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THE POWERFUL PERCENT—WHY REACH STUDENTS?

DECISIONS CD EXCERPT

A comprehensive resource to help guide the process of discerning one's Call to ministry.

The CD contains: vision and eternal perspective talks (MP3's) from speakers like Roger Hershey and Tim Muehlhoff, a spiritual gift test, spiritual preparation for the marketplace, articles on Missions, the Great Commission and Calling (including 4 articles from Os Guinness' book *The Call*), Bible studies for graduating seniors, resources on seminary, discerning God's will, and the missionary significance of the college campus. Also included are the 3 Campus Crusade promotional videos.

DECISIONS



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after Bethlehem this is arguably the most significant location in the history of [the church]

A Place of Destiny

“There has been at times a deep and solemn thoughtfulness among the students at the State University ...under the influence of the Holy Spirit...banishing the last remains of skepticism.”

(1850’s revival at the University of Michigan)-New York Herald

“Tuesday April 20: Being some rain in the fore part of the day, we could not meet in the woods for prayer so we met in Phi Gamma Hall, and in a few minutes there were six or eight converted and we went to the church where there were several more converted before we left.”

1858 student diary, Church College

“A number of our choices young people felt that God was calling them to missionary work...so great was the power of God. The meeting continued to well after midnight and a number were saved.”

The History of Seattle Pacific College

In 1886 the first ever Christian conference for college students was held at Mount Hermon, Massachusetts. On Friday evening, the last day of the conference, 250 students were given a challenge by Robert Wilder to consider taking the gospel to the world as foreign missionaries. One by one, coming forward to except the challenge, were 100 students from schools such as Yale, Harvard, Dartmouth, and Cornell. As a symbol of their commitment, each student signed a pledge, which simply read:

“We the undersigned, declare ourselves willing and desirous, God permitting, to go to the unevangelized portions of the world.”

Seeing God’s hand at work, Wilder spent the next year feverishly traveling to over a hundred and fifty campuses giving the same challenge, and seeing an additional 2,100 sign the Pledge. And this, quite literally, was only the beginning. For over 50 years, missionaries would pour out from the Student Volunteer Movement to the far corners of the earth—a total of 20,500 missionaries, the greatest missionary endeavor in the history of the church.

In 1948 The Student Volunteer Movement splintered, its evangelistic core feeling increasingly unwelcome, joined with a newly formed college ministry and held their first missions conference in Urbana, Illinois. The group is known as Intervarsity and was soon joined by Campus Crusade for Christ and other campus ministries: a whole new missionary enterprise once again springing from the campus and flowing out to the world.

But the history of God using college students and the University goes back much further, threading through the great spiritual revivals of the nineteenth and eighteenth century, and back to the Protestant Reformation which was launched at the University of Wittenberg and nurtured on the campuses of Paris, Toulouse, and Basel.

The fact is, no one thought up the strategy of fulfilling the Great Commission by reaching the college campus. Campus ministry is the result of the observation that God has chosen to use the university and college students as His primary vehicle in accelerating the evangelism of the world. To be involved in campus ministry is to be involved in God’s primary missions strategy.

Campus Crusade for Christ A Cause. A Calling. A Community



Old enough to vote [And not simply for the next President]

A Time of Decision

It's March 1991 and a Finnish student at the University of Helsinki, looks like he hasn't slept in months. He hasn't. Night and day for six months he's been designing a new operating system that, unlike Windows, never crashes. He now has a major choice: who to sell his system to? Only he doesn't make that choice at all, instead Linus Torvalds chooses to give his creation away, and in the same moment revolutionizes not only the field of technology, but economics as well.

Between the years of enrollment and graduation, students will wrestle with most all of life's major choices and, for bad or good, come to decisions. The choices they make will not only shape themselves, but contour the world we live in, as the decisions made during these critical 4 years, will set the trajectory for the next 60.

Decisions about lifestyles: to drink, to have sex or abstain, to binge—purge, indulge, experiment.

Decisions about career: selecting majors—changing majors, graduate schools, internships, choosing employers, locating in cities.

Decisions about relationships: friends, boyfriends, girlfriends, parents, marriage, living together, sex, pregnancy, abortion. This for example, is right off an internet message board:

I was one of those women who said "well, I would never have an abortion, but I know there are some reasons for women to have one, but to have more than one is just plain horrible."

Well, here I sit having had not one but two abortions. And yes, after my first one, I said I would NEVER, EVER do it again. But, I did. And, I stand by the fact that I made the right decision for myself BOTH times.

College is also the time where decisions are made concerning God, as the vast majority of people who come to Christ do so before the age of 21. This is the time when students decide for themselves what they will believe, if they will embrace the faith of their parents, their lack of faith, or find a new faith.

This, then, is the time in which they must be reached with the gospel. Campus ministry strategically targets this age group because this is the time of spiritual decision-making. It is also a remarkable thing to consider that when a student decides to follow Christ it will effect the decisions they make for the rest of their life—no major decision will ever be the same.



As it turns out [College really is the answer to the world's problems]

The strategy of reaching the world

If you were to ask any missionary what is the most needed resource to fulfill the great commission and take the gospel to the world their answer, almost unanimously, would be: people. The greatest need in the expansion of the gospel is for laborers.

While full-time missionaries certainly emerge from the Universities, campus ministry meets this need in a way no one would have ever planned.

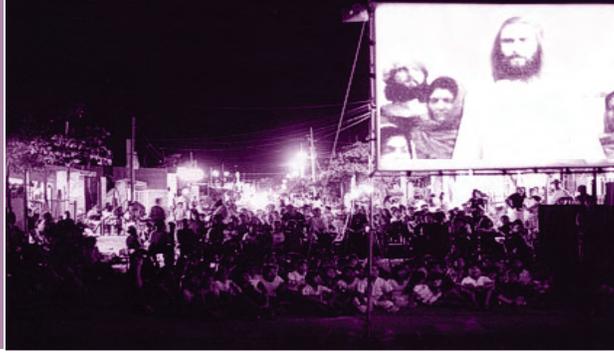
Today's college students have nearly four months a year allotted for summer break. What this provides is an enormous temporary labor force that can be utilized through short-term missions. Think about it: when will adults ever have four months free of commitments where they could travel to another country and pioneer a new ministry? Unless they're fired from their jobs, never.

Now add to this another open door provided by student ministries. There are countries where it is almost impossible for missionaries to gain access. Country officials will not let them in. But college students, with a student visa, can travel to virtually any country in the world, enabling them to bring the gospel to countries where missionaries cannot go.

There is a final, providential, twist to this scenario. A common obstacle to foreign missions is the time required to learn a new language. However, on the college campus in most every foreign country, the students know how to speak English—this is the most educated strata of their society. So students are able to freely share their faith without a language barrier. In fact on most foreign campuses students seek out Americans in order to practice their English, opening doors for evangelism.

So a group of students, free of commitments for several months, can go into a closed country with their student visas, they can share Christ without a language barrier, and when they leave some members of the team can remain behind continuing their studies on campus and nurturing the ministry that was planted over the summer.

What you have is a seamless missionary strategy to reach the world, and an army of volunteers to help fulfill the Great Commission.



No one graduates more people each year [into lower paying, highly dangerous, under appreciated jobs]

A Time of Calling

Pastors serving Christ under communism, church planters in South America, evangelists in Asia, missionaries to the Muslim world: trace back the spiritual journey of today's most influential Christian leaders and you'll find that many of them, most of them, came from the campus ministry. They were involved in a campus movement just like the one you're in (perhaps from your campus), which led them to a vocational choice of full-time ministry.

Which leads to an important question: from where will the next generation of Christian workers, pastors, and missionaries come? From the college ministries around the world of Campus Crusade for Christ and other evangelical groups. From these campuses will come the generation of laborers who will see the Great Commission fulfilled.

For this reason the role of Campus Staff in raising up Christian workers is arguably the most influential in all of Christian ministry. In fact many Crusade staff desiring to serve internationally have remained on U.S. campuses knowing that every year they remain they will multiply themselves many times over in laborers for the spiritual harvest.

Consider for example Roger Hershey, former Campus Director of Miami of Ohio: on his wall is a map with over 500 pins placed in locations all over the world. These pins represent the students that have been involved in his campus ministry and now serve as pastors and missionaries around the globe. In raising up these laborers Roger's ministry and influence now extends to the hundreds of ministries begun by his disciples and hundreds of thousands reached with the gospel, making Roger's impact for Christ beyond calculation. Can you think of another church or ministry that sees this degree of influence for expanding the kingdom of God?

The strategic nature of campus ministry is that you are not simply reaching a campus with the gospel, but raising up the next generation of Christian leaders who will take the gospel, and serve Christ, all over the world. It is a ministry where your influence for Christ is multiplied 20, 30, even 500 fold.

The campus ministry has and continues to hold the answer to Jesus prayer that God would "send out workers into his harvest field."



you say you want a [revolution]

A Voice of Change

In a recent book analyzing the way ideas and communications spread (*The Tipping Point*), Malcom Gladwell gives the following example:

In 1994 the brand known as Hush Puppies was selling at the dismal rate of 30,000 pairs of shoes a year. Wolverine, mother company of Hush Puppies, was in the process of eliminating the shoe that had made them famous—perhaps a decision that would have been applauded by many.

But then something very strange happened in Manhattan. In a few Soho nightclubs, college age trendsetters began wearing Hush Puppies because, well, just...because. Within months partiers all over Manhattan were sporting them—like a virus the Hush Puppy “buzz” was spreading everywhere. In the fall of 1995 designer John Bartlett called Hush Puppies wanting to use them in his Spring Collection. Then Manhattan designer Anna Sui called wanting them for her fashion show as well, and the next thing you know Pee Wee Herman is wearing them in a movie.

By 1995 the Hush puppy virus had turned into an international plague; the company sold 430,000 pairs and the following year nearly 2 million. And, get this, in 1996 Hush Puppies won the prize for the best accessory at the Council of Fashion Designer Awards, the president of Hush Puppies sharing the same stage with Calvin Klein and Donna Karan to accept the award.

Gladwell asks and answers the question “how did this happen?” The answer is that ideas spread with the same dynamic of a virus, and college age students are the ideal “carriers,” able to turn a simple “outbreak” into a global epidemic.

But it’s not just fashion, a simple survey of some of the most significant trends and shifts in the realm of ideas, art, music, politics (the 60’s for example), and religion, seem to point back to handful of college students who were able to take an idea and spread it globally, making the world stand up and take notice.

Perhaps it’s the age, perhaps it’s the zeal or network of relationships, but whatever it is, college students are the ideal carriers of a message. Which is why the motto of Campus Crusade has always been “Reach the campus today, and you’ll reach the world tomorrow.” The belief has been, and still is, that if students take seriously the command of Christ to take the gospel to all nations, unlike any other group of people, they have the capacity to accomplish the task.



She ain't Mother Teresa [wait, maybe she is]

A People of Influence

Having received a fellowship to Magdalen College at Oxford, this young atheist quietly wrestled with the meaning of life:

“Christianity, if false, is of no importance,
and, if true, of infinite importance.
The one thing it cannot be is moderately important.”

In his days on campus he made significant relationships with Christians who indelibly influenced his life and thought. Writing in a letter to a close friend he remarked, “had a long satisfying talk” with two Christian friends “I learned a lot.” The spiritual journey continued for several years until C.S. Lewis, with the help of his two friends (Hugo Dyson and J.R.R. Tolkien), would finally mark his conversion.

“In the Trinity Term of 1929 I gave in, and admitted that God was God, and knelt and prayed The hardness of God is kinder than the softness of men, and His compulsion is our liberation.”

Lewis would go on to write more than 30 books, and become one of the most influential Christians of the century, touching millions through his writings.

Did you ever consider that the student sitting in Sociology 101 may be the next C.S. Lewis, Colin Powell, or Bill Gates—the guy on the wrestling team the next Mother Teresa. OK, bad example, but you see the point: on the campus today is the next generation of social, religious, corporate, and political leaders of this country, as well as the world. Right now there's a future president, somewhere, sitting down to a plate of dining hall food. If they are reached with the gospel now, as college students, the influence they could have for Christ in the world is staggering to consider.

In October of 1835 Karl Marx shows up at Bonn University, joins the “Young Hegelian” club, sheds his Christian training, becomes an atheist, and embraces communism—the campus is a battleground of ideas and ideologies, vying for dominance and competing for followers. Everyone will graduate as believers, but in what?

It isn't a question whether the leaders are on the campus, or even a question whether these leaders will shape and influence our country and world. The question is who will shape and influence them; who will win the battle for their hearts and minds? And, if these leaders can be reached now, what effect might that have in the advance of the gospel?

This is our great hope in targeting the college campus with the gospel.



Each year millions volunteer their time to meet one critical need [their own]

A Cause Worth Serving

As legend has it, Apple Computers were started in the 1970's by two guys, Steve Woz and Steve Jobs, working in a garage. (Though such grassroots beginnings seem to be a universal claim by all technology companies, in this case it was actually true.) Steve Woz was the technical genius, Jobs the visionary. Jobs had a vision of literally changing the world with what he considered "Insanely great" computers.

To implement this dream Jobs sought to recruit John Scully, then President of Pepsi Corporation, Jobs met with Scully giving him his pitch to come work with Apple, but the Pepsi executive wasn't willing to leave behind his future of power, prestige, and money. Not willing to accept a "no", Jobs looked at Scully and said, "Do you want to spend the rest of your life selling sugared water, or do you want a chance to change the world?" With that question ringing in his ears Scully left Pepsi, and came to work for Apple.

Each year millions of people clamor to charitable organizations to volunteer their services. Why? Because everyone has a need to change the world, to look out onto humanity and know they've made a difference; no one wants their epitaph to read, "She sold sugar water to the masses."

It's obviously true that serving Christ meets the needs of others: the world desperately needs Jesus. But what can often be overlooked is how serving Christ—sharing the gospel, and making disciples—meets our deepest need for significance and purpose. It's why millions volunteer their time, energy and money: they seek something their job cannot provide.

Ironically years after the success of Macintosh, Steve Jobs gave the following interview in Wired magazine:

"Steve, What is the biggest surprise this technology will deliver?"

"The problem is, I'm older now, I'm 40 years old, and this stuff doesn't change the world. It really doesn't. That's going to break people's hearts. I'm sorry, it's true."

The benefits of the ministry are clearly not financial, but few jobs will ever offer the degree of purpose and meaning of serving Christ and being involved in the greatest cause of all: the expansion of God's kingdom on earth.