



Recruiting Guide v.1

Here is a sample process for building local momentum for Vision. If you haven't begun, start today!
Have further questions? Reach out to vision@visionconf.com.

- Challenge former attendees and current leaders to attend the conference.
- If you have a weekly meeting, start sharing about the Vision Conference:
 - Have a former attendee share
 - Show the video found on the [website](#).
 - Highlight scholarships (most will be finalized in August), including [transportation options](#) and a local promo code if you have one.
- With a critical mass committed, begin (alongside students) inviting others:
 - Make a goal for everyone in your movement to have someone talk to them about the conference. **Without being pushy, challenge each student to come and participate based on where they're at in their spiritual journey:**
 - If they're a believer, what will they experience? If they're a seeker, what can they learn by coming?
 - Use [promotional materials](#) and the newest [Vision video](#). For a first introduction to the conference, use the [Vision Promo Card](#). Promo cards will be available in July.
 - Host a "Vision" dinner where former attendees talk about the conference and invite others to come with them this year.
 - When doing a dinner or at your weekly meeting, use this QR code (at right) to have students register and make the registration process easier. (Per Cru's privacy guidelines, attendees must use their own device to register)
 - Use Fall Retreat or a similar event to market Vision.
 - Use the video, have promo cards, and have a former attendee share.
- Share Bridges [Instagram](#) and [Facebook](#) posts to your page. There will be one new Vision post a week on the Bridges IG/Facebook pages.
 - Scan the QR code at right with your phone to open the Bridges Instagram page.
- Continue conversations and invitations for the rest of the semester.
- Early to mid-November - plan a big final push to get students to sign up before the price increases on November 25.
 - If you challenged someone earlier in the semester, follow up with them again**, even if he/she said no the first time. Plans can change.
 - Highlight the conference at any pre-Thanksgiving events or outreaches.
- Post-conference: Have a get-together with those who went to talk about what they learned and begin thinking about next year.

