

Hi Guys -

Mensa Testing time is almost upon us, and there's a big push for getting a good turnout.

There are lots of reasons for getting involved, and ways to do that. Here are a few of them:

- We need to bring in new people - simple as that. If you joined because you believe in the concepts and values associated with Mensa, you want to see the organization (and those concepts and values) flourish.
- This is a great opportunity to tout the concepts and values of Mensa. Giving value to light - not heat - and understanding the difference between the two. Believing that good and sincere people can disagree. The idea of civil discussion. The concepts of critical thinking and sequential logic. Realizing that everybody knows something. The feeling that it's more important to learn from a discussion than it is to 'win' one. The idea that the world would be a better place if everybody just gave things a little more thought. In short, being a part of Mensa is not just having a 'smart' card to certify your relative level of cognitive intelligence. It's also about believing in the concepts and values of the organization - and believing that those concepts and values are worth promoting.
- I've had some success in the past promoting Mensa tests. Below are a few things that have worked in our area.
- Contact the media - newspapers, TV, radio - ask for an interview. It's a positive story for the community that there is a high IQ organization there. Talk about the values of Mensa. Talk about the reasons you enjoy your participation in Mensa. Don't forget to tell them that media people test for free - encourage them to test. We recently had a newspaper reporter test - and pass. We've already had some good press from it.
- Use your social media connections. I won't expose my Boomer ignorance by trying to list them, but we all know that there are many avenues available there.
- If there's a local university in your area, contact them. Set up a test at their location. In Dickinson, we've tested the last few years at the Student Center at our local university. Look up the directory of professors at the place. Send a promotional email to the ones who teach calculus, computer programming, etc. Also the ones who head up the 'advanced' clubs, the chess club, etc. - you get the idea. Ask them if they would forward your email on to whomever they think might be interested. One of the professors at our local university was a Mensa member - he forwarded my email to all 2500 students - helped a lot.
- If you have connections in the business world - contact them. There's no downside in being associated with our organization - it's a plus for a business to be supportive. Ask them if they would sponsor some test fees for their employees. A few years ago, we had 25 test fees paid for by local businesses. As an individual, I've subsidized test fees for years. All of us have three things to offer: Time-Talent-Treasure. This is where the Treasure part can come into play.
- When you contact someone and they're not interested, ask them if they know someone who might be interested - try to 'branch out' with your promotion.
- Remember this: you don't have to be an officer in your local group to do these things. You can promote Mensa to people simply as a member. Talk to a relative, a neighbor, a fellow employee - you never know what's gonna happen when you plant seeds.
- As I mentioned before, nobody who's been promoting Mensa and its concepts for very long is doing it for the 'fame and fortune'. We do it because we believe in the organization and its concepts. We believe they are worth promoting.
- To all of you who give of your Time-Talent-Treasure for the organization and its concepts - thank you. What you do matters.

Later,

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