



BUILDING A MOVEMENT: TIME FOR AN OUTREACH

STEP 15

LATE OCTOBER—EARLY NOVEMBER

As you followed up the surveys taken in the dinner lines in the first week on campus, your leaders should have had ample opportunity to share their faith. So in one sense evangelism is continually happening in a healthy campus ministry.

Yet there are times during the school year where you want evangelism in the form of some major outreach or initiative to take center stage and now is one of those times.

Coming off the Fall Retreat you want to mobilize the community of faith toward the mission of reaching the campus with the gospel.

Typically you would plan or orchestrate such an event between two and four weeks after the Fall Retreat. This allows ample time to pray-up and gear-up for the event.

That event could be an evangelistic talk or some other kind of creative outreach, but it should be big enough to stretch everyone's faith muscles. What follow are a couple articles that will get you thinking creatively. More ideas can be found in the evangelism section of CruGreen.



EVANGELISTIC SPEAKER FORUM

JANE STUMP

U.S. Campus Ministry "Speaker Events" help to accelerate the mission of reaching every student with the gospel. As a proven "harvest" strategy for seeing evangelistic decisions, the Speaker Forum provides matching grants for approved national speakers. The matching grants have been raised as designated funds for evangelistic events. While funds last, matching grants will be provided for approved events. These grants will be for 50% of actual expenses up to, but not exceeding, the individual grants allotted to each speaker. (See below for grant limits.)



REQUIREMENTS

To qualify for a grant the follow requirements must be met:

Pre-event:

Application Approved for a matching grant for Speaker Forum Speaker or Event (normally two months in advance).

At the event:

Speakers must give a clear gospel presentation. Students must be given the opportunity to receive Christ during the event. Comment cards must be given out for student feedback and follow-up.

After the Event:

A 'Speaker Forum Event Report,' including expense summary, must be submitted before matching grant

APPROVED SPEAKERS

The 2009-10 list of approved speakers, includes:

Michael Leahy, Porn Nation

Story: Michael is one of few national speakers addressing the dangers of porn to college audiences. Michael shares his own personal story of how porn destroyed his life and family. (www.pornnationthebook.com)

Jim Munroe, Maze (Illusionist)

Story: When you think of Maze, think of Chris Angel and David Blaine. Jim will spend the day on your campus engaging with students and performs a wicked show that evening. (www.whatisthemaze.com)

Andre Kole, Illusionist

Story: Andre, David Copperfield's mentor, does a Las Vegas style show on your campus. There is no charge to book him. Andre is classic CCC and uses the 4-Laws, but it works with this millennial generation. (www.andrekoleshow.com)

Sujo John, 9/11 Survivor

Story: Sujo and his wife moved from India seeking prosperity in the United States. Sujo worked on the 81st floor of Tower 1, and his wife worked in Tower 2. By the grace of God, they both survived to tell of their accounts of those horrific events. (www.sujojohn.com)

Rick James, "Jesus Without Religion"

Story: Rick has two different evangelistic presentations. One is called "If God is there, why



doesn't he show himself?" The other tied directly to the book "Jesus Without Religion."

David Williams, *The Other Side of Sex*

Story: David openly shares his search for satisfaction through friends, alcohol, sex, education, etc. as well as the devastation and emptiness his pursuit brought him. David gives 2 talks, "The Other Side of Sex: What they don't tell you." and 'Are You Satisfied?' (www.davidwilliamsspeaks.com)

Marian Jordan, "Sex in the City"

Story: Marian wrote, *Sex in the City Uncovered*, and uncovers the lies women believe about themselves. Marian also shares her own story of losing her virginity in college and down-spiraling in a life of hook-ups and drinking. (www.redeemedgirl.org)

2009-2010 Matching Grant (maximum limits)

- Porn Nation: \$2,000 for the first campus event, \$1,000 per each add'l unique campus event; max. \$4,000
- Maze: \$2,000 for the first campus event, \$1,000 per each add'l unique campus event; max. \$4,000
- Sujo John: \$2000
- Rick James: \$1500
- David Williams: \$1500
- Marian Jordan: \$1500
- Andre Kole: Ask for more information. Ticket sales cover the cost of each event.

For more information and the grant application form go to: <http://wiki.uscm.org/display/MATs/Speaker+Forum+Forms+-+2009-2010> or email Speakers.Forum@uscm.org.

OTHER SPEAKERS

These speakers are not approved for matching funds but have had effective speaking ministries on campus.

Captain Jeff Struecker

A decorated member of the U.S. Army's most elite fighting corps, Jeff Struecker was prominently featured in the national best-seller "Black Hawk Down", later made into a major motion picture. A man of courage and conviction, Struecker uses his personal story of survival on the battlefield to teach his listeners how they, too, can be prepared for any circumstances life has to offer. (www.jeffstreucker.com)

Jon Rittenhouse

Jon served on staff with CCC for 29 years and is currently president of "Pursue Your Passion Ministries." He has spoken on topics such as: The evidence for God, Is Christianity Credible?, Is One True Religion Really Possible?, Is Truth a Matter of Opinion?, Does it Really Matter what we Believe?, and debated atheists. Recently he has done an interactive lecture entitled, "Stump the Professor." (909)534-9474, (JonRit@sbcglobal.net)

Darrell Scott

Darrell Scott is the father of Rachel Joy Scott, a victim of the Columbine High School massacre. His son, Craig, was in the library that day and watched as 10 of his classmates were gunned down. Darrell has partnered with Campus Crusade for Christ to take Rachel's story of love for God and others to college students around the country. (www.columbineredemption.com)

Bob Boyd

Bob Boyd has been a National Collegiate Speaker for 17 years (12 on staff with Campus Crusade), and has presented Christ to hundreds of thousands of students on over 150 campuses. Bob and the Team specialize in: 1) firing up students for prayer and personal evangelism through single and multi-day retreats and conferences, and 2) impacting campuses through 3-5 day campus-wide evangelistic campaigns. Speaking topics include: How to be the Leader You were Meant to Be, How to Have a Great Love Life, God: Fact or Fantasy? (www.bobboyd.org)

Joe White

"After Dark" features noted author and speaker Joe White as he takes on the role of the Roman cross builder, examining the crucifixion through the eyes of those who witnessed it personally. Musical guests who have strong college followings, such as By The Tree, perform and help to reach individuals to make decisions for Christ. (www.whatsafterdark.com)

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GREEN



CREATIVE EVANGELISM IDEAS

THE TWO-FIFTY BOOK EXCERPT

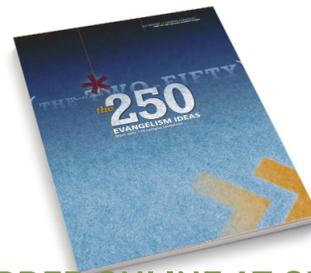
250 proven strategies used on campuses around the country. Creative, effective, cutting-edge ideas compiled from 170 Campus Crusade movements. Give a copy to student leaders and it will not only give them ideas, but inspire their own creativity in reaching the campus.

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

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.

(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

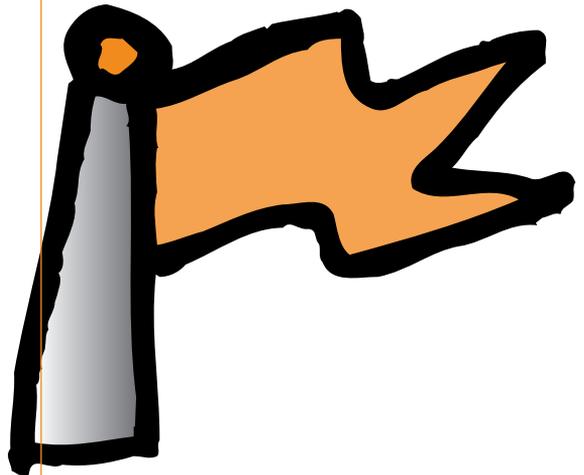
are encouraged to pray for five people, act on specific ways to care for these people and then share Christ with them. Entire Bible studies are challenged to get personally involved with other students in this way.

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.





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 enjoy 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.

