



BUILDING A MOVEMENT: 30-SECOND SURVEYS

STEP 8

FIRST FEW WEEKS

Perhaps the most significant activity of these first few weeks is the Dinner-line/Freshman Survey.

These are typically done in dinner lines at the various dining halls on campus. Though they take only a minute or so for a student to fill out as they wait in line, they provide a means for you to locate all of the incoming Christians as well as those Freshmen most open to hearing the gospel.

Over the course of several days you can do hundreds, even thousands of these surveys, the result of which should be a couple hundred ‘hot contacts.’

A hot contact is a person who has indicated that the spiritual area of life is very important to them; that they are potentially interested in a Bible Study; and provided some kind of contact information on the survey for you to get back in touch.

If these contacts are personally followed-up within a week or two with a visit or phone call inviting them out to a Bible Study or Weekly Meeting, you can see some significant growth in your ministry in a very short time.

These surveys do, however, require that you get permission in advance from the dining halls or dorms, and that’s one of those things that can’t slip through the cracks in the first week.

What follows is an article on surveys describing some of their many uses as well as how to follow them up.



SURVEYS AND QUESTIONNAIRES



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 icecream 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?



- 1 What three words would you use to describe your life?
- 2 What single thing do you want to make absolutely sure you do during your lifetime, if at all possible?
- 3 What happens after death? *Clarifying Questions: If they believe in heaven, ask if they also believe in hell. If they believe in some form of continuing existence, ask who or what determines what a person will experience.*
- 4 Your best friend comes to you and says, "I want to become a Christian, but I don't know how." What would you tell your friend? *Assume your friend wants you to answer the question, not be sent to a priest, minister or someone else.*
- 5 On a scale from 1 to 10, rate your desire to know God. (1 is low/10 is high)

◀ QuEST (Questions Exploring Students' Thinking) is a nationally sponsored Campus Crusade for Christ research project. Copyright 2005, Campus Crusade for Christ, Inc. ▶



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

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.

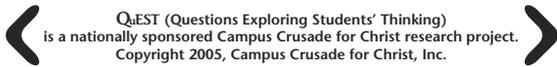
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Good relationships Setting myself up to get a good job
Being fulfilled Being a kind and loving person
Finding a life partner God, spiritual things
Other _____

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

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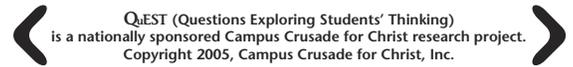
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WE'D LIKE YOUR OPINION...

...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

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How's Your Love Life?

A survey on relationships.

1. How would you describe your love life? ___ non-existent
___ 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

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[30-Second Questionnaire]

Name: _____ M | F

Current Address (dorm or home):

Email Address: _____

Year in school: _____ Phone #: _____

(Circle your answers)

1) I promised my parent(s) that I would go to church while at college.

You bet No way They didn't ask

2) The spiritual area of my life is _____ important.

Very Somewhat Not

3) The Bible is relevant to my life:

Always Sometimes Never

4) I would like to know how I can have a relationship with God.

Yes No Maybe

5) I would like more info about Cru.

Yes No Maybe

OPTIONAL QUESTION

(this would really help us...)

Assuming for a moment that God does exist, what question would you most like to have answered by (or about) him?

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One Minute Questionnaire

Name: _____ Male / Female

Year in School: Fr So Jr Sr

On campus: – Residence Hall _____ Room # _____

Email Address: _____

Phone: _____

If you are a collegiate athlete, what is your sport? _____

1) Currently, how important is your spiritual life? (circle one)
 Very important 5 4 3 2 1 Not important

2) Who in your opinion, is Jesus Christ? (circle one)
 A Prophet A good man
 God A myth / legend

3) Would you be willing to give your opinion on a brief outline of the basic message of Christianity? (circle one)
 Yes No Maybe

4) Would you be interested in learning about socials, Bible studies and other weekly events on campus? (circle one)
 Yes No Maybe

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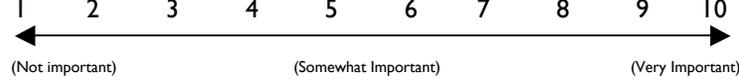
Cell/Phone: () _____ - _____

Email Address: _____

Year: 1st 2nd 3rd 4th

1) What two words would you use to describe your summer?

2) Currently how *important* is your spiritual health to you? (circle one)



3) When it comes to my spiritual life, I am mostly...
 Pretty uninformed Exploring/Searching Confident/Connected

4) I would be open to sharing with you my thoughts on faith.
 Yes Maybe No

5) I would like more information on how I can know God personally.
 Yes Maybe No

6) Can we contact you about socials, retreats, Bible studies or other Cru events on campus? Yes Maybe No


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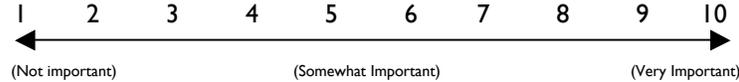
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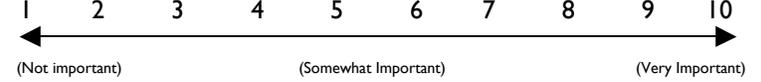
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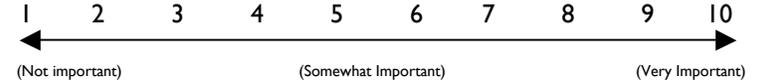
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1. The most important thing(s) to me in life right now is:
 good relationships being a kind and loving person being fulfilled
 finding a life partner setting myself up to get a good job
 God, spiritual things other _____
2. In my spiritual journey I've tried:
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3. This search left me feeling:
 Satisfied Fulfilled Empty
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4. Currently, the spiritual area of my life is ____ important.
 Very Somewhat Not at all
5. I would be willing to share with you more of my thoughts about God and what's important to me in life:
 Yes No Maybe

Name _____ Year in school Fr So Jr Sr
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Email _____ Phone # _____

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2. The most important thing(s) to me in life right now is:
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