



Personal Invite (vision + relationship)

- “Hey [Name], I was thinking about you—your gifts and heart for people. Have you ever considered giving a summer to serve with GenSend? I think you’d be a great fit.”
- “You’ve got the kind of leadership and faith that makes a difference. Would you consider spending your summer on mission with GenSend?”

Experience-Oriented (what they gain)

- “GenSend Summer is more than just a trip—it’s a chance to live in a city, serve alongside church planters, and grow as a leader. I’d love for you to think about it.”
- “Imagine spending 8 weeks this summer learning ministry by doing it every day. That’s what GenSend offers. Want me to send you more info?”

Time-Sensitive (aligned with recruiting windows)

- Fall (vision casting): “Now’s the best time to start thinking about summer. GenSend applications are open—I think you’d thrive in this experience.”
- January (commitment push): “New semester = fresh start. Have you locked in summer plans yet? I’d love for you to check out GenSend.”
- March (last call): “It’s not too late to jump in! GenSend Summer still has spots open. I’d hate for you to miss this.”

Short + Shareable

- “You’d crush GenSend this summer. Want to talk about it?”
- “GenSend Summer = city + mission + community. You should go.”
- “I see you making a Kingdom impact—GenSend could be a big step.”