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CREATIVE OUTREACHES TO DIFFERENT CAMPUS GROUPS AND COMMUNITIES

THE TWO-FIFTY BOOK EXCERPT

250 proven strategies used on campuses around the country. Creative, effective, cutting-edge ideas compiled from 170 Campus Crusade movements. Give a copy to student leaders and it will not only give them ideas, but inspire their own creativity in reaching the campus. The 250 is organized by the following topics:

Modes of Evangelism: prayer evangelism, ministry evangelism, natural evangelism, and body evangelism.

Student Groups: athletes, ethnic students, freshmen, fringe groups, greek students, international students, and men/women.

A Miscellany: church partnerships, holidays & seasons, focus groups, questionnaires, service, speakers, and ideas for the future.



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THE TWO-FIFTY



STUDENT GROUPS



ATHLETES>>**76>> Pizza Party Evangelism**

At the University of Virginia, evangelism looks like a pizza-eating contest. Each sports team from the athletic department picks a representative to compete, preferably the biggest eater. The teams join the fun by cheering on their favorite athlete. A local radio station comes out and free pizza is given away. At the end of the contest, one of the coaches explains how Christ changed his life.

77>> Inside Connection

East Tennessee State University suggests trying to become an insider with the athletic teams in order to build relationships. A Campus Crusade staff member serves as the chaplain for the football and basketball teams there. He travels with the teams and conducts a weekly team meeting. He also meets one-on-one with the guys and leads a discipleship group. Two of the football players he led to Christ have returned to the campus as coaches.

78>> Seeking Professional Help

At Louisiana State, a Campus Crusade staff member is the chaplain for the baseball team. Over the years, he has built a trusting relationship with the coach. Students who became professional baseball players have come back to speak and sometimes to even join the chaplain on some personal appointments.

79>> Super Bowl Outreach

The Jacksonville Metro ministry hosted a Super Bowl outreach in the lobby of a dorm. During halftime, two players from the Jacksonville Jaguars spoke to the group about how Jesus changed their lives.

80>> Campus Partnerships

South Dakota has the right idea about athletic partnerships. Both the University of South Dakota and South Dakota State created a partnership with Fellowship of Christian Athletes to bring in professional football players. South Dakota State invited former NFL player, Steven Grant, and the University of South Dakota invited a player with the Denver Broncos.

81>> Surf Evangelism

The ministry of San Diego Metro hosted a viewing of the "Outsiders" which features professional surfer, Brian Jennings. A world champion and a recent believer, Brian shares his testimony on the video.

ETHNIC STUDENTS>>**82>> Love Thy Neighbor**

At the University of Texas, El Paso, the Hispanic ministry (Destino) applied Christ's command to "Love thy neighbor." Another student organization had an office right next to Destino. The group, called Mecha, focused on political issues important to Americans of Mexican decent. The two groups organized a tailgate party together and are planning further shared parties and events. A few students from Mecha have come to Christ as a result of the relationships that are forming.

83>> IMPACT Forum

The Charleston Metro ministry has recently launched an IMPACT movement on one of their campuses. During African American month, they hosted a forum featuring a Christian minister and businessman who spoke on culturally relevant issues.

84 >>> Jesus Jam

At Morgan State in Baltimore, an African-American Bible study started something called Jesus Jam. A DJ plays Christian rap and hip-hop music and there is break dancing and step-dancing. A Christian shares how Jesus changed his life and others are invited to publicly respond, giving their lives to Christ.

85 >>> A Step in the Right Direction

At Morgan State in Baltimore, the Alpha Omega group has ten chapters around the city. This African-American organization is an alternative to a fraternity or sorority and they travel around performing "step" demonstrations. The school asked them to perform for potential freshman and it turned out to be a very effective outreach. The group will share a testimony and scripture.

86 >>> Team Work

The IMPACT (African-American) ministry at George Mason hosted a coffeehouse this year. They invited IMPACT students from another campus who had special talent. Campuses over an hour away came to help. There was scheduled talent, an open mic time, and evangelistic poetry and rap. It was very helpful to draw upon the resources of other IMPACT campuses.

87 >>> 3-on-3

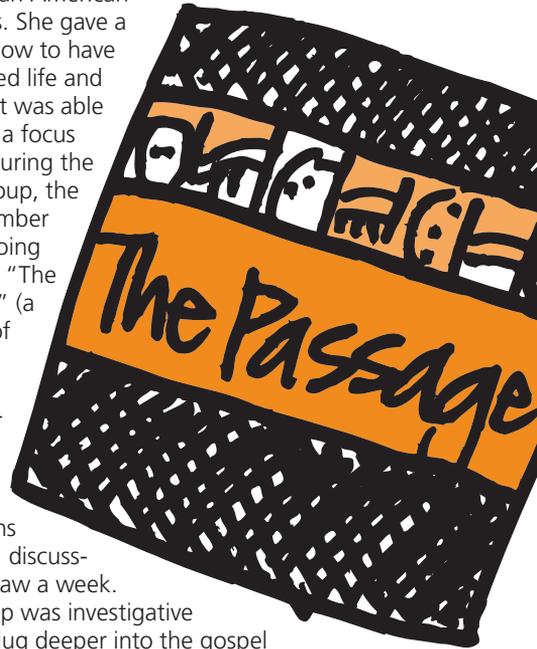
At Mississippi State, Campus Crusade created a 3-on-3 basketball tournament to reach African Americans. Every applicant received a package containing the Olympics-themed version of the "Fallen But Not Forgotten" minimag, a T-shirt, a soda, candy, and a copy of Josh McDowell's evangelistic paperback, "More Than a Carpenter."

88 >>> Hip-Hop Evangelism

At Syracuse University, Campus Crusade hosted the HipHopalypse, intended to attract African American rappers. Christian rap acts from New York City performed at the event. One of the rappers shared his testimony and the gospel.

89 >>> Women of Wisdom

At the University of Louisiana, Lafayette, one of the female staff members started visiting the African American sororities. She gave a talk on how to have a balanced life and from that was able to begin a focus group. During the focus group, the staff member began going through "The Passage," (a version of the Four Spiritual Laws designed with African Americans in mind), discussing one law a week. The group was investigative as they dug deeper into the gospel each week.



90 >>> Finding Their Identity

The Epic (Asian) ministry at UCLA hosted a seminar focusing on Asian Greeks. They brought in four prominent Asian Greeks who spoke on the Asian American identity. They

also brought in an Asian American psychologist who shared his story. The seminar was set up as a pledge event, and so, many students attended for points.

91»» Free Boba

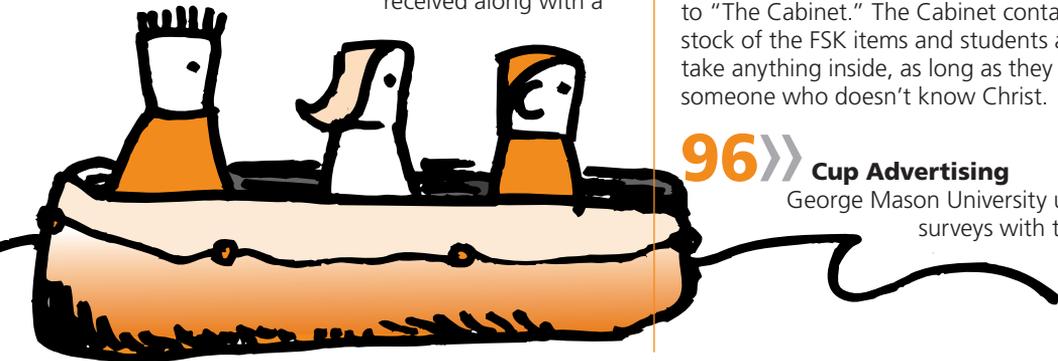
The Epic movement at UCLA found a great way to publicize their weekly meeting. During orientation in the student union, Campus Crusade advertised that there would be free Boba at their weekly meeting. Boba is tapioca milk tea and very popular among Asians. Over 100 students attended the weekly meeting.

FRESHMEN»»

Many of these ideas involve something called an FSK, which stands for Freshman Survival Kit: a goodie bag for freshmen containing a Bible and all kinds of fun toys like a CD, slinky— even a superball.

92»» Get Wet

Freshmen crave adventure in college. At the University of Montana, Campus Crusade staff members played to that craving by sponsoring a Labor Day rafting trip. The day trip was included on a list of all the events planned for the fall by Campus Crusade, which freshmen received along with a



Freshman Survival Kit during the first two days of school.

93»» Break Up

Why use the FSK all at the same time when you can distribute the components separately to different audiences? That's a creative idea being used at Indiana University. After hosting a three-on-three basketball tournament, the losers all received a FSK as a consolation prize. In one of the fraternity houses, a student passed out 80 copies of the apologetic book, "A Case for Christ," and the Bibles were given to the football team.

94»» Personalizing Evangelism

University of Wisconsin, LaCross doesn't distribute FSKs right at the beginning of the year. However, six weeks into the semester at Campus Crusade's fall retreat, students sign-up to give FSKs to their friends. This personalizes the evangelism and gives the freshman an opportunity to step out in faith.

95»» The Cabinet

When it comes to FSKs, Baltimore Metro likes to spice things up a bit with coupons from local businesses and restaurants. After distribution, if there are extra pieces left over like the CDs, toys, or books, they add them to "The Cabinet." The Cabinet contains extra stock of the FSK items and students are free to take anything inside, as long as they give it to someone who doesn't know Christ.

96»» Cup Advertising

George Mason University uses surveys with the FSKs.

This year, they also added a white, plastic cup printed with their logo, meeting time and place.

97 >> Going Hungry for Jesus

At East Tennessee State University, staff members include an evangelistic, freshman CD-ROM in the FSKs. The plan is to do it four years in a row. The project is student-funded and the students are challenged to give up one meal, reinvesting that money toward the project.

98 >> Senior Days

The University of Southern Mississippi starts early with incoming freshmen. They pass out FSKs to every high-school senior attending high-school senior orientation days on campus. They also get their email addresses in order to contact them in the fall.

99 >> Strategic Location

Staff members at South Dakota State try to maximize campus events. Each fall, they set up a big banner between the main freshman dorm and the site of the "beginning-of-the-year picnic." From this prime location, they give away FSKs and root beer floats.

100 >> An X-Box Giveaway

The University of South Dakota adds a bit of a twist to their FSK distribution by using an X-Box. Last year, when they distributed FSKs without the X-Box, they received a total of 196 surveys that included a variety of ages. This year when they used the X-Box, they collected 450 surveys that were only freshmen.

101 >> Putting FSKs in the Right Hands

At Cal State, Chico, staff members make sure to get the FSKs in the hands of the influential

people on campus. The RAs receive them so they will know what their dorm residents are receiving. Student leaders receive them, as well as the Panhellenic counsel. The rest are distributed in front of the dining hall.

102 >> Freshman Dessert

The University of North Dakota hosted a dessert for their freshmen leaders. During this time, the ministry's vision is communicated in the hopes that they will learn the importance of reaching their freshmen class.

103 >> Getting Plugged In

During the first week of school at the University of Florida, Campus Crusade rents out a rock climbing gym and lets the students use it for free for four hours. A band plays, appetizers are served, and the freshmen learn about the ministry.

104 >> Direct Line

At Southwest Texas State, Campus Crusade came up with "Direct Line" strategy. A local telemarketing firm trained students in how to ask the right questions. The ministry bought the student database from the university and sent out postcards in advance to let people know that they would be contacted. The survey included questions like, "What made you come to Southwest?" and "What's been the hardest part of school?" Then the survey took a spiritual turn and asked, "Do you go to church?" and "Have you heard about Campus Crusade for Christ?" At the end, the student is offered either a FSK or a student planner. The students were paid to make the phone calls and at the end, they would rate how they felt the conversation went and whether or not the person was interested in getting involved. The calls generated thorough contacts for follow-up.

“ On the night of the big social, pumping music and flying t-shirts filled the air. ”

Who doesn't like ice cream? Every Fall semester, Baylor students involved in CRU, Destino, and Impact throw an all-freshman Ice Cream Bash. Students organizing the annual event blitz the campus with advertising by stuffing 5,000 mailboxes, chalking the sidewalk, hanging up posters, and handing out flyers.

On the night of the big social, pumping music and flying t-shirts filled the air. Freshman Survival Kits were on hand, a Sony Playstation II was given away, and, of course there was ice cream. Nearly 500 students packed the room plus hundreds signed up for more information. Every

name will be contacted for evangelism and discipleship.

“We are excited about reaching students of all ethnicities on campus,” says staff member Lori Fleener, “and this event was a helpful and fruitful first step.” *

106 >> Ministry Brochure

Campus Crusade at Southwest Texas State designed a ministry brochure, and through a mailing company, they sent 5,000 copies to students' home addresses two weeks before school began.

107 >> Camp Out

A camping trip is a great way to gather freshmen believers at Oklahoma State. To build momentum in the fall, the freshmen go on an overnight camping trip the first week of classes. The site is close to campus and the time serves to build relationships and to form a team of people to assist the ministry.

108 >> **Best of Boulder**

The University of Boulder wanted to move to the next level with technology so they have been using the “Freshman Experience” CD. There are eight different interviews on the CD, including Christian and non-Christian points of view. The CD also includes information about Campus Crusade’s weekly meetings and local churches. The CD is sent out to 6,000 on-campus freshmen and is set to arrive within the first couple days of school. A Nalgene bottle is given away to the first 100 students who fill out a survey through the CD. The cost is about \$12,000.

109 >> **Orientation With a Purpose**

In the Chicago Metro area, upperclassmen come back to school early to help the freshmen move in. Some of them sign up to be orientation leaders for the sole purpose of meeting the new freshmen.

110 >> **Public Address**

Staff members at Lawrence Tech University have received permission from the school administration to address the freshmen orientation groups. A student is allowed to explain the ministry of Campus Crusade during this time.

111 >> **Class Unity**

At the spring retreat at Indiana University, staff members pit the classes against each other in competition, class against class. The winning class gets a pizza party.

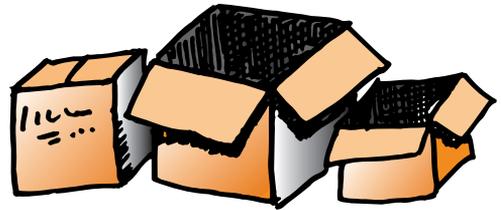
112 >> **Getting to Know You**

At Northwestern, Campus Crusade conducts registration line surveys of all incoming freshmen. Despite the fact that freshmen start a week before everyone else, Campus Crusade

students return early to help the freshmen move in. They also hand out printed invitations to an off-campus party. They have done this for three years and every year it gets bigger and bigger. It’s a great way to get to know believers and non-believers.

113 >> **Move-in Day**

On freshmen move-in day, returning students at Indiana University help the new ones move in to their dorms. About 100 students will divide up, all wearing the same T-shirt, and head to the dorms to help the freshmen move in. They hand the new students a flyer that advertises Campus Crusade.

**114** >> **Traditional Surveys Work**

Traditional surveys work well in the fall for Ohio University. On the first day of classes, all of the questionnaires are put in a database and the Campus Crusade students knock on the door of every single Bible study contact. Their goal is to follow-up with every person expressing interest in a Bible study within the first nine days of school.

115 >> **“3 on 6”**

At Brown University, three upper-class students involved with the ministry are given the names of six freshmen who were contacts from earlier outreaches. With three students all sharing responsibility for the same six, it is less likely that one might “fall through the cracks.” The plan is to demonstrate genuine care for the freshmen and to reach out to them.

116 >> Dorm Life

Staff members at Montana University encourage their students to move back in the dorms so they can meet the freshmen. Campus Crusade students are trained to think strategically about how to reach everyone in their dorm, and how to build relationships with the residents. As a matter of spiritual encouragement and to emphasize the seriousness of this sacrifice, the staff members commission the upperclassmen before they move into the dorms.

117 >> "Is There A God?"

The University of Montana sent mailings into the freshmen dorms that included the ESC (see p. 98) article, "Is There A God?" along with coupons from local businesses. Comment cards were also used so the students could mail them back to Campus Crusade. No postage was necessary since they were using campus mail.

118 >> Great Race

Rafting provides an opportunity for team building at the University of Oregon. Staff members try to gather the freshmen to go to the McKenzie River for a rafting competition. It's a great way for the students to work as a team and to start building relationships.

119 >> Branding

The staff members at Penn State University wanted to create an effective brand for Campus Crusade. They hired a graphic design firm who designed a logo, used in conjunction with black and white photos. They also created a five-minute video and sent postcards advertising the video to the homes of incoming freshmen. When they arrived on campus, the video was waiting in their mailboxes. Billboards were posted across campus and ads were put in a magazine that the freshmen read.

120 >> Dinner Giveaways

During the first week of school at the University of Virginia, Frisbees, stadium cups, water bottles, and mini footballs are given out in the dinner line. Campus Crusade students conduct one-minute questionnaires and then do follow-up.

121 >> Crusade Cook-out

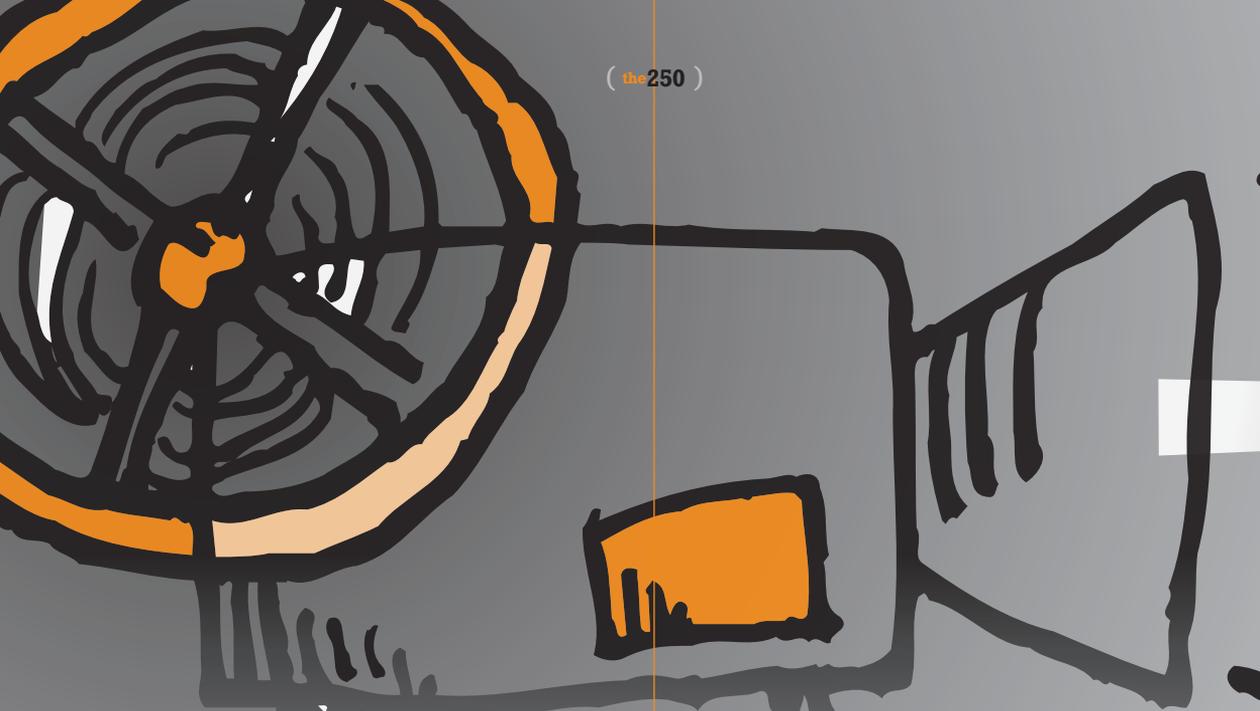
Campus Crusade at Eastern Kentucky created a partnership with the university during freshman orientation to host a cookout. The university pays for the cookout and Campus Crusade students come back early to help the new freshman move in, to serve the food at the cookout, and to run the music.

(For returning students, it's promoted as a mini-missions trip.) Comment cards are handed out at the beginning of every food line asking students if they are interested in being in a Bible study.

122 >> Freshman Retreat

Campus Crusade at UNC, Chapel Hill hosts a freshman retreat. On the first weekend of the school year, everyone gathers for fun and to hear several talks on having a healthy college life. The seniors return a day early and are very intentional about connecting with the new freshman.





DAMAH

SPIRITUAL EXPERIENCES IN FILM

Reaching every student with the gospel includes engaging students at every point in their spiritual journey. The Damah Film Festival: Spiritual Experiences in Film is one attempt to connect with students who are early in this journey and who have little desire to interact with Christians.

Although not a ministry of Campus Crusade, Damah has produced several tools we can use on campus. For the last couple years they have encouraged filmmakers of all skill levels to tell stories that capture raw, truthful moments of spiritual redemption, struggle, inspiration, or surprise. The result is a collection of eloquently told stories from many perspectives that challenge students to consider the spiritual side of life. The last two years they've received over 300 submissions and screened approximately 150 films at their annual 3-day festival in Seattle.



“For the last couple years they have encouraged filmmakers of all skill levels to tell stories that capture raw, truthful moments of spiritual redemption, struggle, inspiration, or surprise.”

We've all known for years that the emerging generation is heavily influenced by entertainment media and deeply moved by the power of story. Damah offers two DVDs, each with 10-15 stories as well as a touring festival that can be tailored to an individual campus' needs. Each story, chosen for its ability to raise a legitimate spiritual issue or question, can reach into a student's life, touch their emotions and produce a greater willingness to reveal what's going on inside. This “teams” well with some of our other approaches that engage the mind more than the emotions. Because the films have a variety of perspectives, students with false perceptions of Christianity have the freedom to interact with us.

How can you use them? Here are a few ideas to spur your thinking:

Individually:

Stories on the DVD and the Damah Website deal with themes of grace, God's Sovereignty, misconceptions of Jesus, favor with God, the need to worship something, and many other topics. Send students to the site or loan them the DVD to watch a single film that's pertinent to an issue in their lives.

Small Groups:

Have students host a study break on their dorm floor once a week where they view a 10-minute film and discuss it for 20-30 minutes. Simply listening to the discussion will produce uncanny insight into the lives of those that they've been praying for.

Use selected films as a discussion starter for the 7 themes of Life@Large.

After a couple weeks of viewing spiritual stories together have students begin to share their own spiritual story.

Large Groups / Campus-Wide Events

Host a Damah Touring Festival on campus tailored to your specific needs. Because Damah is not perceived as a Christian event, you might partner with the film department or the inter-faith council and have them help cover costs. Work ahead of time with your students to help them understand the themes in the film and questions to ask. It's a great way to offer something compelling to the campus community while opening a plethora of opportunity for discussions on the spiritual nature of life to start all over campus. **For more information or to order go to p. 72. ***

123» Investigating God

This year, UC Davis tried GIGs (Groups Investigating God, an evangelistic Bible study developed by IntersVarsity Christian Fellowship). Figures show that GIGs are becoming effective in giving students the opportunity to discover Jesus in a safe community. Many students have come to Christ in this relational style, evangelistic small group. To learn more about GIGs and to order the Bible study series, visit www.gospelcom.net/cgi-ivpress/book.pl/code=2024/.

124» Cup and Coke

For the first six weeks of classes, Iowa State University focuses on the freshmen. One way they do that is by printing 2,500 plastic cups that have the football schedule on one side of them. They stick a soda can inside and pass them out with a spiritual interest survey.



125» Letter of Encouragement

The Milwaukee Metro ministry connects with the new freshmen through the Christian faculty on campus. Staff members send them letters on behalf of the faculty. The letter asks how their first year of school is going and lets them know that someone will be stopping by to see how they're doing and to drop off a helpful book, "More Than A Carpenter." When a staff member visits a student, they go through a freshman survey with them and ask if they're interested in hearing about the gospel.

126» Stout Socials

UW, Stout hosts a freshman ice-cream social; the invitation comes with a plastic spoon tied to it. The event isn't particularly evangelistic, but it does gather freshmen. In addition, Stout has bonfires and cookouts at apartment complexes and many students that go are freshmen.

127» Professors and Planners

Campus Crusade at Texas A&M use the Christian professors to distribute freshmen planners. The angle is that the students are receiving them from someone that they respect.

128» Prep Work

The San Antonio Metro team created a college prep seminar aimed at graduating high school seniors. The seminars use multi-media and humor to help seniors understand the realities of college. Seniors enjoy the College Prep Seminars for their wise insights, biblical challenge and creative presentation. For more information, visit www.collegeprep.org.

129» Interactive CD

Staff at Southwest Missouri State put together an interactive CD that included video

clips of meetings, Bible studies, the gospel of John, Life@Large, and the Four Spiritual Laws. For three years, they have distributed the CDs, totaling around 4,000. They created a perception among students that Campus Crusade is a “cutting-edge,” even trendy, group. However, the students weren’t viewing the CDs, and so next year they plan to pass out student planners.

FRINGE GROUPS >>

130 >> Building Bridges

At the University of Wisconsin in Madison, Campus Crusade hosted an Easter debate between a Christian and an atheist. The topic was the resurrection of Jesus and the event took place in the middle of campus. To build further bridges to the atheist club, students from Campus Crusade play paintball with the group.

131 >> Connecting with Diverse Groups

Baltimore Metro has looked for ways to connect with other groups on campus. They have found that doing service projects together is a helpful way to form relationships. On one of their campuses, they teamed up with a homosexual group to run a food drive. Through the project, the students got a chance to know the Christians and some even attended a Bible study. The two groups got to know each other in a non-threatening environment. Some of the students from the other group had been raised in church and were interested in checking out what Campus Crusade was about.

132 >> Alternative Evangelism

At Ball State University, various students have been attending the gay/lesbian club. One of Campus Crusade’s student leaders went

regularly to the club and was nominated to be an officer. However, he hadn’t told anybody that he was a Christian. He wasn’t elected. In addition, Bible studies have popped up in the theatre, dance and music departments. It has been a great way to reach out to those living alternative lifestyles.

133 >> Deliverance

At Baldwin Wallace, a student who lives in a majority homosexual dorm started a group called “Deliverance.” The topics have included homosexuality and eating disorders. The group has been seeing 11 attend each week with a total of 20 students walking through the door. All those attending have been non-Christians.

134 >> March On

At the University of Colorado, Boulder, Campus Crusade has joined the gay/lesbian students in their marches as a way to show that they don’t have hateful feelings toward them.

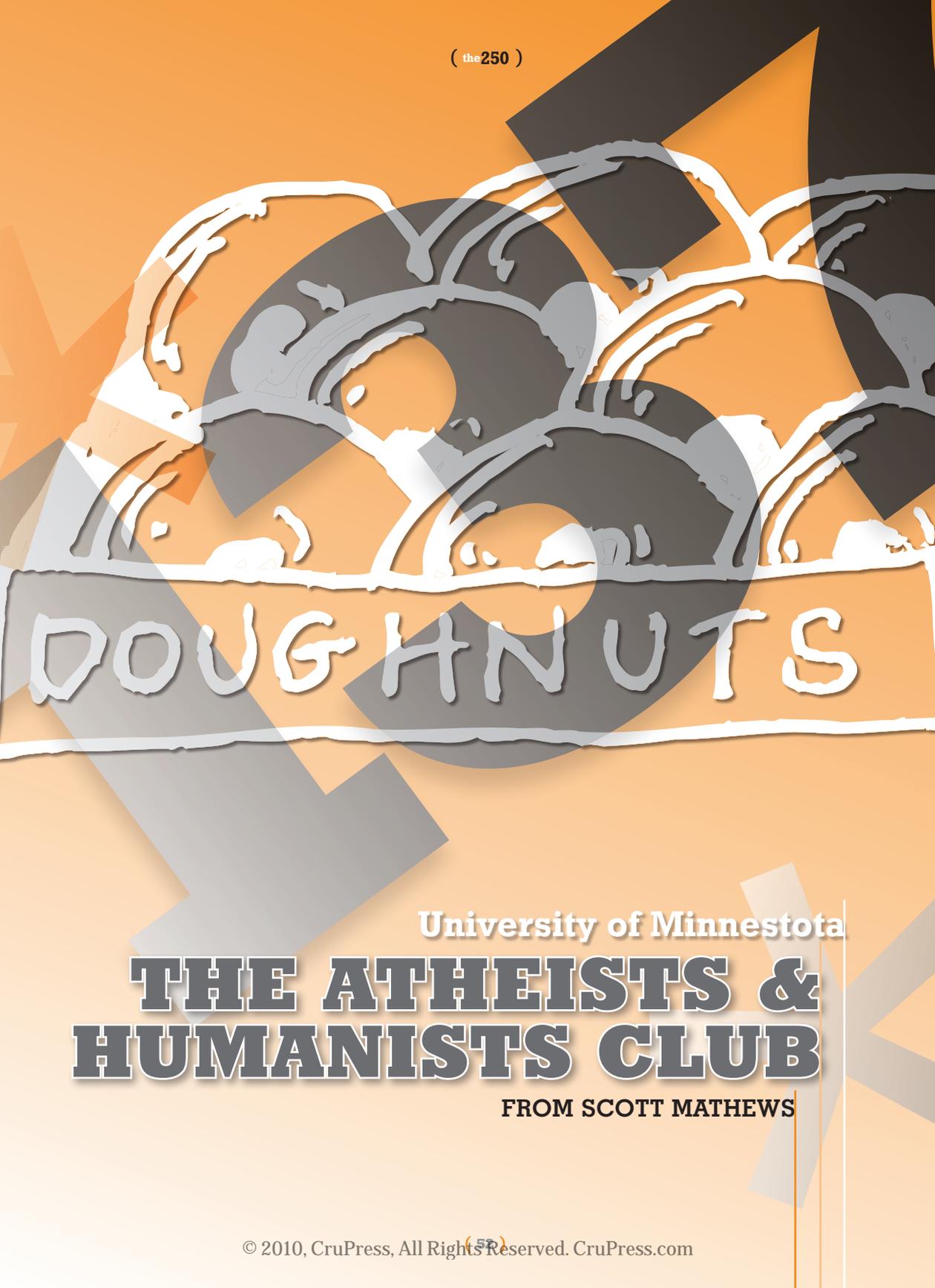
135 >> Set Free

At Central Washington University, the gay/lesbian club performs a gay wedding every year during abstinence week. This year, Campus Crusade brought in Bob Blackford to share his testimony of contracting HIV through homosexuality. Bob shared to a packed house how God set him free from the homosexual lifestyle.

136 >> Searching

When Iowa State did the “I Agree With” campaign, the president of the Atheist club began to attend Campus Crusade’s weekly meeting. Relationships were being built between the two groups and the treasurer of the Atheist club also started attending Bible study.

(the250)

A stylized illustration of several doughnuts with white frosting and colorful sprinkles. The doughnuts are arranged in a cluster, with some overlapping. A large, semi-transparent 'X' watermark is overlaid on the entire image. The background is a warm orange color with geometric shapes.

DOUGHNUTS

University of Minnesota

**THE ATHEISTS &
HUMANISTS CLUB**

FROM SCOTT MATHEWS

“Sure we’re curious about the lecture, but mostly we are here to thank Charlie for the doughnuts and the invitation.”

When Charlie, a Christian, walked into the Atheists and Humanists Club meeting at the University of Minnesota, he wanted to extend an olive branch to the group. So, with a box of doughnuts in hand, he introduced himself and said, “I’m a Christian and I’m involved with Campus Crusade for Christ.” Then Charlie invited the 13 club members to an assembly with prominent Christian chemist Dr. Fritz Schaeffer called

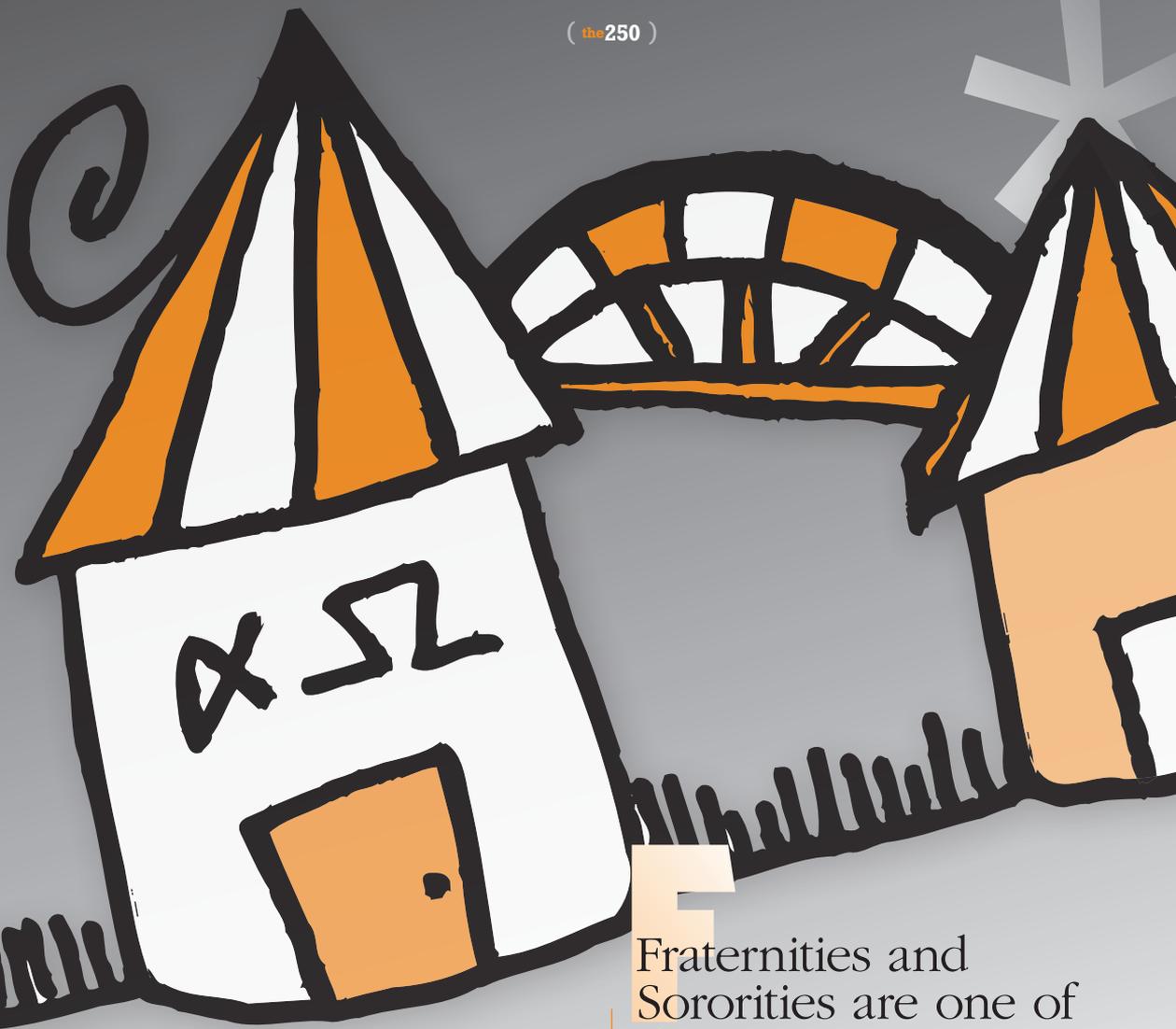
“Christianity and Science: Friend or Foe.”

More than 400 students attended Schaeffer’s presentation-plus all 13 students from the Atheists and Humanists Club!

One member of the Atheist club said, “Sure we’re curious about the lecture, but mostly we are here to thank Charlie for the doughnuts and the invitation.”

Charlie asked the club members to complete a five-question spiritual interest survey. The last question on the survey read: “If you rated all your desires on a scale from 1-10, with those things you desire most being a 10 and the things you desire least being a 1, where would you put your desire to know God?”

Four of them wrote the number 10, one wrote 8, and another wrote 7. Only 5 of the 13 expressed no interest. *



Beginning a Ministry in a Fraternity or Sorority

BY ISAAC JENKINS

(Excerpt taken from the book "Becoming an insider in Greek ministry")

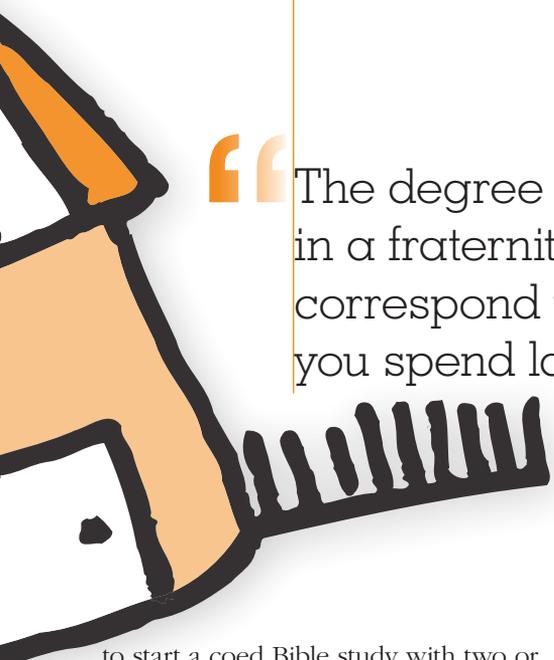
Fraternities and Sororities are one of the most strategic places to invest your time in ministry. Here are some ideas to get you started.

Longevity

The degree of ministry success in a fraternity or sorority will correspond to the span of time you spend laboring there. Strategies and methods are important but it often takes three to four years to see real fruit.

Getting started

Start by targeting the three top fraternities or sororities. My first goal is



“The degree of ministry success in a fraternity or sorority will correspond to the span of time you spend laboring there.”

to start a coed Bible study with two or three pledge classes. Ask the girls which fraternity pledge class they would like to invite over for a coed study. Always have the study at the sorority as some girls feel intimidated walking into a fraternity.

Meet the Pledge Trainer

Always meet the Chapter's pledge trainer early on. Talk with them face to face so they know you are a normal person. Go by the house during lunchtime so you can sit and talk.

Most need speakers to fill their weekly pledge meetings. I offer talks on time management, making wise decisions and setting goals. Recently, a two-part talk on manhood has gone over so well that I doubt I will ever speak on anything else.

Starting a Bible study: Freshmen

It is imperative that you hold the study at a time convenient for them. I have found that before dinner, early in the week, at their house, is a good time. Later in the week is not good because many are looking ahead to the weekend.

Bible Study Ideas

There is really no “magic” study that is “THE” answer to reaching Greeks. Campus Crusade and Christian bookstores are full of good ideas. Some of the best studies I have led are simply studies where I have walked a group through a book that they were interested in. Model openness and they will open up to you.

Evangelism with Freshmen

Do the bulk of your evangelism in the fall, when you have the opportunity to meet with more guys and spend time with new believers. The second semester is when I focus on discipling new believers. Grow your ministry in the first semester, build into it in the second semester.

Evangelism With Upper Classmen

Befriend the actives as well. As I develop a relationship with a few guys and begin a house study, I then follow up each new active and share Christ with him. *

*For more information and resources about working with Greeks, check out: 4greeks.org

GREEK STUDENTS>>

138>> **The Dating Game**

Welcome to the Dating Game at Stephen F. Austin University. Four guys from four houses participated in the game. Their friends came to cheer them on. A total of 80 sorority women and 70 fraternity men attended. One guy and one girl emceed the event. The bachelorette was a sharp Campus Crusade, sorority girl and the event was hosted in her sorority house. The winner got a double date with her and a staff couple. Contact cards were used, but there was more of a response from the women. A short, 15-minute talk was given on relationships. Announcements were made the week before the event in each of the Greek houses. The announcement indicated that there would be a short talk after the event.

139>> **Greek Game**

The Arkansas Metro ministry hosts a fun game for the new pledge classes each year. Around 60-100 students participate. A sorority and fraternity president will each go up to the front and are asked five questions that are fun ice breakers. Then, everyone breaks up into small groups to discuss different questions.

140>> **Spreading the Word**

The Chicago Metro ministry distributes brochures to all the Greek houses. The brochures are targeted for the presidents and share about the different talks that Campus Crusade offers that will assist Greek students with their spiritual lives, their grades, and living with a purpose.

141>> **Cokes and Greeks**

Michigan State uses coke surveys with the Greek students. They ask them, "Do you

want to get together and get a coke and talk about spiritual things?" They also utilize a local police officer who is a former Campus Crusade staff member. He is a chapter advisor for one of the fraternities and speaks a lot on risk management.

142>> **Greek Day**

Southwest Missouri State hosts a "Greek Day" as a way to thank the Greeks for their community service. Campus Crusade helps out with the event where there is a guest speaker who usually ends up sharing the gospel.

143>> **Testimonial**

At the University of Virginia, a student who had struggled with alcoholism shared about his battle and his faith in a fraternity house. Thirty men attended the outreach and ten were interested in meeting with someone.

144>> **Greek Cookout**

At Eastern Kentucky, Campus Crusade hosts a Greek cookout where they invite Greek presidents and ask them to bring their chapters. Around 400 come each year and some of them use it as a philanthropy event and bring canned foods. Staff members distribute Greek planners and a few students share about the weekly meeting and how to get involved with the ministry.

145>> **Greek Serenades**

In Milwaukee, Campus Crusade enjoys hosting a Christmas program for the sororities each year. The guys' role is to serenade the women with different Christmas carols. The singing and dancing progressively gets goofier, and then they transition into something more formal and sing a more polished song that really blesses the women. They also leave a basket of candy along with an encouraging Bible

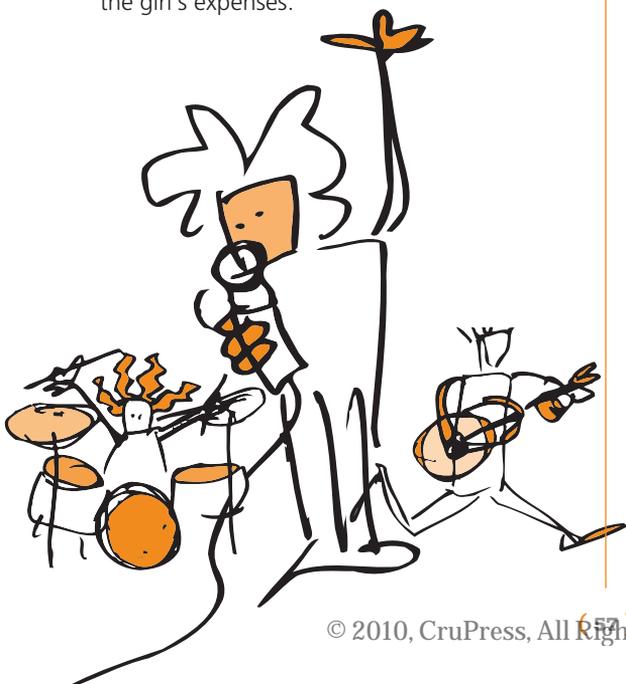
verse. This is done year after year so that when these students connect with Campus Crusade again, they might be more inclined to become involved.

146» All Greek Mixer

There had never been an all-Greek freshmen mixer at Texas Christian University until Campus Crusade got involved. The staff helped to sponsor the first one on campus. Each fraternity initiated with a sorority to escort them to the event. Pizza was donated and a fun, five-minute survey was conducted with the students in the end.

147» Rock-A-Thon

At Towson University, one of the members of the Alpha Gamma Delta sorority was injured in a car wreck. She was also involved with the ministry so Campus Crusade partnered with her sorority to host the Rock-A-Thon, a community event that was used to raise money for the girl's expenses.



INTERNATIONAL STUDENTS»

148» Home and the Meaning of Christmas

by Kimberly McCarty, JMU

What better place to reach out to international students at Christmas-time than your home? Staff member Kimberly McCarty and her church worked together to host three Christ-themed parties for 17 students from countries like Holland, China, Latvia, Mexico, Ecuador, Yugoslavia, Nigeria, and Bulgaria.

Her church provided the guest speakers and the refreshments. Two speakers told the Christmas story using the nativity and another speaker used a Christmas tree prop, outlining the gospel with the ornaments on the tree.

Everyone also made a craft (called a Christingle, originally from Marienborn, Germany), lit candles and sang "Silent Night" and "Joy to the World." At the close, each student received a gift-wrapped *JESUS* film DVD with an ornament attached to the package.



149» Coffee House Builds bridges

To reach international students in the Seattle area, Campus Crusade opened a weekly coffeehouse, open just before or after the weekly Campus Crusade meeting. There is no program, just a room filled with coffee makers, snacks, and music. A perfect environment for conversations to happen between the Campus Crusade students and the international students they know.

150 >>> Thanksgiving with International Students

International students can find themselves alone during Thanksgiving week. One staff couple at East Tennessee State sponsored a Thanksgiving meal for international students. The couple's church graciously provided the food and the extra amenities.

151 >>> International Fashion Show

International students often miss their home country and their culture while studying here in America. Campus Crusade at East Tennessee State saw an opportunity to connect with international students and allow them to share their cultures with each other. In a partnership with a campus international organization, Campus Crusade staff members and students helped organize an international fashion show. International students wore their cultural dresses, and explained a little about their countries. The fashion show also allowed Campus Crusade students to show their interest in other cultures.

152 >>> World Religion's Panel

A World Religion's Panel was organized at the University of Oklahoma in conjunction with the Hindu, Muslim, and Jewish groups on campus. Only the Buddhist group chose not to participate. The goal was to highlight four questions and the corresponding answers from each religion.

At the catered event, people were assigned tables and provided a list of guided questions. Trained students sat at each table to help explain Christianity and to begin building relationships with the international students.

153 >>> Talk Time

The ministry at Central Washington has a specific focus on international students. They help them practice English through "Talk Time," and host social activities like progressive dinners.

154 >>> Planet Partners

University of Mississippi staff members encourage their students to get involved with the "planet partners" program. This university-sponsored program provides an easy link with an international student on campus.

155 >>> Custom FSKs

One campus customized their FSKs for Japanese students.

156 >>> Where's Your Focus?

At Dickinson State University, staff members encourage a focus on reaching the Chinese and Japanese students. They've given away Chinese and Japanese Bibles, as well as the JESUS film, and they've watched the film with the students.

157 >>> Center of English as a Second Language

You may not have to look beyond your own campus to find strategic partners in ministry. The students at the University of Oklahoma sought out the Center for English as a Second Language, offering to help international students learn English.

158 >>> Using the JESUS film on campus

Imagine being in a country that doesn't speak your native language and yet being able to watch a video in your own language.



“Nick joined the cricket club!”

159 >>
Minnesota State University
CRICKET MINISTRY

BY PAUL SCHOLTEN

Nick, a student involved in the campus ministry at Minnesota State University- Mankato, had a great ministry idea while watching the cricket club do a half time demonstration at a basketball game. Nick noticed that all the players were from Middle Eastern descent-students he doesn't connect with day to day.

So, Nick joined the cricket club! As Nick has learned, Middle Eastern cultures values relationships. As he builds friendships with these men, Nick can share with them what God means to him. *

Campus Crusade at the University of Oklahoma researched the demographics of international students and freely provided them with JESUS films in their native tongues. To receive a copy of the film, the students had to sign a card to indicate the specific language and could check off, "I'd be willing to give my feedback on the film."

160 >> Reaching International Families

Campus Crusade at Southern Methodist University sought to reach out to the international families. They hosted an Easter event, inviting the wives and children of international students. They offered an arts and crafts time for the kids, explained the meaning of Easter, and then showed the JESUS film.

161 >> International Kits

Michigan State is a campus with large numbers of international undergraduates. To reach these students, Campus Crusade put together International Kits and passed them out. A local church paid for the kits and local businesses provided coupons. A survey was included asking the international student if

he/she wanted to get together with someone who would help them learn English or who would take them to get groceries. This idea also worked well with churches that wanted to pair international students with host families.

162»» A Holistic Approach

A few students at UW LaCrosse have moved into the International Hall with the intention of building relationships with the international students.

In addition to sharing life with the international students, FSKs (Freshman Survival Kits) were given out along with a booklet called "How to survive in the US." Bible studies were also hosted within the hall.

MEN»»

163»» A Time To Get Away

The Twin City Metro ministry took a retreat away from campus as a way to focus on the men. They actually went to an AIDS camp where there was a need for some construction work to be done. The men stayed at the camp for a whole weekend. They divided their time between working at the camp, listening to some talks, and having some fun. The retreat was successful in getting the guys into a new environment where they could work together and get to know each other better.

164»» Pulling An All-Nighter

At the University of Florida, Campus Crusade rented out a gym and opened it up for an all night event. There was a good blend of activity, content, and food. There was a basketball tournament and then times out for lessons on David and manhood.

165»» Final Four Outreach

At the University of Wisconsin, Oshkosh, Campus Crusade hosted a Final Four outreach. Articles were handed out about the Final Four and everyone on campus was invited. A football player gave his testimony during halftime and a DVD player was given away at the end.

WOMEN»»

166»» Stanford Speaker

At Stanford, Campus Crusade utilized a student who had struggled with an eating disorder her freshman year. By the time the girl was a senior, she had developed a dorm program. After giving her program, she encouraged the girls to join a four-week investigative study. In the future, the staff plan to partner with the Women's Center to host similar programs.

167»» A Vision for Athletes

Part of the vision statement of Campus Crusade at Southern Methodist University is to reach every part of campus. The staff women were asked to each target an athletic team. They were to initiate time with the coaches, the students, and to set up a chaplain time. One hundred AIA magazines were ordered for the soccer, golf, swim, and rowing teams. Strategies used were ordering Michele Ackers' book for the soccer team, breakfasts after swim practice, a talk on taking care of every area of your life (physical, mental, and spiritual) and personal testimonies.

168»» Freshman Fashion Show

At Southern Methodist University, Campus Crusade wants to be seen as an informed ministry and relevant in the eyes of the world. To target the needs of some of the young women,

Campus Crusade began hosting a fashion show for those going through Rush. 750 invitations were sent out and 350 women attended.

Dessert was donated by a bakery and coffee by Starbucks. The clothes were also donated from stores including Ann Taylor and Kenneth Cole. The models were all young women involved in Campus Crusade Bible studies. Former Miss Arizona, Stacey Kole, spoke and tailored her talk around sorority Rush. The young women got the feeling that Campus Crusade understood what they were going through and that they wanted to help prepare them for it.

Every girl attending the show received a Freshman Survival Kit that was customized for the fashion show. The guys got involved behind the scenes by helping to set up and by serving the beverages. Now, Campus Crusade is partnering with Panhellenic to host the fashion show. Flyers are sent out to advertise the show and it's put on the school calendar. The styles worn during the fashion show are posted on the local ministry's web page as well as the testimonies of four sorority women who received Christ.

169» To Pledge or Not to Pledge

"To Pledge or Not to Pledge" is an evangelistic dorm program for young women at Baylor University. This program attracts the girls who are thinking about pledging a sorority. One sorority woman and one non-sorority woman share their different points of view. The program ends with a talk that challenges the young women to think about what their hope is really in.

170» Conversation and Cuisine

One female staff member at Baylor University runs a ministry home for girls. She opens her home to young women involved with Campus Crusade and they use it to host outreaches. The girls invite their non-Christian friends to

dinner every month. The staff member reminds them in advance that they're responsible for bringing a friend who needs to hear about God. After dinner, the staff member shares a salty nugget from the Word. She got the idea from the book, "Conversation and Cuisine" which talks about food and how to reach out to those who need to hear the gospel.

171» Dating 101

During the first semester at Baylor, female Campus Crusade staff target the girls through "Dating 101," an evangelistic talk on relationships. The girls all gather in a female staff member's home and she shares about the "crush cycle" and how to get out of a crush. The gospel isn't shared during the program, but it opens the door for later opportunities.

172» Mary Kay Makeovers

At Elmhurst, the Chicago Metro team hosts a Mary Kay outreach where they offer free makeovers. They invite non-believers from the dorms. One of the staff members does a talk on beauty and girls are followed-up through comment cards.

173» Wedding Outreach

At the University of Toledo, Campus Crusade knows what subject will attract a crowd of young women. All of the women are invited to hear about how to plan an inexpensive wedding and what to look for in a husband.

174» Greek Alumni Reach Out to Sorority

At Ball State University, Campus Crusade is taking advantage of Greek alumni. With one sorority in particular, the wife of a former congressman is an alumni. She and her husband opened up their home to a few sorority girls and cooked them dinner. Afterwards the alumni shared their testimony.

(fac250)



Texas Tech

MINSTERING TO WOMEN

BY KATHERINE HILL

“I’ve been to many programs, but I have never seen so many women attend.”

Women on campus today will either be struggling with an eating disorder or know a friend who is struggling with an eating disorder. In order to address this issue and communicate the gospel we brought in Stacey Kole last February. Stacy spoke regarding the facts and issues surrounding eating disorders and then interjected a brief 5-minute testimony of how she overcame her disorder through a personal relationship with Jesus Christ.

Student Life and Panhellenic co-sponsored the event with us. Most of my ideas of how to market the event came through learning about how the campus advertises for events and from how Tech advertises for Body Awareness Week.

We blitzed the campus by putting banners on all buses on campus, sent letters to all human sciences, psychology, food

and nutrition and family studies departments asking for professors to give extra credit to their students for attending the event. We sent a postcard to every woman on campus which involved getting a mailing list from campus, purchasing the labels, and we spent \$160 to mail the postcards. Some of the sororities made the program mandatory and some were able to earn Greek week points for attending.

It was all worth it to see 600 women attend, and 346 fill out comment cards with 151 indicating a request for more information about a relationship with God. The President of Panhellenic said, “I’ve been to many programs, but I have never seen so many women attend.” We were able to follow up the next morning at a coffee shop for Q&A with staff and other ministries on campus. Stacy visited 10 sororities so the women could interact with her and we went to dinner that night with the Panhellenic group. *

176» Crusade Coffee House

Campus Crusade students at Indiana University hosted a coffee house in a dorm. They brought in a mother who shared her experience in dealing with tragedy. There was free coffee from Starbucks and desserts.

177» Sharing with Student Moms

At the University of New Mexico, one of the staff mothers hosts a mom's group for student moms and over half are non-believers.

178» Spa Parties

At Iowa State University, Campus Crusade invested in paraffin wax machines and hosted spa parties as a way to gather young women. They set up the wax and massage oil and allow 45 minutes for the women to enjoy some time of relaxation and relationship building. Then, a staff woman gives a talk on the way women view themselves and the way God views them.

179» The Meaning of Beauty

"Inner Beauty, Outer Beauty" is a strategy used by the Milwaukee Metro ministry. They use Mary Kay cosmetics and give the girls a make-over. The gospel is shared at the end.

180» Christmas Tea

Christmas is a natural opportunity to talk about Christ and for the third year in a row, the staff women at Indiana University have hosted Christmas Teas to talk about the season's true meaning. This year, three separate teas were held—one especially for Greek women.

At the tea, staff member Sadee Connors explained how God gave the first Christmas gift ever—His son Jesus Christ. About five women accepted Christ both this year and last year.

"What a joy it was to have one of my Alpha Phi sisters become a sister in Christ that night," Sadee said. "A student involved in our ministry has been praying for Alpha Phi for two and a half years."

181» Taking A Break

Christmas study breaks have worked well in the past for the University of Wisconsin, Oshkosh. Campus Crusade invites the women on a dorm floor and everyone shares their Christmas traditions. Someone also shares the real meaning of Christmas and then there is an invitation to receive Christ. They have seen 10-15 women trust Christ each year.

