



gmi.org

Awareness

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What it means

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Overall Image of Sending Agencies

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- Long-term commitments
- Team oriented
- Short-term Opportunities
- Education/Training
- Culturally aware/relevant

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Image Factors Linked to Favorability

Fluency Afar:

Community Control) (((

Mercy/Wholeness:

Teams/Sti BT/F Hg Dp ET Bf Om J ET BT Hc Hb Hb independh real nn



What it Means

$$\begin{aligned} & \left(\frac{1}{1 + \frac{r}{n}} \right)^n \\ & \left(\frac{1}{1 + \frac{r}{n}} \right)^n \left(1 + \frac{r}{n} \right)^n \\ & + \frac{r}{n} \left(\frac{1}{1 + \frac{r}{n}} \right)^n \\ & \left(\frac{1}{1 + \frac{r}{n}} \right)^n \left(1 + \frac{r}{n} \right)^n \\ & \left(\frac{1}{1 + \frac{r}{n}} \right)^n \left(1 + \frac{r}{n} \right)^n \end{aligned}$$



How Prospects Interact with Agencies

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What it means

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Frequency and Favorability in Agency Interaction

- Professional
- Informative
- Provides a Structured Path to Join
- Makes Face-to-Face Contact
- Makes Email Contact

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What It Means

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- How

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- Who

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