls past corporate-sounding messages in seconds. They respond to communication that feels honest, human, and friend-like rather than branded.

Action steps: Use transparent, inclusive, and real communication that reflects how your community actually sounds. Skip polished promotional videos in favor of behind-the-scenes content and live conversations. Before posting anything, ask yourself: “Would I talk to my friends like this?” If not, adjust until it feels like a message from someone, not an institution.

Remember: recruiting young adults isn’t about promotion—it’s about invitation into something real that adds value to their lives.



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ROADMAP

Curriculum Domain, Competency and Task Constellations

STAR Domain:	Listening
Associated Competency:	Relationship building and Compassion
Associated Task:	Equanimity
STAR Domain:	Young Adult Leadership
Associated Competency:	Resourcefulness and Communication
Associated Task:	Recruiting
STAR Domain:	Faith Journey
Associated Competency:	Creating Trust
Associated Task:	Spiritual formation
STAR Domain:	Culture
Associated Competency:	Adaptability
Associated Task:	Embracing failure
STAR Domain:	Intergenerational Connections
Associated Competency:	Mentorship
Associated Task:	Generational literacy and Digital literacy
STAR Domain:	Community
Associated Competency:	Authenticity and Inclusivity
Associated Task:	Managing conflict
STAR Domain:	Church Leadership
Associated Competency:	Influence and Purpose
Associated Task:	Creating buy-in
STAR Domain:	Frameworks, Programs, & Events
Associated Competency:	Learning
Associated Task:	Sticky programs and Measure and assess



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FOR YOUNG
ADULT MINISTRY