



WC 2021 Recruiting Calendar

Step one. Pray: God may just be up to something by bringing us to where we are with Winter Conference this year. Things are different for us, but God does not change. He wants to draw people to himself and unleash his people to impact others for eternity. Pray that he would do more than we could ask or imagine through this year's conference.

Step two. Use the suggested recruiting activities each week. Look ahead as a staff team, Large Group planning team, social media team, Etc. and do the things that fit your context.

Use this vision statement regularly to help bring clarity to what Winter conference is:

"A gathering of college students experiencing Jesus, growing together in our faith, and discovering our place in the mission of God."

Phase 1: October - November: While Students are still on campus

Week 1: 10/19-10/25

- Play The video from [here](#) at your Cru meeting (in person or virtually!)
- Have a student share how God changed their life at Winter Conference in your Cru meeting. Some tips:
 - Encourage them to share specific things that stood out to them rather than generally saying how great it is. For example: "The most powerful part of Winter Conference for me was ____!"
 - Highly suggest you listen to what they will say. Don't assume it is prepped.
 - Help them be mindful of how this year is going to be different and not focus on elements that won't be at this year's conference. Students will still encounter God, grow in community, and be invited to step into the global mission of God's people.
- Coming up on your Fall Retreat? Use it to recruit for Winter Conference. Play the video, give \$5 off for all who register during Fall Retreat.
- Order [informational flyers and stickers for your Large Group or Bible Studies here](#).

Week 2: 10/26-11/1

- Challenge your leaders to sign up now. Take time in discipleship meetings or during your Leaders' Meeting to cast vision of the impact they can have as they invite people to attend with them.

- **#whywcwednesday**- every Wednesday post a photo of students in your movement and why they are attending/have attended WC
- **Free Conference Friday**: Giveaway a free conference every week leading up to Winter Conference (at \$19.99, why not?!) All you need to do to be eligible is register for the conference. The earlier someone is registered, the more chances they get at a free conference. Announce the winner on your social media pages every Friday.

Week 3: 11/2-11/8

- **Nationwide Social Media Give Away!!** Keep your eyes peeled to your inboxes for details...everyone you know is going to want to be following [@winterconf](#) on Instagram.
- Highlight the national reality of this year's conference: *"God is doing something unique this year at Winter Conference as students from all across the nation are going to gather for this event to 'experience' Jesus, growing together in our faith, and discovering our place in the mission of God"*.
- Have each of your staff buy 5 students coffee this week and personally invite them to sign up (use this: [Winter Conference Recruiting Conversation Guide](#)). Do an example challenge at your staff meeting.

Week 4: 11/9-11/15

- *"Fill the couch challenge"*: Challenge your highest level leaders to be the first to "fill their couch" with 4 freshmen/new students. The first leader to sign up 4 new people attends Winter Conference for free!
- Buy pizza or dessert for the small group that has the most students signed up by November 15th.

Week 5: 11/16-11/22

- Challenge each student leader to make a list of five people to invite to come with them. They could facetime them during their Thanksgiving break to personally invite them!
- End of the Semester Planning? Take a first stab at planning how your team will host Winter Conference for your scope. By December 1st we will post ideas to help you do this.
- Host a competition at your weekly meeting for two freshmen. Winner gets... A free conference.

Thanksgiving Break, ALG, and Campus Days 11/23-12/6:

- Take a two week break, but encourage your social media team to have a couple posts scheduled, like [#whywcwednesday\[s\]](#).

Phase 2: December - January: While students are gone for break

Week 1: 12/7-12/13

- Have your whole team set up five 10 minute Winter Conference challenge Facetime calls every Monday. Text them, "Can we grab 10 minutes via facetime on Monday to talk about Winter Conference?"
- Have your team send out the 100 postcards you got in the mail to every student who's attended your Large Group this semester. Need addresses? Text them: "Hey what's your mailing address?" Simple, right? Write a heart-felt *"Merry Christmas"* or brief prayer for their break while you watch your favorite holiday movie together. Order more cards [here](#).

Week 2: 12/14-12/20

- Message your whole small group and tell them you'll scholarship the whole thing for the next 4 people to sign up

- Ask staff and students who've attended in the past to post on Instagram about how Winter Conference has made a difference in their lives.

Christmas and New Years 12/21-1/3:

- Take a break. But keep those Free Conference Fridays rolling.

Week 3: 1/4-1/10

- Change all your facebook banners, profile pics to WC branded promo, have student leaders do the same" [find resources here](#).
- Highlight the Global reality of what God is calling us into through Winter Conference:
 - Ask a Stinter or local staff person from your global partnership to send a brief video that you share on social media or text to your students.
 - Post verses on social media about God's heart for the world like Psalm 46:10. *"He says, "Be still, and know that I am God; I will be exalted among the nations, I will be exalted in the earth."*

Week 4: 1/11-1/17

- **EVEN BETTER Social Media Give Away!** People got great 'gets for just following [@winterconf](#). *What could they get for having already signed up for Winter Conference for?!?* Details coming soon to an inbox near you.
- Register by 1/15 because this is the last week to sign up and expect to get your swag box before Winter Conference.

Week 5: 1/18-1/24 (MLK Day Monday)

- Gen Z loves..... Details! Lots and lots of details. Once your staff team has your location-specific-Winter-Conference-Hosting-plan solidified ([need those suggestions again?](#)), make sure to announce **as many** details as possible through your large group, social media, etc.
- Write an FAQ doc and make sure your student leaders and staff team have access to it.

Week 6: 1/25-1/31

- Ask everyone in your movement to set an alarm to remind them to pray for Winter Conference everyday from 2:05-2:06 pm for the next 2 weeks.
 - Pray for God to work in our lives at Winter Conference.
 - Pray for God to use Winter Conference to change our world.
- Give people the opportunity to sign up for Winter Conference in their Small Groups.

Week of 2/1-2/5!! Leading up to Winter Conference

- Who have you already asked who needs a little extra nudge? "I know I've already shared with you about Winter Conference, but I really want you to come with me, I think God could do some incredible things in your life through it!"
- Have another student share about how God worked in their life through Winter Conference at your Large Group. "It is not too late to join us for Winter Conference."