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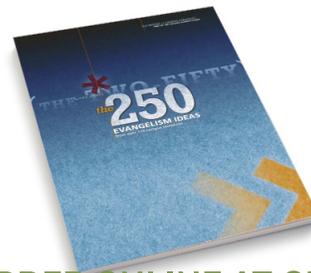
250 proven strategies used on campuses around the country. Creative, effective, cutting-edge ideas compiled from 170 Campus Crusade movements. Give a copy to student leaders and it will not only give them ideas, but inspire their own creativity in reaching the campus.

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



Prayer Evangelism

Evangelism is first and foremost a work of God. Therefore, the place to begin your evangelism is always with prayer. Prayer aligns us with the work of God and allows us the privilege of participating in his unfolding plan.

Certainly we need to pray for evangelism and the spread of the gospel. For example, Paul often exhorted the believers to pray for his witness to others (Colossians 4: 3,4), even as he prayed for the salvation of his own people (Romans 10:1). Later, you will read examples of campuses praying for evangelism.

But there are fresh winds blowing in the spiritual atmosphere of our culture. With these breezes has come openness to prayer as a common spiritual experience. The majority of people today claim prayer as part of their regular way of life. Though there is great divergence in whom they pray to and how they pray, the act of prayer can be common ground. In light of these realities, many have discovered prayer to be an effective means of outreach—praying not only for evangelism, but also prayer as evangelism.



Southern Connecticut
State University

PRAYER PRECEDES REVIVAL ON FOOTBALL TEAM

by Christian Martin

“Sowing in prayer reaped the blessing God had for our ministry.”

DPraying in front of the school library every day at 7:30a.m, for several months, may seem like a hard pill to swallow, but for the ministry at Southern Connecticut State University, it was the way God brought them together to see more than 20 football players receive Christ!

“One of the guys in our ministry is on the football team,” staff member Christian Martin said, “and one day the coach approached him to ask if he knew any pastors that would like to be a chaplain for the football team.” Christian said Pastor Rick started a Bible study with the players on Friday afternoons, and after a few months, more than 20 football players accepted Christ into their hearts -- even the head coach gave his life to the Lord!

“When He said we reap what we sow, He meant it,” Christian said. “Sowing in

prayer reaped the blessing God had for our ministry.” *

2>>> How Can We Pray for You?

One of the Bible studies at North Carolina State went door-to-door in the dorms and asked students one simple question: “How can we pray for you?” They used a prayer sheet to help remember all the requests. The next week, the group followed-up with those who asked for prayer with questions like “How’s your mother doing?” and “How did you do on that test?” The group was amazed by how open people were to prayer.

3>>> Faithful to 5

Oklahoma State is using the Lighthouse Strategy (Prayer, Care, and Share) to reach the campus. Students were challenged to come up with five names of friends they know that they can pray for, care for, and share with. For some, it’s the first time to share with someone they know personally. One girl kept praying for her friend during the year. Then one day, they went out to eat together. The girl asked if

she could pray before she ate. Praying before a meal was a big step of faith for her.

4>> Prayer Table a Spin on the Publicity Table

The students at LSU set up a table right in front of the student union, asking students for prayer requests. On the prayer cards, students could write their first name, prayer requests, and whether they wanted someone to contact them. Many students revealed significant things on those prayer cards. Campus Crusade did not post their banner above the table; they wanted to pray for their peers, not promote the campus movement.

5>> Prayer Circle

Every Thursday at noon, Morgan State students meet in a circle to pray at areas of campus that experience high foot traffic. This public prayer circle is especially common and accepted in the African-American community. Other Christian groups are encouraged to join.

6>> Science and Prayer: Do They Mix?

At John Hopkins Nursing School, Campus Crusade created a partnership with Nurses Christian Fellowship and organized a prayer table. The theme was “We’d like to pray for you.” In one hour, prayer requests ranged from concerns regarding the war and the economy, to more personal requests about children and classes. Snacks were also provided.



Ministry Evangelism

Through the years, Campus Crusade has been known for our intentional and strategic efforts in ministry evangelism. We have had the privilege of sharing Christ with countless college students who otherwise might not have had the opportunity to consider Christ. Evangelism in the ministry mode occurs when we intentionally reach out to another person with the purpose of witnessing to them (in contrast to the natural mode, in which we share with someone because of our relationship or natural connection). But ministry evangelism doesn't all look the same. There are countless examples of creative approaches, both to engage an audience and to communicate relevantly to them. The examples that follow will give you a taste of the creativity being used across campuses today.

Several of the next cluster of ideas relate to evangelistic media campaigns viewable, and downloadable, at escmedia.org (see p. 94). These ads are used to publicize the evangelistic website, everystudent.com (see p. 4). You might glance through these resources before viewing the following ideas.

LA Metro Team
**CELL
PHONE
EVANGELISM**

BY JODY HANFORD

“Call your Grandmother.”

Imagine cell phone themed posters all around your campus that say, “If the person on the other end was God, would you take the call?”

That’s how students at Mt. San Antonio College tapped into the electronic culture with a cell phone outreach, thanks to one student’s unlimited calling plan.

After two weeks of advertising, Campus Crusade students set up a table with a pop-up tent and blown-up versions of the flyers hanging off the side. Signs were also posted saying, “Free Cell Phone Calls Anywhere in the US” and “Call your Grandmother.”

Before making their call, students who came to the table were asked to go through a customized survey that included the question, “If God called in on your cell phone, what is one question you would like to ask Him?” Students and staff shared the “Knowing God Person-

ally” booklet and three students trusted Christ during the outreach! *

8>> Target Areas Revisited

In our niche society, the University of Northern Colorado avoids campus-wide evangelism events. Instead, they focus on community groups, like students in the theatre program. Bible studies each have a vision/outreach leader, and each of the groups owns a target area. These leaders chart the course for developing relationships with the students in their specific target area and organize outreaches throughout the semester. Rather than bringing in major speakers, the ministry pours energy and attention into the small groups, helping the students learn the art of sowing seeds with those they see every day.

9>> Broken Art Show

Students at the Maryland Institute College of Art in Baltimore held an art show under the theme of “Broken.” The students reserved the gallery and arranged all the art. The show lasted several weeks and hundreds of people

came through to visit. The guest book signatures record a mix of faculty, staff members and students.

10 >> "Are You Ashamed?" Campaign

At New York University, the ministry organized an outreach called "Are You Ashamed?" They promoted the event with T-shirts, and one speaker used a historical survey of Christianity to address issues like the Holocaust and the Crusades.

11 >> Business Student Outreach

To reach his peers in the business department at the University of Texas, one student invited a business professional each week to discuss how his or her Christian faith played a significant role in the workplace. Named after the business term "return on investment," ROI met in the business school.

12 >> EveryStudent.com on Card Stock

Students at Northern Arizona University wanted to motivate more students to visit EveryStudent.com (an evangelistic website). So they created prominent card stock signs and posted them on stakes around campus in strategic locations. One series of signs, placed near the engineering school, provided a variety of reasons to believe in God. Another series of signs, placed in a heavily traveled walkway between the student union and the bookstore, listed six or seven reasons to save sex for marriage. All of the content came from EveryStudent.com articles and the website was printed at the bottom of each sign; printed using a simple, readable font, the signs drew attention - every night more than 25% of them would be knocked down.

13 >> Stop the Presses! With Real Life News

A yearly newspaper is published by the UC Davis ministry. Each year Real Life News focuses

its content around a special speaker, such as Darrell Scott, whose daughter, Rachel, died in Columbine. The first year it included evangelistic ads and articles from Rusty Wright and Dick Purnell. They print 5,000 copies of the 12-page paper for only 10 cents a copy and hand it out at lecture halls and around campus.

14 >> "Hey, I did a 180!"

The Twin Cities Metro ministry expanded an idea born at UW River Falls three years earlier. On the ministry website, students posted their photographs with their testimonies. Next, the picture/testimony combos were printed out in poster form and table tents to distribute on the individual campuses. "Hey, I did a 180!" became the theme of the outreach and several campuses within the metro area hosted a special speaker and invited students to publicly describe their testimony. Since many students prepared their personal testimonies, the "180 Campaign" provided long-term success as well.

15 >> If We Are Only Matter, Do We Matter?

The ministry think-tank at Yale University prepared a campaign called "Think About It." Ads, posters and discussion groups posed the question, "If we are only matter, do we matter?" Discussion groups with humanists and Buddhists on campus followed.

16 >> Soul Inside?

Wanting to stimulate spiritual conversations on the campus of Dartmouth College, the group created a campaign, complete with a logo-a yellow caution sign with a person looking down at a hole in their heart, and the cryptic question: Soul Inside? Some posters featured prominent people like Mother Teresa and Princess Diana, and asked, Where are they after their death? The campaign included ads and articles in the school paper, dorm discus-

sions and lectures. They hosted a multi-faith panel discussion, and gave away Bibles and other books.

17>>> "What Bugs You About Religion?"

At the University of New Mexico, the ministry runs five to six evangelistic media campaigns per year, seeing a few students respond via email for more information each time. The students created their own campaign titled, "What bugs you about religion?" To kick it off they had students submit quotes of what they didn't like about religion and then had a grad student write an article in response. More than 60 emails came in as a result with some as long as three pages. Each one was telling things that bothered people about religion. The ministry followed up via email and met with willing students.

18>>> "I'm all ears" Campaign

You can speak volumes if you just listen. At the University of Florida, staff members and students promised a listening ear, inviting students to meet them at a certain place to offer their point of view. They utilized the student newspaper, emphasizing that anyone who came would be listened to closely. The campaign included T-shirts promising, "I'm all ears."

19>>> "Who do you think I am?" Campaign

Based on Jesus' question in Luke 9:20, the UC Santa Barbara ministry ran a campaign titled, "Who do you think I am?" T-shirts, posters and the school newspaper were all utilized to draw attention to Jesus and famous quotes about Him. They also included quotes from professors at the school. The campaign concluded with a local pastor sharing who Jesus is as explained in the Bible.

20>>> "Real Life" Campaign Accomplishes Coverage

A multi-faceted campaign called "Real Life" at Ball State created a wide spectrum of opportunities for students to share, no matter where they were in their Christian maturity. At the core of the outreach, leaders of the movement placed evangelistic ads from the EveryStudent.com website in the paper. Simultaneously, students and staff members wore "Real Life" T-shirts with EveryStudent.com publicized on them. The messages at the weekly meetings were also coordinated with the campaign. The "Real Life" campaign was very effective in terms of coverage. Students knew about it all over campus and there were many opportunities for personal evangelism. Bible study groups also paired up to share the gospel on campus.

21>>> What to Wear for Great Sex

One popular evangelistic ad addresses the question of sex before marriage by stating, "What to wear for great sex" along with the picture of wedding rings (viewable at escmedia.org). The ministry of Boise State ran this campaign during condom week on campus and as an enhancement passed out gold rings to further solidify the point with students.

22>>> Buses for Jesus

Penn State thought of a creative and cost effective way to get people thinking about God. The ministry rented ad space inside the local buses and prepared five separate ads about the attributes of God. Each ad ran on 50-60 buses with the potential to be seen more than 4 million times. Topics included God's goodness, mercy and justice, and included the ministry website. The ads cost the equivalent of a page ad in the paper for one day. Next

year they plan to run the ads again and will use them to highlight their weekly meeting.

23>>> **Pass the Salt**

Kent State wanted to spice up conversations on campus, so they made T-shirts with the words, "Pass the Salt." Everyone wore their shirts on the same day, generating questions about the meaning. In response, staff members and students spoke about God and invited people to the weekly meeting.

24>>> **Are you Empty?**

With the word "Empty" plastered on the back of T-shirts, students at Cal State Fresno engaged their peers in spiritual conversations. What do people do to fill the emptiness in their lives? As a part of the campaign, several students explained how they were rescued from a place of emptiness.

25>>> **EveryStudent.com, Literally**

Over a two-week period the ministry at Ohio University blitzed the campus with EveryStudent.com evangelistic posters. An email was sent to every student and letters were stuffed in student mailboxes. They utilized posters and newspaper ads as well.

26>>> **"Code Red" Odor Warning**

James Madison University's Campus Crusade has blazed trails with using the EveryStudent.com website. T-shirts were printed with the words "Code Red" and included the website address. Prizes were awarded to those students who wore their shirts the most consecutive days.

27>>> **\$50 Website Outreach**

At UC Davis the ministry passed out several thousand cards inviting people to their site

where they could register to win \$50. On the site they found banners like, "If you were to die today, how sure are you that you would go to heaven?"

28>>> **Movie Night Intermission**

At Albuquerque Community College, the ministry invites the whole campus to come to a movie night. During the movie, they have an intermission: students fill out a questionnaire, which later is used to pull a name for a gift raffle and for spiritual follow-up later.

29>>> **PurdueQuestions.org**

Posters advertising the Website PurdueQuestions.org covered the campus of Purdue for several weeks during the semester. Once students visit the site they have options to read a number of evangelistic articles available from escmedia.org.



Natural Evangelism

Throughout the day, our paths naturally intersect the lives of many individuals. These natural connections provide many opportunities to be a witness for Christ. For staff members, as outsiders in the campus community, natural opportunities are harder to come by. For students, as insiders, they abound. Often these connections come as divine appointments, when God orchestrates the circumstances to bring two people together. But in many ways we can be intentional at both fostering relationships and creating the environment in which significant conversations about the gospel occur.

(the250)

Lighthouse

University of Arkansas

by Hunter Hall

“We have asked students only to live in relational and body life and the only time we do ministry evangelism is for training purposes.”

We continue to emphasize being intentional with relational evangelism. We have had two semesters worth of Lighthouse strategy training and we are seeing students come to faith sometimes as long as a year after someone initiated with them.

To make it practical, we take an aspect of the Lighthouse strategy (prayer, care, share) over one semester. Each month is a mode where one part of the strategy is emphasized. For example, the first month is spent in prayer. Praying for people specifically and praying for opportunities to relate and share with them. The second month is the month of caring. We spend time brainstorming ways to communicate care, how we can do random acts of kindness and we revisit how things are going every two weeks. The

third month we focus on opportunities to share with the people that we've been praying and caring for.

Most of the relationships take much longer than three months to build. We keep a poster board of names of all the students we're praying for as a visual reminder. We have asked students to focus on relational evangelism and the only time we do ministry evangelism is for training purposes. Our desire is to position students for a relational approach to evangelism. *

31» Book on the Desk Corner Ministry

Curiosity may have killed a cat, but one New Jersey businessman figured curiosity might also help save someone. He bought a number of copies of the books "Darwin's Black Box" and "Mere Christianity." He then offered to give a copy to students at Princeton if the students would agree to place the book on the corner of their desks for one month and use it to initiate conversations. Around 50 students

accepted the challenge and were able to initiate conversations with those who sat close by.

32>>> **Art Institute Sports Outreach**

Creativity is no problem for students at the Art Institute of Chicago. To draw attention, surface interested people, and develop friendships, the students advertised a running club. They advertised the club with scenes from the movie Chariots of Fire, placing cutouts of their own heads atop the actor's bodies. Posters and flyers bear the tongue-in-cheek question, "Who says there's no sports here?"

33>>> **Detroit Day of Faith**

During the One Day of Faith nationwide campaign, the Detroit Metro team carried out the strategy citywide. For six weeks leading up to the event, they led the prayer, care and share (Lighthouse) strategy.

34>>> **Sprint PCS - This is not a commercial**

The ministry at Tennessee State University tried to think of ways to be more involved in the lives of students. During the spring, they launched a campaign that they called Sprint PCS. These letters stand for Prayer, Care and Share. The campaign included 2 weeks of praying through a list of specific people (Prayer). Then there were 2 weeks of looking for ways to get involved in the lives of these same people (Care). Finally there were two weeks set aside for initiating opportunities to share Christ with these same people. The Impact students focused on carrying out the PCS campaign after each Bible study.

35>>> **Prayer-Care-Share Cards**

The ministry at Southern Methodist University printed prayer/care/share cards that unfold and guide students on this familiar technique for reaching their friends. They

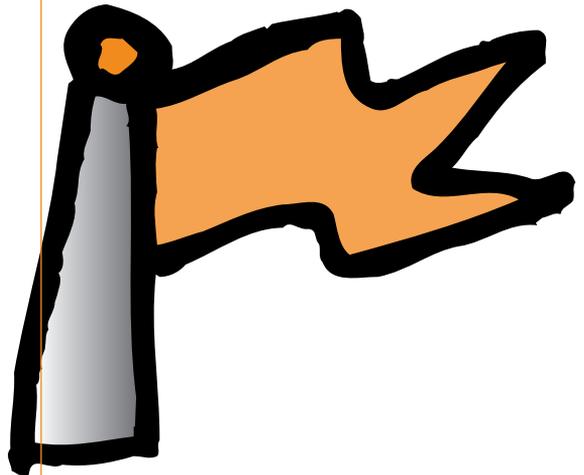
are encouraged to pray for five people, act on specific ways to care for these people and then share Christ with them. Entire Bible studies are challenged to get personally involved with other students in this way.

36>>> **Dinner and an Invite**

Want a creative way to get more students to your weekly meeting? The ministry at the University of Louisiana in Lafayette passed out 40 Chili's gift certificates (\$10 each) to students. They were instructed to take a friend with them to dinner and invite their friend to join them at CRU.

37>>> **Faith Flags**

Cincinnati Metro encouraged their students to look for ways to plant "faith flags" in the midst of their everyday conversations. Students are able to identify themselves as Christians simply by saying something like, "I prayed before I took the test today." These simple statements allow students to communicate to their friends that there is a dimension to their lives that they had not previously known about.



38>>> Art Thou Saved?

One block from the University of New Mexico, a church meets in a converted movie theatre. The lobby of the church is made available for students to display their artwork. A group of artistic students meets at the church to create art and to discuss the meaning of their art. This has opened up doors to talk about the gospel.

39>>> Battle of the Bands

Students at Drexel University in Philadelphia sponsored a battle of the bands on campus. Many of the students are musically talented and saw this as an opportunity to develop relationships with the people who came out to the concert. The event was not billed or perceived as a religious gathering.

40>>> Weekly Meeting Welcome Gifts

At the beginning of every Campus Crusade meeting at Rutgers University, all the new people are asked to raise their hands. Each new person receives a coupon to exchange for a gift at the meeting's end. As the students exit the meeting room, student leaders and staff members stand at the door and give a gift package that includes a response card. Because the gospel is shared each week, one question on the card is: Did you receive Christ tonight?

41>>> Leadership Expectation: Join a Group

Arkansas Metro student leaders are expected to get involved in another student activity group with freshmen involved. They are encouraged to join with a friend in order to build relationships with non-believers. The desired outcome is that the Campus Crusade leaders will have opportunities to share their faith within these relational groups at some point during the year. This is also a great way

to model relational ministry to other students in the movement.

42>>> Ministry to Free Thinkers

A couple of key students at Michigan State began attending the "Free Thinkers" club on campus. The common belief among members is atheism. The Christians go to build relationships and so far the group has been accepting of them. Michigan State students are strategically placed in different influential clubs on campus.

43>>> Just Be Who You Are

The San Francisco Metro ministry is challenging students to live out the principle of being set apart, but not separate from the culture around them. They want to see their students involved in other clubs on campus - art club, dance team, or intramural sports. In this way, students are learning that in ministry you don't have to create your own thing, but you can just be who you are.

44>>> 4-Wheeling for Christ

Students involved in the Michigan Tech ministry joined clubs on campus to build relationships with non-Christians. One of the most popular activities in the area is 4-wheeling, so some of the students signed up for this unique field of ministry.



45»» **Connecting with Campus Leaders**

At UNC Chapel Hill, a leadership organization holds a summit once a week for presidents of campus clubs. The student president of Campus Crusade attends.

46»» **Intramural Sports All the Way**

At North Carolina State, 100 students participate in intramural softball. The students are encouraged to join other teams and build relationships that can lead to evangelistic opportunities.

47»» **Combining Ministry with Interests**

Arizona State's Campus Crusade has encouraged students to form their ministry around affinity groups. Examples include a freshman group of guys who like to play racquetball, and who form their evangelism around reaching other guys in the racquetball club. This is helping students to have an intentional focus with their evangelism.

48»» **Coffeehouse Success**

The ministry at the University of Central Florida hosts a successful coffeehouse where students can see a community of Christians in a normal environment. The ministry also opens the coffeehouse for other clubs on campus to use. The coffeehouse helps integrate new people who show up at their weekly meeting because of the relational and comfortable environment. People from extremely diverse backgrounds hang out at the coffeehouse and interact with the Christian students there.

49»» **Living on Campus with Purpose**

While most upper classmen choose off-campus housing, Campus Crusade students at Iowa State choose to live on campus in order

to build relationships with students. The upperclassmen trade in their privacy for cafeteria food, midnight fire drills, and community showers, so that they can meet and mentor a freshman or sophomore.

50»» **Committed to the Dorms**

At the Minnesota State University - Moorhead, 14 guys are moving back into a dorm to focus on reaching that dorm. They organized a regular game of "capture the flag" and other activities to foster relationships with their dorm mates.





Body Evangelism

Whenever the body of Christ is gathered, it has the potential of being used by God as a powerful witness. A healthy body of believers is filled with love and truth, the very thing people desire to experience. The environment of love and truth not only provides an environment for believers to grow, it also provides an ideal setting for individuals to come to Christ. This may occur in large groups and small. It may occur in planned meetings or informal social gatherings. Ministries across the nation are discovering how to open the doors of their community to allow outsiders to enter and experience the love and truth of Christ flowing through the witness of the body.

(the250)

Saddleback College
EXTREME DAYS

BY DAVE THORNSBERRY

“There was cool fellowship going on. It was cool that they knew we were accepting them.”

At Saddleback College, Campus Crusade is seen in the eyes of non-believers as being more of a club rather than a ministry. However, students this year accelerated their evangelism efforts through club-to-club contacts.

In December, with final exams only half a week away, Campus Crusade students scheduled a party/outreach.

The strategy was to have an all-campus showing of the movie *EXTREME DAYS* (a Christian film) on a Wednesday evening in the middle of campus. A number of students from the Poetry Club, including its president, attended the Campus Crusade event. The Poetry Club is known as a very secular and morally liberal group, with many of its members also involved with the Pagan Club.

Sarah Moor, Campus Crusade student leader, shares, “There was cool fellowship going on. It was cool that they knew we were accepting them.”

EXTREME DAYS was a hit with almost everyone present. After the showing, the Poetry Club members invited the Campus Crusade students to their 9PM poetry reading.

Campus Crusade student leader, Mike Morabito, attended the reading and comments, “Their poetry had a lot to do with their spiritual hunger and search.”

Sarah Moor brimmed with excitement as she described the more over arching effects of the evangelistic movie outreach: “We had felt this weird kind of oppression on campus towards us from some of the Poetry Club and Pagan Club members. We had heard that they liked us as individuals, but that as a group there is something about Campus Crusade that oppresses them.” Moor continues, “They seemed surprised that we wanted to hang out with them.” *



FAMINE ON CAMPUS

University of Oklahoma
by Chris Burton

Last fall, 20/20 featured a story about the famine in South Africa

—reported to be the worst humanitarian problem in the world and the most severe in the last decade. That led the ministry at the University of Oklahoma to form a campus-wide campaign called the Sower Project that not only helped raise money for South Africa but also put student leaders in contact with more than 60 different campus organizations, including Greek houses, academic fraternities, and ethnic student groups.

The project, which the university supported, asked students to participate in a two-day famine. During that time students who gave up a meal, or a day

“During that time students who gave up a meal, or a day of meals, gave the money they would have spent to an organization that helps South Africa.”

of meals, gave the money they would have spent to an organization that helps South Africa.

Most of the campus organizations participated and students donated about \$19,000 to help South Africa-- a figure the government will match. Plus, the ministry's student leaders met and spent time with people from most of the university clubs. *

53» **Party with a Purpose at Ball State**

Ball State is not known as a big party school, but that doesn't stop the Campus Crusade movement from using parties as a cool way to connect with the lost. The staff and student leaders say they want the Campus Crusade parties to be the kind of thing that students are still talking about on Monday mornings. Their parties are all the fun, minus the alcohol, of typical college parties. On one occasion, with 150 students packed into a party at one house, the cops stopped by suspicious of finding trouble. Needless to say, the authorities were pleasantly surprised.

54» **Michigan State's Dorm Focused Weekly Meeting**

One week the leadership team at Michigan State moved their ministry's weekly meeting in front of a dorm housing 300 students. The whole event was geared toward serving and reaching the residents of that dorm. Customized surveys spoke specifically to the needs of students there. Several servant evangelism activities were included in the evening. A buzz was created and the students realized that their peers from Campus Crusade really cared about them.

55» **You Bring the Popcorn, We've Got the Movie**

The Jesus Film? Not this time. Southern Oregon University students found "movie hang-out time" to be effective in developing relationships with non-Christians. Every week, Campus Crusade students invite several non-Christian friends to watch a movie. No spiritual content is included, but doors are opened to getting into each others' lives down the road.

56» **What Would Jesus Do About the Poor?**

The ministry of Portland Metro approached a partnership with Amnesty International and

the Jewish Student group at Reed College to host a "Poverty Awareness Week." During the course of the week, they brought in speakers and raised awareness about the needs of the poor. The entire student body was challenged to try living on just \$3 a day. This provided opportunities for Christians to share about Jesus' view of the poor and how He treated them.

57» **Soup Kitchen serves up relationships with non-Christians**

Reed College has a lot of student groups focused on humanitarian concerns. Seizing this reality, the Campus Crusade students organize a weekly trip down to a soup kitchen. Many who agree to come are non-Christians. While providing practical help to the needy off the streets, the Christians are interacting with unbelievers from their campus. They see Christians providing real love to people who are very different from who they see on campus all the time. One participant with Campus Crusade asks non-Christians about why they came to help. This usually leads to the question being reciprocated and an opportunity to talk about being a follower of Jesus and how Jesus cares for the poor.

58» **Get Wet: University of Montana Take Freshmen Rafting**

Freshmen expect adventure in college. Campus Crusade at the University of Montana aims to deliver just that. The ministry handed out Freshmen Survival Kits (a welcoming bag of goodies that includes a Bible) for two days when the freshmen first arrived. Along with the kit, they handed out a sheet listing all the fall events, including a water excursion. On Labor Day, they hosted the rafting trip. The experience was inexpensive for the students who came, and there was a BBQ party after the rafts left the water. About 50 students showed up last year.

59»» Connecting With Diverse Groups

Baltimore Metro has looked for ways to build bridges to 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 do a food drive. Through the activity, 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.

60»» Weekly Meeting Seeking the Seeker

Marshal University has positioned its weekly meeting to attract those seeking more understanding about God. The talk is geared toward both Christians and non-Christians. Each week there are fun give-a-ways and the meeting wraps up with lots of music at the end.

61»» Attention Getting Topics Fuel Weekly Meeting

Staff and students at the University of North Carolina are finding ways to touch the culture of their campus. Each week the meeting focuses on a different topic and unpacks how that issue is addressed from a Christian perspective versus what society offers.

62»» Socials Get a Thumbs Up in Tampa

Strategy for evangelism in Tampa centers around bringing non-Christians into the activities of Christian friends. Once a month the ministry carries out a relational outreach. One month they did a camping

trip with several non-Christians attending. For Easter they hosted a pizza dinner. Other ideas include renting out a gym and hanging out at a coffee shop. The legwork before hand is to align the Christian students to the idea that these are meant to be more than just social gatherings.

63»» Tuesday Night Community-Groups at Auburn

The ministry at Auburn has seen good relational ministry taking place in community groups. Structured like a cell group, the men's and women's groups meet on Tuesday nights for about 20 minutes of teaching and then they break up into smaller groups for discussion. They are building an evangelism component into the community groups and next fall they will begin a freshman co-ed community group.

64»» Spreading Out Leadership in Community Groups

The University of Alabama is adjusting their community group strategy to include more students in a leadership role. Each of their groups have four students serving in four different roles depending on their skills and gifts. The idea seems to be working as the groups are growing in number and size. The Christians are enjoying the relational setting and can invite their friends. Non-Christians are invited into the community groups before becoming a Christian. Each group is discussion oriented and Alabama has found that students will most likely come to a community group before coming to an evangelistic outreach.

