



The 3 Windows of Recruiting:

- Think of GenSend recruiting like sowing, watering, and harvesting—each window has its role. Don't just push for sign-ups. Instead, be strategic: share stories early, follow up personally in January, and go all-in on relational mobilization in March.

☞ Window 1: Early Fall (September – Thanksgiving)

- Theme: Planting and Priming
- Goal: Build awareness and cast vision early.
- This is your “vision casting” season. It's your best shot to get GenSend on students' radar before calendars and commitments start filling up.
- Focus on storytelling. Share past participant experiences, the big kingdom vision of GenSend, and how it fits students' lives.

☞ Window 2: Start of Spring Semester (Mid-Jan – February)

- Theme: Deciding and Committing
- Goal: Capitalize on energy and close the loop.
- This is your best time to convert interest into commitment. Follow up with specific individuals and make a personal ask.

☞ Window 3: Spring Break (March)

- Theme: Last call and Late Mobilization
- Goal: Reach late deciders and maximize remaining opportunities.
- This is your final wave. Don't underestimate late bloomers. Many incredible students decide during or right after spring break.
- Warning: by this point, some locations will be full and closed.

Recruiting Ideas:

- Dropbox [link](#) to GenSend Digital Assets. Main website: www.gensend.org/summer
- Add a GenSend promo slide to your scrolling announcements (pre/post meetings). There are QR code and Text options.
- Play the new GenSend Promo [video](#) in your gathering.
- Have a former GenSender share in one of your gatherings (or shoot a video specifically for your gathering).
- Invite one of our GenSend City Mobilizers or Jon Chasteen to share at one of your gatherings (or to shoot a video for your gathering).
- Request a booth display (banner, tablecloth, stickers, promo cards) to highlight GenSend
- Request GenSend Promo Cards and give one to every student.
 - Email Judy Cape (jcape@namb.net) with desired quantity, shipping address and target date to receive by (ideally, give a 2-week notice).
- Encourage your students to follow @GenSend on Instagram.

Sample Text messages

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.”