

# Agency Mobilizer Training Survey Report

Spring 2022



CENTER FOR  
MISSIONARY MOBILIZATION  
AND RETENTION  
AT TRINITY BIBLE COLLEGE & GRADUATE SCHOOL

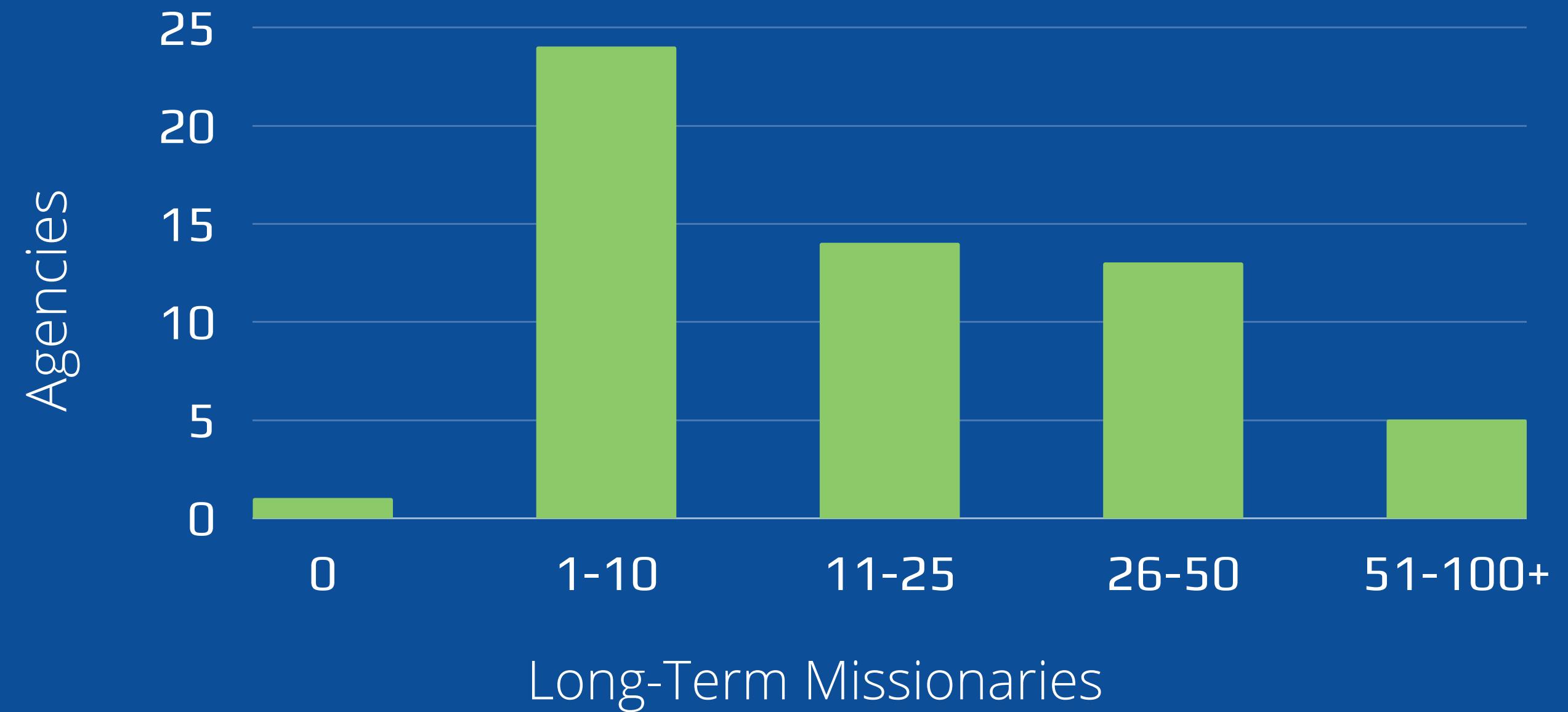


# Introduction

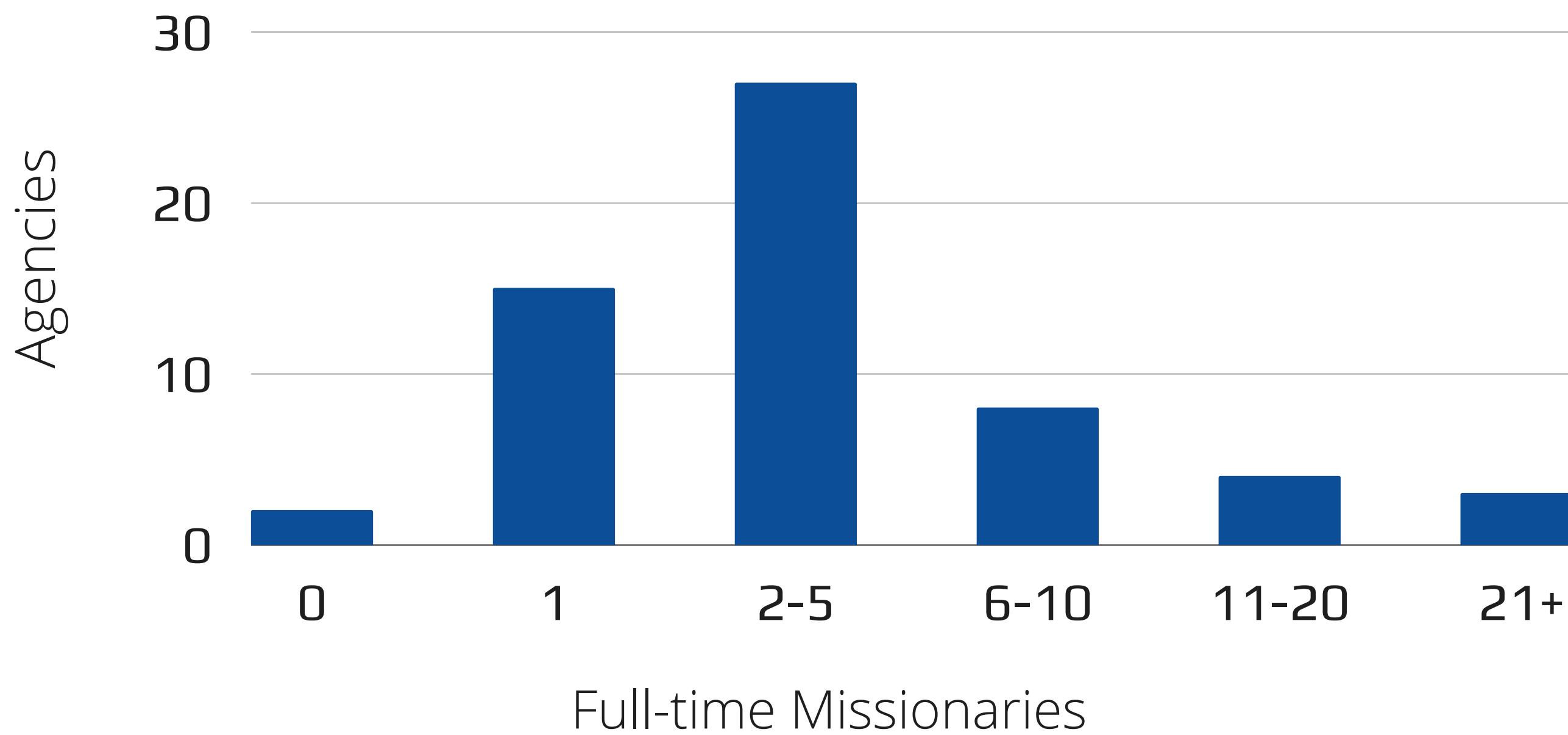
**The survey was filled out by 62 missions organizations**

- 33 Directors of Mobilization/Recruitment
- 15 Mobilizers
- 14 Others (including 4 CEOs)

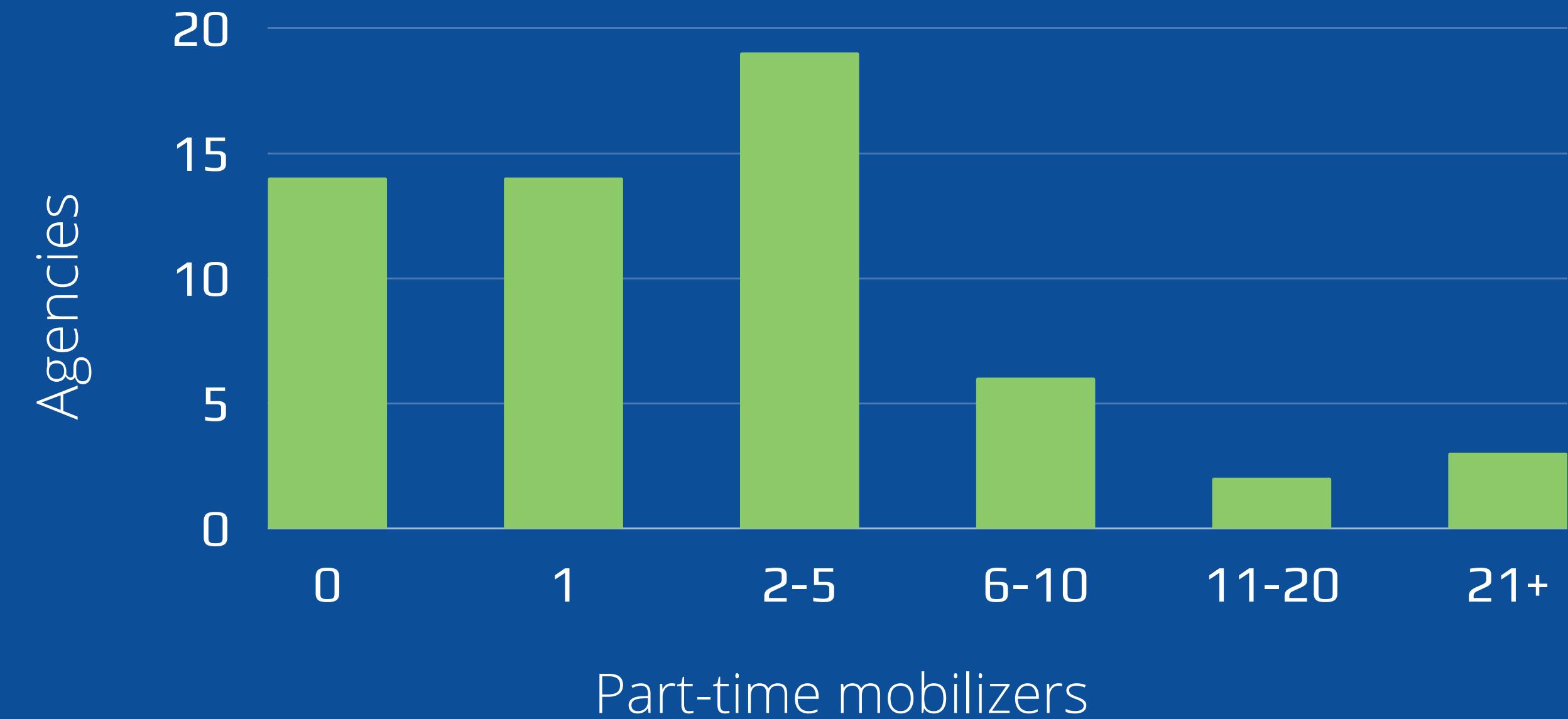
# Approximate number of long-term missionaries the agency sends per calendar year:



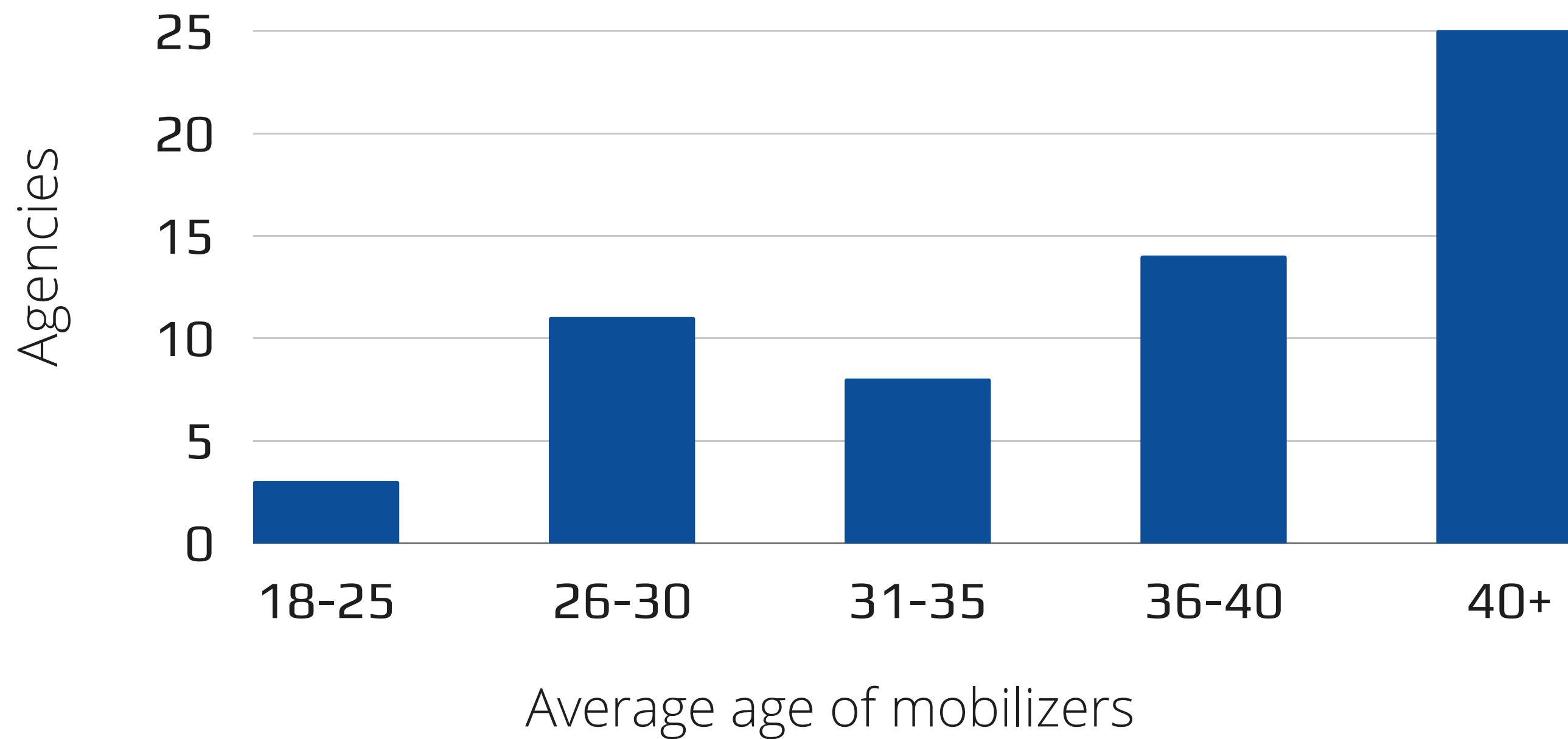
## **Number of full-time mobilizers/recruiters serving at the agency:**



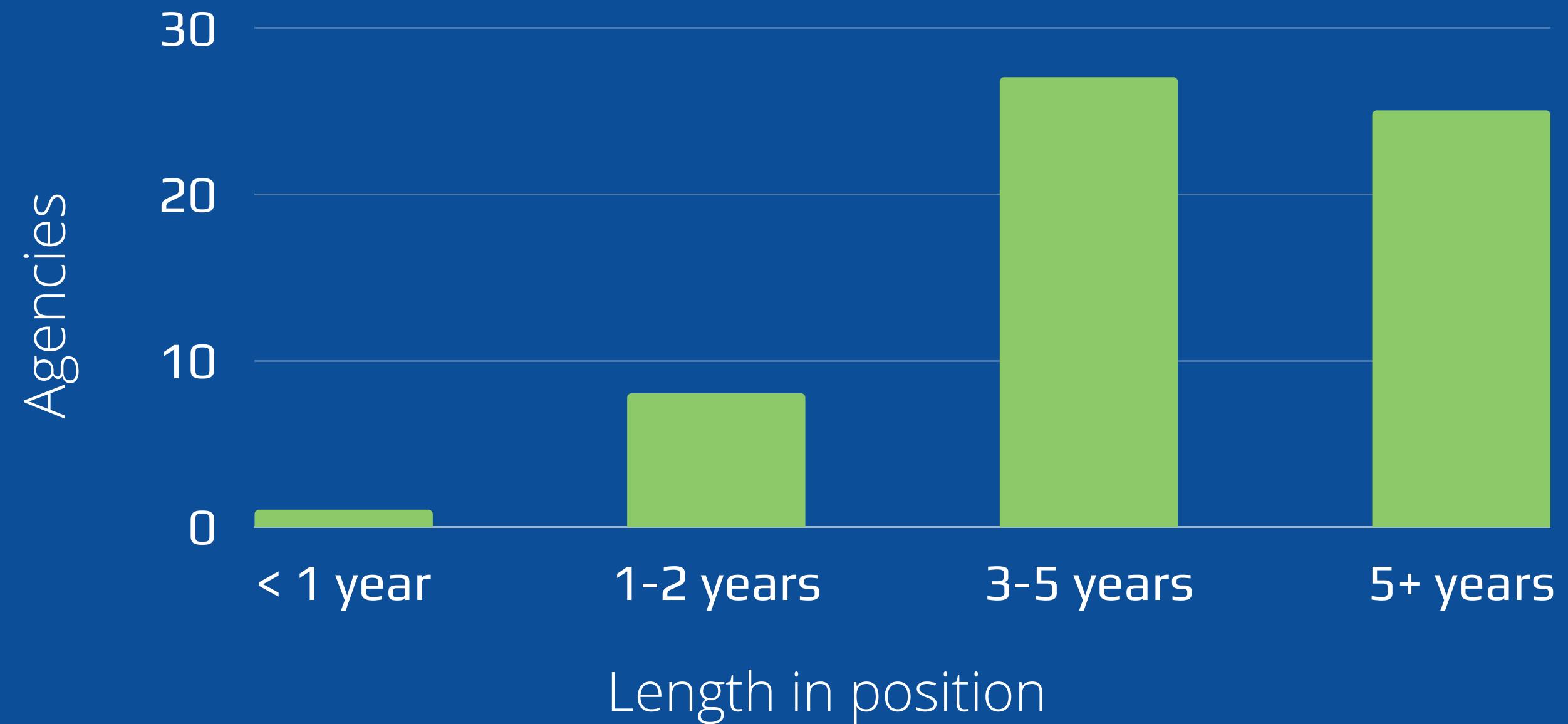
# Number of part-time mobilizers/recruiters serving at the agency:



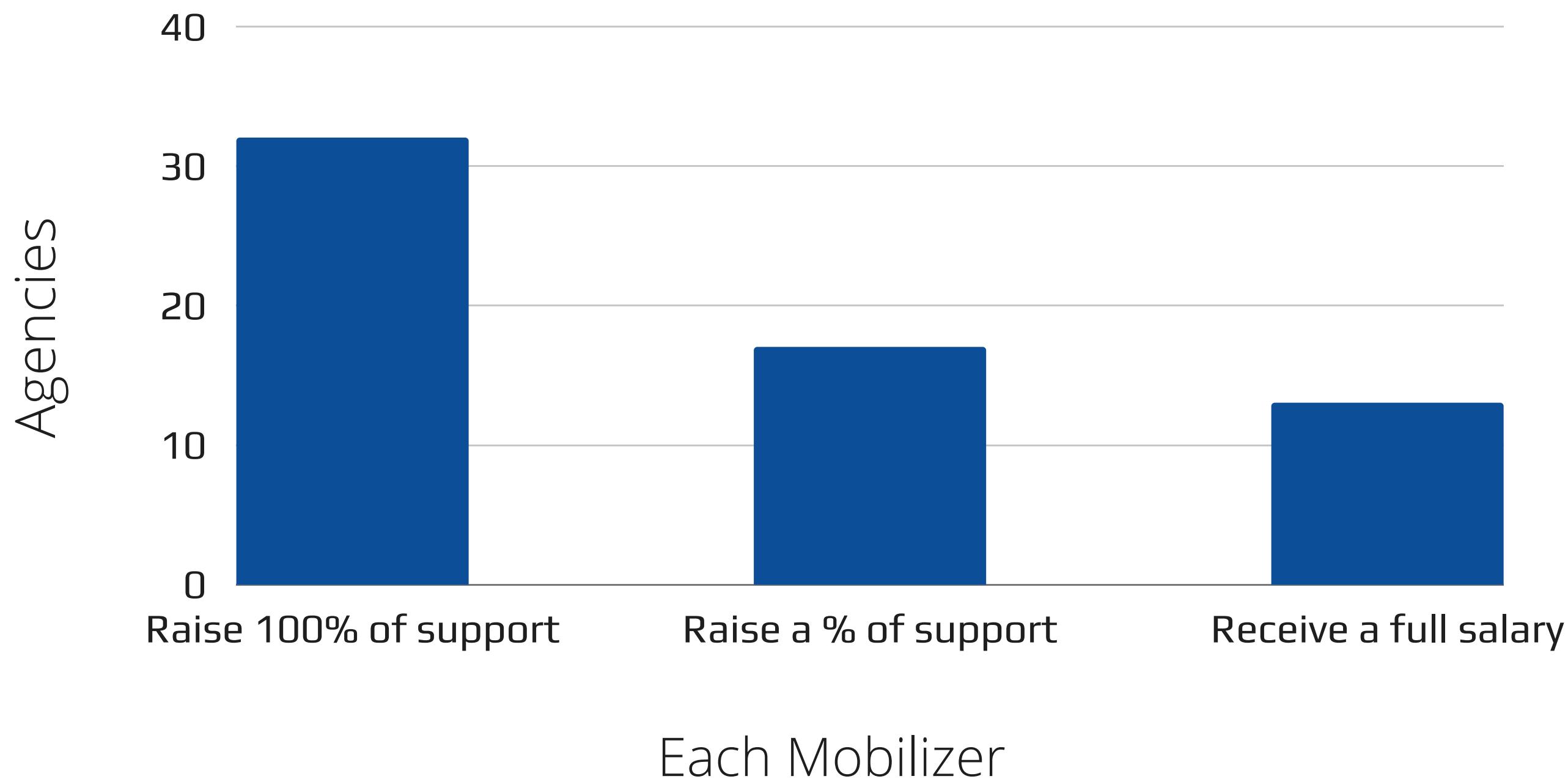
## Average age of mobilizers serving at the agency:



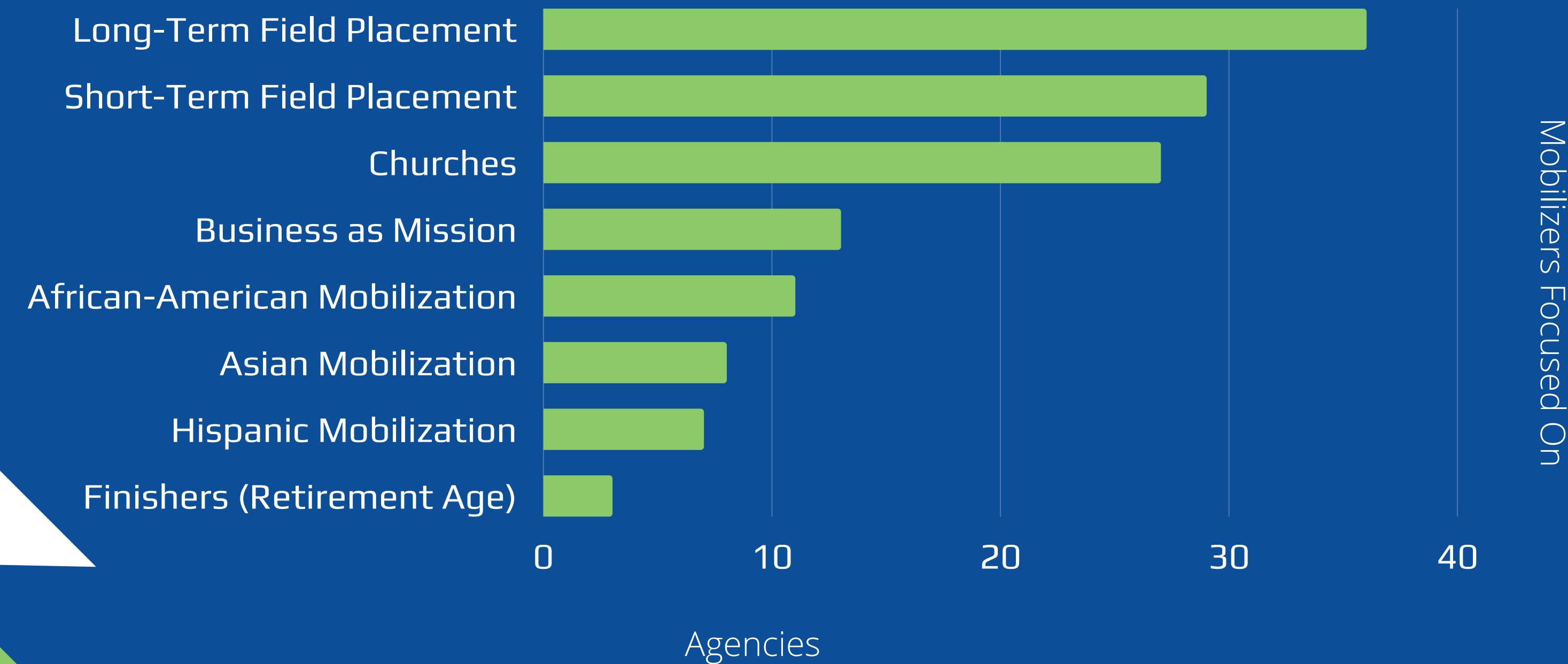
**On average, approximately how long does each mobilizer stay in his/her position?**



## When it comes to remuneration, does each mobilizer...



# Do you have mobilizers specifically focused on:



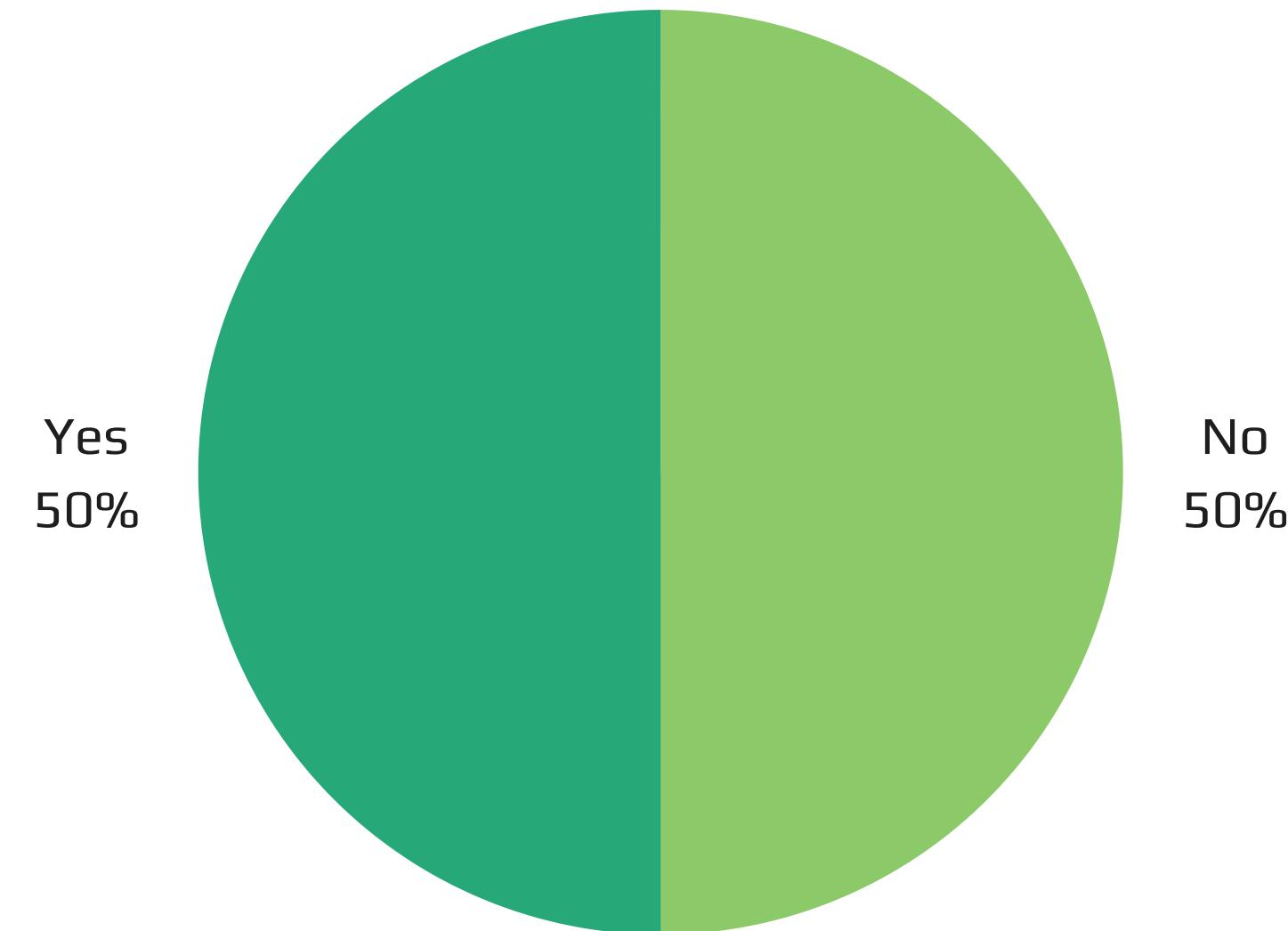
# How do you find new mobilizers to serve on your team?



# Briefly explain the hiring process for a new mobilizer:



## **When a new mobilizer is hired, does he/she receive formal mobilizer training?**



# How are new mobilizers initially trained?



# How do mobilizers participate in on-going training?

On-going training for Mobilizers

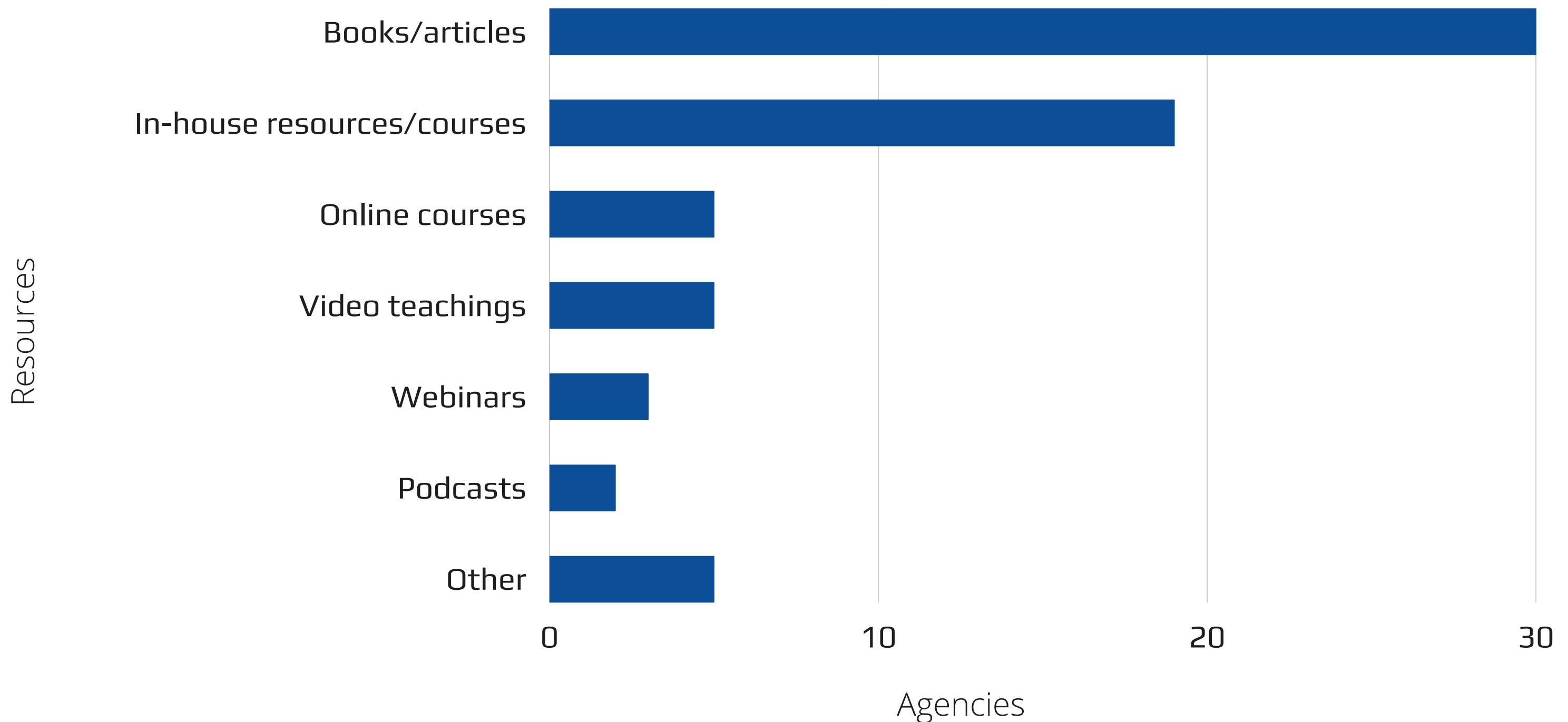


Agencies

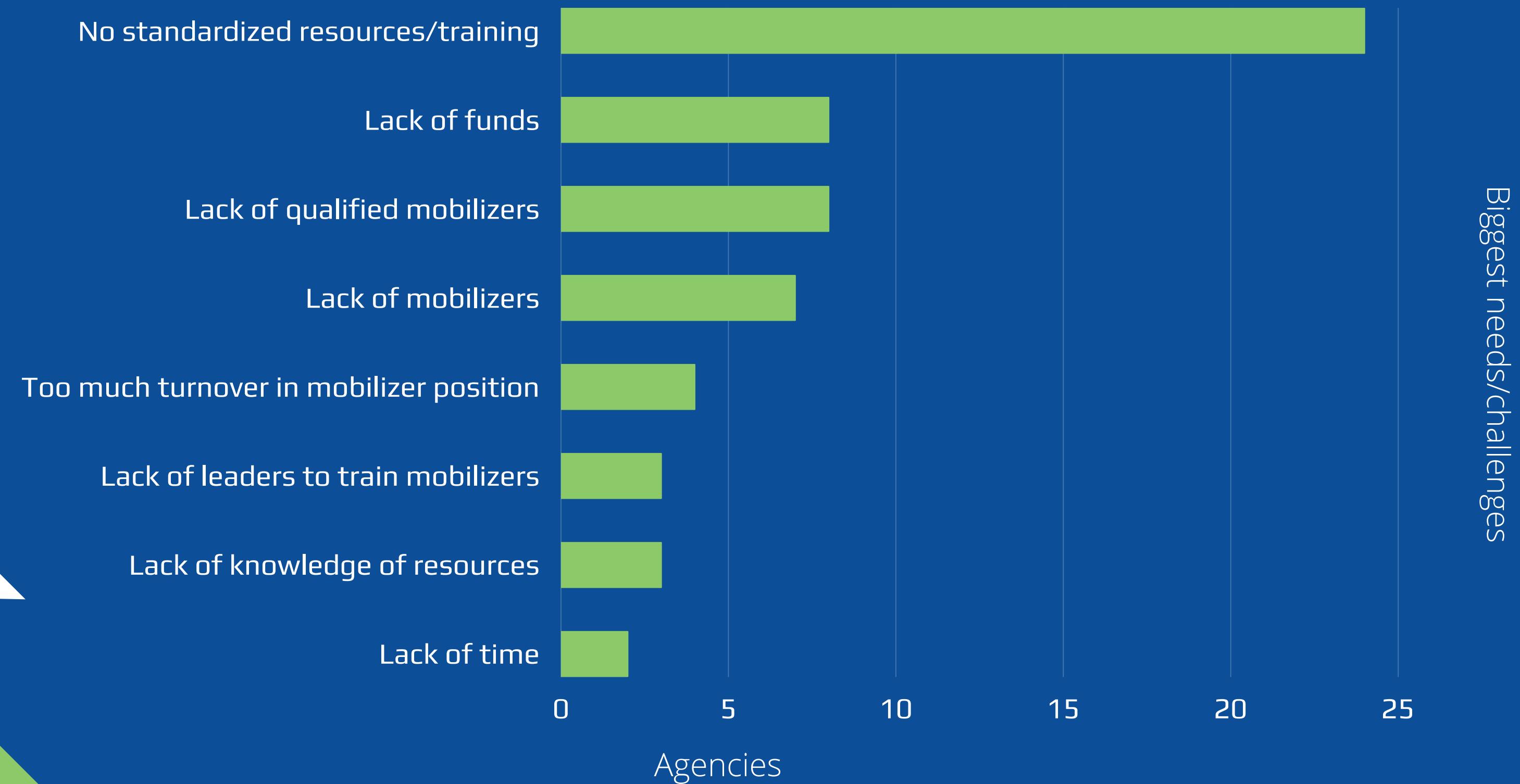
# What factors do you include in mobilizer training



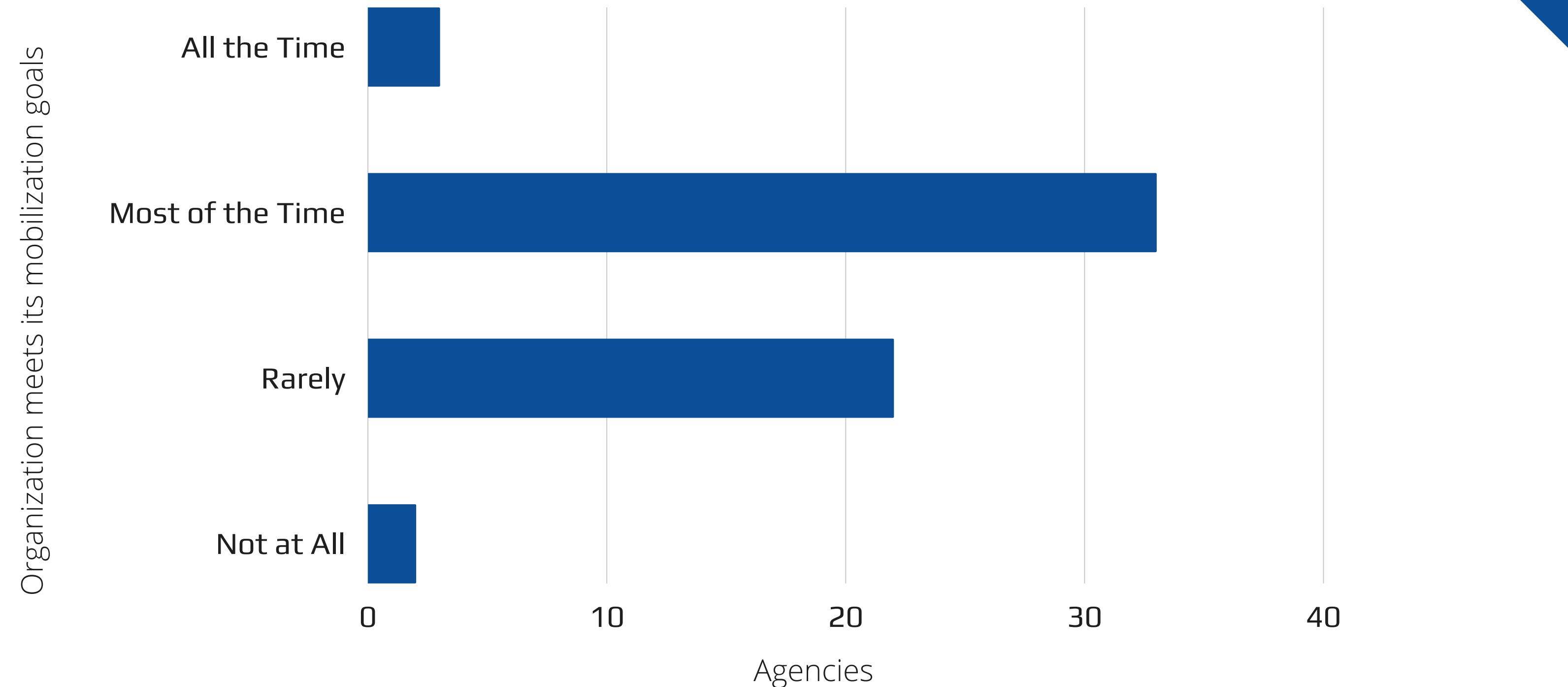
# What resources (i.e. curriculum, books, videos) do you use to train mobilizers?



# When it comes to mobilizer training, what are your biggest needs/challenges?



# Does your organization consistently meet its mobilization goals?

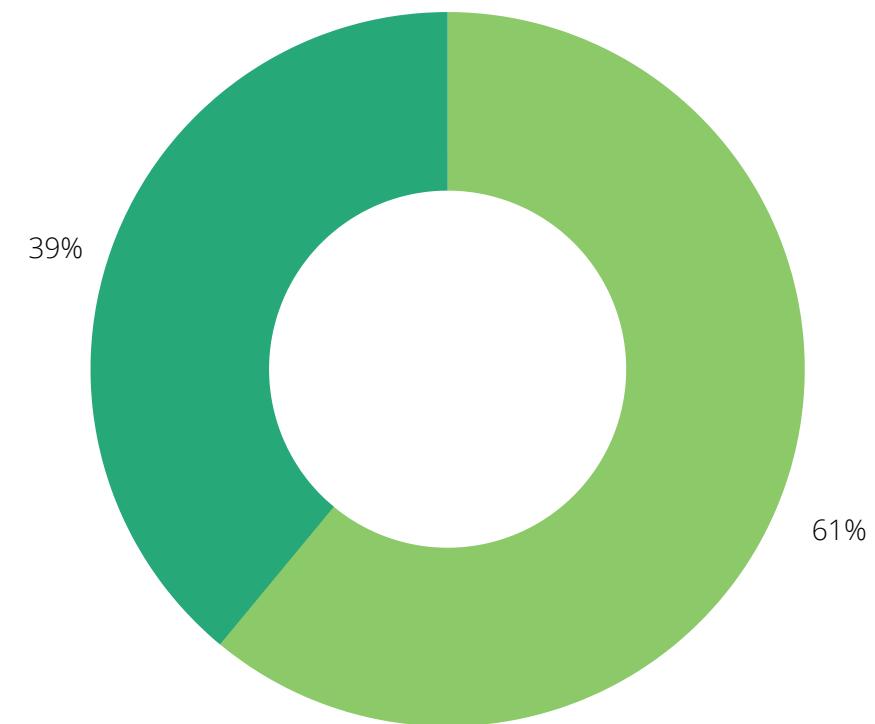


# Cross-referenced Questions

We wanted to discover what training looked like for agencies that answered the above question (Q22) “most of the time” vs. those who answered “rarely.” We took the answers to this question and cross-referenced them with the agencies’ other answers to help us discover if those agencies who meet their goals most of the time or rarely have certain mobilizer training practices.

# Formal training in relation to mobilization goals

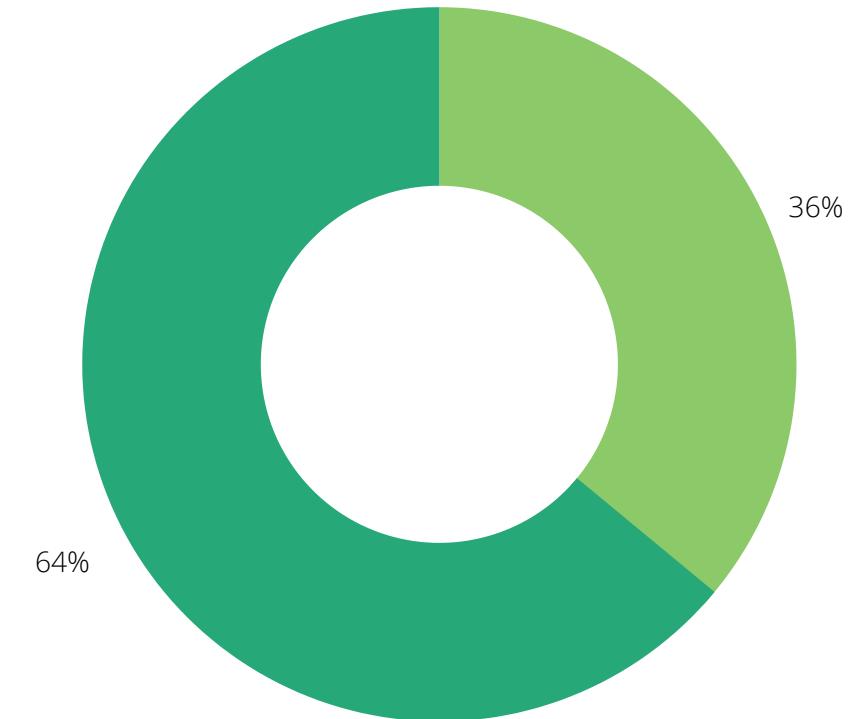
Of the agencies who responded  
that they meet their mobilization  
goals **most of the time**:



61% of new mobilizer hires receive formal training

39% of new mobilizer hires do not receive formal training

Of the agencies who responded  
that they meet their mobilization  
goals **rarely**:



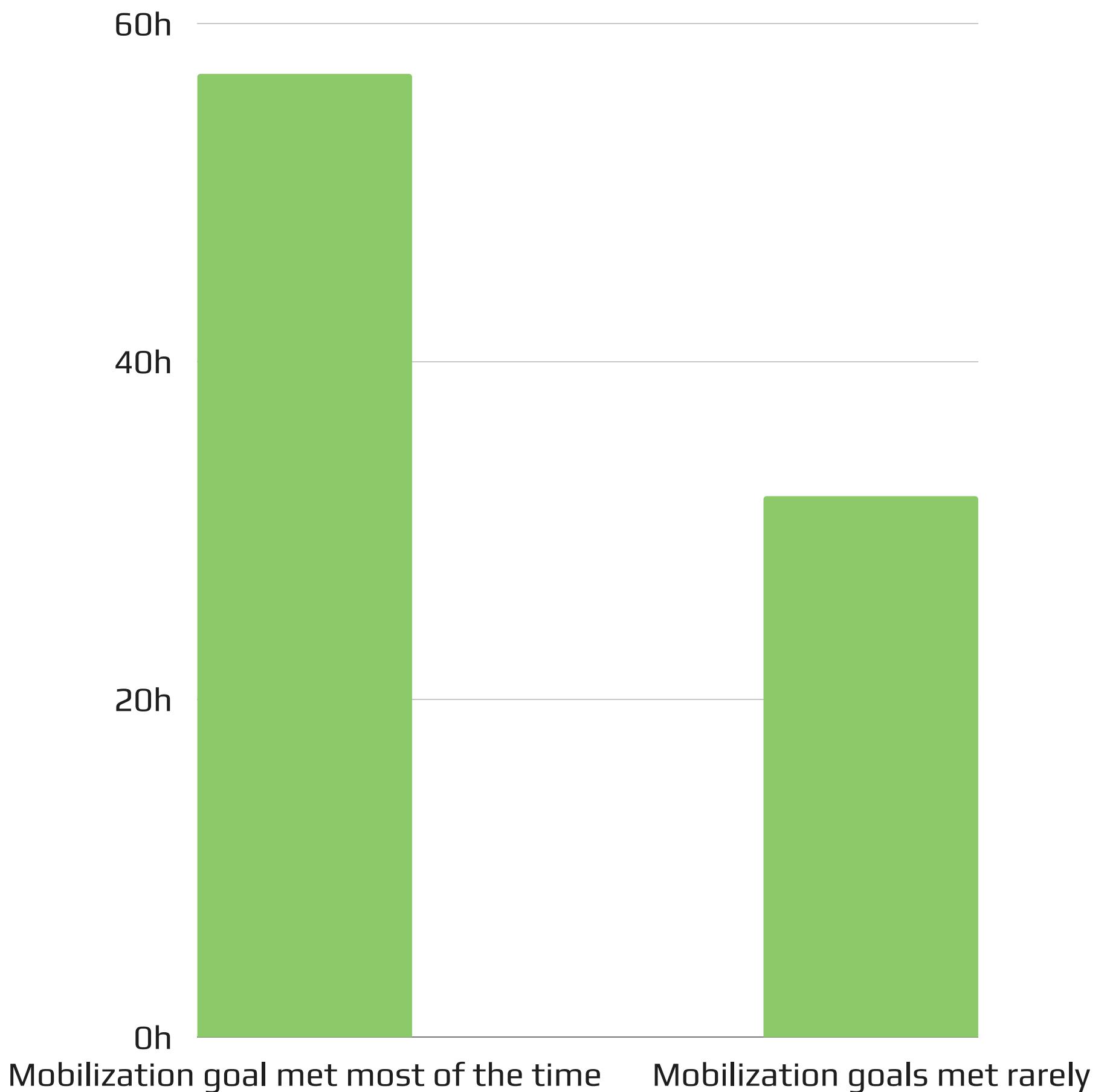
36% of new mobilizer hires receive formal training

64% of new mobilizer hires do not receive formal training

# Time training in relation to mobilization goals

Of the agencies who responded that they meet their mobilization goals most of the time, the average amount of hours spent training a new mobilizer hire is: **57 hours**

Of the agencies who responded that they meet their mobilization goals rarely, the average amount of hours spent training a new mobilizer hire is: **32 hours**



# Summary of Data

- 1 **Seventy-one percent** of the agencies in this survey indicated they have between 1-5 fulltime mobilizers. Most mobilization teams are small. Perhaps we could mobilize more if we had more mobilizers on staff.
- 2 **Less than 1%** of the agencies indicated their mobilization staff's average age is 18-25 (Gen Z). As Gen Z graduates college and joins the workforce, agencies may benefit from hiring those from this generation.
- 3 **Seventy-nine percent** of mobilizers raise all or part of their own salaries. This had no effect on if the agency met its mobilization goals. While it may be more difficult for agencies to find/hire mobilizers who are required to raise funds, once they are on staff, they are as effective as those agencies who pay a full salary to their mobilizers.
- 4 **Only 50%** of agencies indicated they formally train new mobilizer hires. Perhaps we should have defined what we meant by the term, formally, as this can be interpreted differently. Nevertheless, mobilizer training seems to be a big need.
- 5 **Only 13%** of agencies include training related to different ethnicities/races for their mobilizers. Having a more diverse missions force is good for the Kingdom. Agencies who train their mobilizers on mobilizing missionaries from various ethnicities may be more successful.
- 6 **Seventy-nine percent** of the agencies train their mobilizers using books, articles, or other resources they have developed in-house.

# Summary of Data continued

- 7 **Thirty percent** of the agencies indicated their biggest need/challenge is that there is no standardized resources or training for mobilizers. Other notable needs/challenges were a lack of funds for mobilizer training, a lack of qualified mobilizers, and a shortage of mobilizers in general.
- 8 **Fifty-five percent** meet their mobilization goals most of the time while 36% rarely meet their mobilization goals.
- 9 **The majority of agencies** (61%) who formally train their new mobilizers meet their mobilization goals most of the time.

# Survey conclusion

What this survey can confirm is that those who train their mobilizers are more likely to be successful at mobilizing more missionaries. Agencies who are intentional with training when bringing a new mobilizer on staff seem to do better at reaching their mobilization goals. Perhaps the greatest need is establishing robust mobilizer training programs that include processes, tools, and specific outcomes.

# Survey conclusion continued

Certainly, there are agencies that have created excellent training programs for their mobilizers. If that's the case with your agency, would you be willing to collaborate and share how you train your mobilizers? We would like to begin gathering best practices and mobilizer training curriculum to share with the wider mobilization field. To get started, please email us at: [hello@missionarymobilization.org](mailto:hello@missionarymobilization.org). Also, you can find many helpful mobilization resources at the following websites (not an exhaustive list):

- <https://1615.org/>
- <https://www.globalmmi.net/>
- <https://globalcastresources.com/>
- <https://missionexus.org/tag/mobilization/>
- <https://www.missionarymobilization.org/>
- <https://www.mobilization.org/>

# Agency Mobilizer Training Survey Report

Spring 2022



CENTER FOR  
MISSIONARY MOBILIZATION  
AND RETENTION  
AT TRINITY BIBLE COLLEGE & GRADUATE SCHOOL

