



BUILDING A MOVEMENT: PLANNING PART I

STEP 6

THE 'WHAT' OF PLANNING

I have employed chronology (Step 1, Step 2, etc.) to make things as simple to follow as possible. But here it's misleading because it is during the gatherings with your staff and student leaders that you are going to do a good portion of this planning.

As mentioned, you will certainly want to have given the plan for the school year some thought before you start pulling your leadership together. But for your leaders to truly own the plan they need to be involved in the planning. When you gather together as a missional team you will want to fill in some major elements of the plan. Then, when you meet with the student leaders you will want to engage them in filling in the details.

Okay, enough about the process. The most important aspect of your plan for the school year has in fact already been done for you. The critical elements of growing a Campus Crusade ministry are: Prayer, Community, Building/Discipleship, Evangelism, and Sending/Training.

If we were another ministry perhaps the critical elements would be worship, healing, teaching, and service. These are important, but what distinguishes one ministry from another is what it emphasizes. We emphasize: Prayer, Community, Building/Discipleship, Evangelism, and Sending/Training.

While this answers the 'what' of planning it does not answer the 'how' and that's what your planning will be about. What events, teaching, and activities are we going to employ to make sure student prayer is happening? What is the most effective way to reach the students on campus with the gospel (evangelism)? These are the strategies and tactics you need to plan.

Depending on your manpower the plan can be as simple as a single strategy (we will have a prayer meeting once a week) or there could be a dozen. If you have a huge leadership team then you should probably do more than a single strategy. If there is only a couple of you then you better not try a dozen.

This article provides a streamlined version of a Campus Plan for a student-led ministry focusing only on Prayer, Community, Evangelism, and Sending/Training, but it should be instructive none-the-less.



HOW WILL WE GO FROM TEN TO FIFTY?

MIKE TILLEY

Ask yourself, “How will I go about it? How will our small group of 10 become a ministry of 50?” There are at least four critical path steps for building a community to transform your campus for Christ.



Critical Path for the Local Leader
Turning Lost Students into Christ-centered laborers

PRAYER

In Colossians 4:2, Paul encourages the believers to “devote yourselves to prayer.” We are engaged in spiritual warfare, and prayer is critical. E.M. Bounds wrote there could be no devotion without prayer, and no prayer without devotion. A passion for God and His work is born in prayer.

Be creative here. Plan a Jericho walk where you walk around the campus seven times praying that God will cause the spiritual strongholds to come down. (Different variations of this can be applied to your campus. Read Joshua 5:13-6:21.)

Other suggestions:

- You might try are morning prayer meetings
- Prayer in cell groups
- You might want to contact local churches to ask them to pray for your campus.

EVANGELISM

Powerful biblical motivations for evangelism are found in Luke 15:1-6 and Colossians 4:2-6. It is to find ways of doing evangelism that are both effective and student-friendly.

We need to unleash the power of the believers’ witness in natural relationships. You have a natural network with students in classes, clubs, fraternities, sororities, with students you meet where you live, and other places. Your network of these friends, as well as family, neighbors and co-workers provides the most natural and potentially powerful context for evangelism.

You can also move well outside of your relational networks by using simple tools such as freshman surveys, which enable you to ‘cast a big net’ and gather critical mass (Christians) as well as spiritual seekers. Implementing a freshman strategy will enable you to build the base for a future transformational community.

Beyond that, you can literally expose the entire campus to the message of Christ through broad sowing strategies such as Freshman Survival Kits (a giveaway of quality materials presenting Christ in multiple ways) and Every Student’s Choice (media campaigns on significant campus issues).

Several years ago, a student in Boston named Steve Sawyer was led to Christ by a guy who got involved in the ministry through a poster campaign at a campus with no Crusade staff. Even though he had AIDS, Steve traveled to campuses around the world, sharing Christ with large audiences. When he died, he had led thousands of students to Christ. And all of that started with a poster.



DISCIPLESHIP

Building transformational community requires more than just prayer and evangelism; it requires the spiritual growth and discipleship of both new and mature believers. At times, our view of discipleship is mistakenly limited to only using a one-on-one approach. However, much of the New Testament describes life change happening in the context of relationships and biblical community (Ephesians 4; Colossians 3:12-17). God uses a variety of means to transform a life, and this often occurs in small groups where there is an environment of grace and truth.

In a student-led cell group, believers can study the Bible, pray together, experience biblical fellowship and be trained for outreach. The cell group should also be committed to church involvement. Training and vision can also happen as you bring students with you to retreats, conferences, and summer projects.

With the Internet a student leader has immediate access to a wide range of discipleship resources. For example, a student anywhere in the world can download a copyready Bible study at CruPress Green.

In addition to the church, cell groups, and online resources, student leaders can seek personalized discipleship from a Campus Crusade staff member. If that's not possible in person, then students can receive discipleship over the phone by contacting the Student LINC (Leaders in New Campus) ministry.

SENDING

In Matthew 9:37, Jesus said, "The harvest is plentiful but the workers are few." He went on to say that we need to ask the Lord of the harvest to send out workers.

A global culture of common technology, mobility, and even language makes this a time of great urgency and potential for the worldwide spread of the gospel. Student-led ministries often send laborers into the harvest. They are part of a growing movement of students who want to follow Christ wherever He leads.

At a recent Christmas Conference in Indianapolis, more than 700 students signed the Millennial Pledge, a commitment to God to serve at least one year of their life as a missionary.

With the increased opportunities available through one-year internships students now have more options to serve Christ and investigate using their skills in full-time ministry after college.

In Philadelphia, one staff member is taking students on a two-week mission trip to Spain to distribute the "JESUS" film. Students from the Portland Metro ministry joined with a local church to serve free coffee at the Nagano Olympics. Of course, their purpose was to share Christ with everyone they could, not just to serve coffee.

This summer the Worldwide Student Network will sponsor over 100 projects to various parts of the world. Options and opportunities are endless.

THOUGHT QUESTION

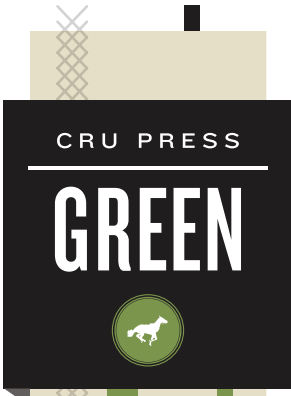
What are the next appropriate steps to take in our ministry in the area of:

Prayer

Evangelism

Discipleship

Sending



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