

# How to Make Contacts

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“Making contacts” is not only about obtaining a list of contacts, but it is also about marketing an organization. Below are tips for collecting contact information, as well as ways to simultaneously promote SEND as a reputable and trustworthy organization.

- **Be approachable!** Smile and make eye contact with people. Be welcoming. Talk to people passing by. Invite people up to the table. Ask if they are looking for missions opportunities/internships.
- **Ask for contact information from EVERY person who stops at your table.**
  - College admissions example: Working in admissions, we asked every student who stopped at our table to fill out their info. More contacts = more applicants = more deposits!
  - **Inform contacts that you do not spam.** This eases their mind, and they will be more likely to give all of their contact info. Let them know that ALL communication comes directly from you. (With the exception of SEND newsletters that they can sign up for on the website.)
  - Sometimes the seemingly *least interested contact* will be the one who responds to your email/phone call. This is why it is so important to get *everyone's* contact information!
- **Keep the sign-up sheet simple!** Only ask for pertinent contact info: Name, grad year, phone #, email address, specific interests & countries/areas.
  - See my contact sheet.
  - Add extra information later. Ex: did the contact mention which church they attend? Write it on the back of the sign-up sheet so you can add it to Salesforce later.
- **Fill out the top two lines of the contact sheet!** This sounds silly, but it is important, and it works! **People are very hesitant to fill out a blank contact sheet.** Make up two names and *fill in each category*.
  - Make sure to put in a phone number. People will not provide their phone number if others do not!
    - If a real contact forgets to fill in a category, *make up their information*. (Make sure you remember that you put in fake info.) This way the next person WILL write in their information.
  - *Bonus tips:* Use names and emails which could be real. (Ex: use John Davis, not Johnny Appleseed.) Also, change your handwriting for each fake contact so they look legitimate. ;)
- **Pass around a sign-up sheet during/after presentations.** Let attendees know you will personally follow up with them.
- **Put up a sign which says, “Internships Available!”** This lets students know that we have what they are looking for before they even approach to the table.

- **Ask about the contact's interests.** Let them share about what they want to do. Ask open ended questions. Once they share, provide info which applies to their interests. **Whatever their interests we probably *something* for them.** (Unless their interests are drastically different than what we offer.)
  - **Use our publications to highlight their interests.** (Ex: circle their interests on the chart in the "face brochure".)
  - Ex: Which opportunities could fit be a fit for a student majoring in water management? Maybe sustainable & organic farming w/Team HOPE or Thailand could be options!
  - Most students will change their major *three times* before they graduate. Do not assume they are not a good fit based upon their major. Think outside the box!
  
- **Be knowledgeable, but you do not have to know everything.** Try to keep up-to-date with current opportunities. Refer to the [Opportunities website](#) if you are unsure of what is available.
  - If someone is interested in something you do not know much about, tell them what you *do* know. Then follow up with more information later.
  
- **Have the Opportunities webpage fired up on your iPad/phone.** Show the contact specific opportunities which fit their interests. Ask for their contact info so you can email the opportunity listing to them.
  
- **Tell stories,** especially ones from your contact's area of interest.
  - Share your personal experiences!
  - Use other missionaries' stories.
  - **Put your contact into the story.** (Ex: "You could use your education skills to reach Filipinos, just like Amelia did!")
  - Refer to SEND's [stories & articles website](#) and [Sharepoint's Story Files](#).
  
- **Give people a way to contact you!** Try giving out your business card and personally writing down/circling your contact info. This gives contacts a *personal* invitation to contact you.
  - Consider writing down the PQ address, too, so they can directly access the form.