Surveys are the most frequently utilized strategy for getting face-to-face with a non-believer. They can be used to follow-up team meeting talks, provide more information about the values and interests of your audience and, of course, provide a natural opportunity to transition into the gospel. They also allow control over the flow of contacts. As we need more student contacts we take more surveys. Some surveys build the gospel presentation right into them.

Surveys are most effectively used by individuals who see them as a way to build meaningful rapport, have an intelligent conversation with a stranger, and an opportunity to effectively communicate their faith. We have missed the boat when we regress to being merely survey takers.

There is no need to stick with the same survey week after week. It is very possible to design your survey to help you obtain information you want regarding your target audience. Each month of the year you could focus on a different survey topic (home life, aspirations, dating, stress, etc.) and have an evangelistic talk at the end of the month related to that topic.

One ministry leader described their survey strategy this way:

Our desire is to see what students are talking about on campus and use that as an entry point to share the gospel. Jesus often did the same by using analogies from the culture that people understood.

Many students read the campus newspaper and there is usually a ‘buzz’ about some controversial article that was written. For example, recently a professor was accused of making college women pose in a magazine. We look for a general theme, in this case, what is moral? We take that opportunity to enter into dialogue with the student by providing a definition of the term moral from a ‘universally accepted’ resource, such as Webster’s dictionary. If they agree with that definition, we begin a simple four-part questionnaire.

First, we craft a question such as, “Are you aware of the ‘behavior’ that was mentioned in the school newspaper?”

Second, we ask about their values in light of the behavior just mentioned.

Third, we ask, “What beliefs support their values?”

Fourth, we ask, “Where do their beliefs come from?”

Then, we transition by talking about what the Bible says about morality. We ask, “Would you mind hearing a brief presentation about being a true moral person?”

We then look to share a simple gospel presentation like “Knowing God Personally.”

There are an endless number of topics and current events on which to base your surveys. Here are a handful of ideas, tried on various campuses, to help stimulate your thinking.
Smoking Questionnaire
The ministry in Cincinnati Metro came up with a smoking questionnaire, used to approach smokers gathered for a “smoke break.” The survey included questions like why they smoked and how many cigarettes they smoked. The last question would turn the topic toward spiritual issues. One staff member commented, “It’s great because we found that most students don’t like the fact that they smoke. So the survey created a need in them.”

100 Conversations
At Dartmouth College, Campus Crusade led a two-week outreach called “100 Conversations.” The outreach was a simple challenge for the students to initiate with their peers and request a 45-minute, 12-question, spiritual perspective and interview with them. The interview discusses topics such as religious background, impressions of Christians, and the relevancy of God to deep needs.

Pencils Attached to Surveys
At Southwest Missouri State, students filled out Campus Crusade surveys that registered them to win a $200 gift certificate to the mall. Pencils were attached to every survey to prevent students from having to wait in line. The winner for the gift certificate was announced at the weekly meeting. Other times during the year, Campus Crusade staff members reward students who complete a 15-minute survey with a $2 gift certificate to a local ice cream shop.

Four-Question Men’s Survey
At Boise State, one staff member designed a four-question survey just for men. The idea is not to rush through each question, but to engage in dialogue.

1. What’s your definition of a man?
2. Why is it that males lead in all areas of negative social behavior?” Between 80-90% of all crime is male related: drunk driving, domestic violence, divorce. The idea of the second question is to get the student thinking about sin.
3. Do you think it is the responsibility for the man to initiate spiritual leadership with their wives or girlfriends?
4. If so, then what does this spiritual leadership look like?

If the timing is right, you can transition with this, “Another thing I share with people is a little booklet that explains the first steps of being the spiritual leader you were meant to be.”

Freshmen Interviews
Each year, Campus Crusade receives the freshmen list from Virginia Tech administration. Campus Crusade sends out a letter (approved by the university) to invite every freshman to complete a 12-question interview. Someone from Campus Crusade then sets up an appointment for the interview. Of the 12 questions, the last four are spiritually related. “We just listen and try to set up a second appointment to talk about the gospel,” says a staff member. For the last question, one might add, “We would love to talk more. Would you be willing to hear more about a relationship with God?”

War Survey
At Western Kentucky, one student developed a War Survey to find out what students were thinking about the war. The survey had questions like, “What do you think of it?” “Does your religious faith cause you to think a certain way about the war?”

Posting Results In Campus Newspaper
To assess the spiritual climate on their campus, students at Ohio University surveyed 5,000 students in one week. Then a week before “Faith Week,” the college newspaper wrote an article posting the results of the survey.

Attached are some examples of printed surveys . . .
STUDENT LEADERSHIP QUESTIONNAIRE

1. What motivated you to become an RA?

2. What qualities do you think make an individual a leader?

3. As a leader, what do you hope to accomplish in your lifetime?

4. People often follow the example set by others. Is there someone who has served as a model leader for you? (Who? How?)

5. In your opinion, what are the major problems confronting students today?

6. From your perspective, what do you feel are some solutions to these problems?

As a Christian organization the following questions are of special interest to us.

7. Do you feel that the spiritual aspect is important to the overall development of an individual? (Why or why not?)

8. What qualities of leadership do you think Christ exemplified?

9. Do you think Jesus Christ offers anything to students today? If so, what?

10. What are some suggestions you could give us as far as helping meet students’ need specifically in the spiritual area of life?

11. Are you familiar with the information we share with a student who has indicated a desire to know more about Christ?
QuEST (Questions Exploring Students’ Thinking) is a nationally sponsored Campus Crusade for Christ research project.

BEFORE THE QuEST INTERVIEW

PRAY
In Colossians 4:2-4, Paul wrote, “Devote yourselves to prayer, being watchful and thankful. And pray for us, too, that God may open a door for our message, so that we may proclaim the mystery of Christ, for which I am in chains. Pray that I may proclaim it clearly, as I should” (NIV). Pray for God to open doors for significant conversations.

PREPARE
Reproduce both sides of the QuEST forms.

DURING THE QuEST INTERVIEW

INTRODUCE
When initiating an informal interview, a sample introduction could be: “Hi, my name is _______. I’m involved with ______. We are helping with a national research project called QuEST. QuEST explores students’ thoughts about life and spiritual issues. Would you be willing to help us out and give us your thoughts?”

INTERVIEW
Use the front of the QuEST form as an interview. Use possible answers as a prompt only if needed.

(continued on back)
How would you complete the following statements?
Note to interviewer: Do not show the possible answers. They are for recording purposes only.

1. The most important thing to me in life right now is:
   - Good relationships
   - Setting myself up to get a good job
   - Being fulfilled
   - Being a kind and loving person
   - Finding a life partner
   - God, spiritual things
   Other ____________

2. In my spiritual journey I've tried:
   - Meditation
   - Buddhism
   - Christianity
   - Prayer
   - Wicca
   - Judaism
   - Islam
   - Hinduism
   - Atheism
   - Nothing
   Other ____________

3. This search left me feeling:
   - Satisfied
   - Disappointed
   - Fulfilled
   - Confused
   - Empty
   - Still searching
   Other ____________

4. Currently, the importance of my spiritual life is:
   - High
   - Somewhat
   - Not at all

5. On a scale from 1 to 10 (1 is low/10 is high), my desire to know God is ____________.

Using QuEST is as easy as 1-2-3!

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(continued on back)
WE’D LIKE YOUR OPINION...

... on relationships...

1. Are you exclusively dating someone now? __yes __no
   If so, are you content with that relationship? __yes __no __maybe

2. What is the most important component in a healthy dating relationship? __unconditional love __trust __honesty __companionship __great sex __commitment

3. Have you ever been in a relationship where someone has loved you in a way that was completely unselfish and unconditional? __yes __no

4. Do you believe that a person is capable of giving complete, perfect, and unconditional love? __yes __no __maybe

5. If we (Campus Crusade for Christ) were to hold a discussion group type meeting in your dorm on relationships, dating, love, would you be interested in attending? __yes __no __maybe

6. If you could know God (who IS able to love you unconditionally and perfectly) personally, would you be interested? __yes __no __maybe

Name ____________________________ Phone ________________
Res. Hall/Address _________________________________________
Email Address _______________________ Greek chapter ________
Athletic team ______________ Best time to call: _______ am | pm

sponsored by Campus Crusade for Christ.
How’s Your Love Life?

A survey on relationships.

1. How would you describe your love life? __nonexistent __satisfying __discouraging __confusing __other

2. What three qualities do you look for in the person you date? __fun loving __athletic __selfless __listener __sensitive __trustworthy __attractive __loyal __moral __intelligent __sexy __religious

3. Do you think dating habits affect later marriage relationships? __yes __no __maybe

4. Do you think marriage should be for life? __yes __no __maybe

5. Do you think spirituality affects sex and dating relationships? __yes __no __maybe

6. Would you be interested in receiving more information about sex and dating, and how the spiritual dimension of life affects these two areas? __yes __no __maybe

7. Would you be interested in receiving information about an on-campus Bible study? __yes __no __maybe

Name ____________________________ Phone ________________
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