



A caring community passionate about connecting people to Jesus Christ



GETTING TO KNOW
THE IMPACT MOVEMENT



Dear Friend and Co-Laborer,

The landscape of the college campus is changing. Each year thousands of new ethnic minority and international students step onto campus for the first time. It is estimated by 2020 that more than half of all students will be ethnic minority. At the same time, opportunities are budding for ethnic minorities and those from other countries who are serving as faculty at every campus across the country.

In Cru, we've always dreamed that every student and every faculty would have the opportunity to know Jesus in their own heart language and that they'd be able to share His love with friends, family, community and world. In Ethnic Field Ministry, we intentionally reach out to students and faculty from ethnic minority and international backgrounds and trust the Lord for movements to spring up around them.

As partners together in sharing the love of Jesus with every student and faculty, and in seeing new ethnic movements planted, we've prepared this Impact partnership guide. The partnership guide represents a collaborative effort of Campus Field Ministry, Ethnic Field Ministry and all of our National Ethnic Ministries. It is designed to help further clarify the critical steps needed as we partner together to see scores of new ethnic ministry movements planted.

May the Lord richly bless you as you take steps of faith to believe Him for new ethnic movements on your campus!

Godspeed and God bless!

Sam Osterloh
Executive Director
Ethnic Field Ministry





OUR MISSION

The Impact Movement takes the truth of Jesus Christ to the campus, community and world by producing leaders of African descent who are spiritually focused, financially responsible and morally fit.

SPIRITUALLY FOCUSED – Putting God’s kingdom and His purposes first (Matthew 6:33) which includes:

- Establishing a relationship with God through Jesus Christ by faith alone. (John 3:16; Eph. 2:8,9)
- Spending consistent time in God’s word and prayer in a growing relationship with Christ (Psalm 119:9-16; Philippians 4:6-7) and living in a moment by moment dependence upon God’s Spirit for daily living. (Eph 5:18, Gal 5:16-25)
- Seeking to advance God’s kingdom in everything we do and being personally involved in obeying Christ’s command to make disciples (Matt 28:18-20; 1 Peter 3:15).
- Involvement in a local church where the Bible is accurately taught and lived out (Romans 12:4-8; Hebrews 10:25)

FINANCIALLY RESPONSIBLE – Living out biblical values of financial stewardship that includes:

- God’s ownership - we must understand that God owns everything. We are to be a manager of all that God gives to us including our money and possessions (Psalm 24:1)
- Living Debt Free - Trusting God to meet our needs, we are committed to avoid consumer debt (Proverbs 22:7)
- Planning our spending – being intentional and accounting for how we spend God’s resources (Luke 14:28-30)
- Saving – committing to save toward short term and long term financial goals. (Proverbs 6:6-8)
- Generosity – we will invest our God-given resources in order to maximize our ability to FUEL God’s work. (2 Cor. 9:7; 1 Timothy 6:17).

MORALLY FIT – Living by biblical standards as ordained by God and His Word.

- In light of the beauty of the truth that God has given the gift of sexual desire, we commit to submitting our sexuality to the clear teaching of scripture (1 Thessalonians 4:1-8)
- We recognize that God is the author of life and thus created us in His image. We will abstain from any form of violence or abuse. (Genesis 1:27, 9:6)
- God desires truth in the innermost parts and therefore we commit to living lives of integrity. We will not lie, cheat or steal in ways subtle or explicit (Proverbs 6:16-19).



OUR VISION

The Impact Movement envisions each community of African descent fulfilling its destiny as a reflection of the redemptive power of Jesus Christ.

Our ancestor's suffering is not a cosmic accident (i.e. the Joseph story).

In African American and African cultures, the gospel has been that which provides the best context to endure difficulties, clarify values and provide the moral framework required to build a prosperous community.

Cultures of African descent around the world have made a rich contribution to the body of Christ globally.

When children of slavery and colonialism rise to prominence, God is glorified.

God's ability to take pain and bring glory to Himself illustrates His power to redeem broken things of this world and give them health and fruitfulness.

OUR VALUES

Faith. Faith in complete dependence upon God we plan in a manner that invites God to show Himself strong.

Integrity. Living with consistency with our professed obedience to God's word in truthfulness, authenticity and moral purity.

Spiritual Growth. Commitment to become like Christ through prayer, God's word, sharing the gospel and ongoing fellowship with other believers.

Stewardship. Make the most of all that God entrusts to us in relationships, finances, and other resources.

Culture. Cultural relevance that empowers indigenous leadership because each culture has a unique contribution to the worldwide community of faith.

The Church. We recognize the vital role of churches of African descent, our ones with the broader body of Christ and our dependence upon the church for our spiritual substance.

RECOMMENDED RESOURCES

Book: *A Cry of Hope, A Call to Action: Unleashing the Next Generation of Black Christian Leaders* by Charles Gilmer

Article: *Why Does Impact Focus on People of African Descent?* by Scott Crocker

Book: *Why Are All the Black Kids Sitting Together in the Cafeteria?: And Other Conversations About Race* by Beverly Daniel Tatum

Website: ImpactChapter.com

Video: *10 Years of Impact National Conferences*



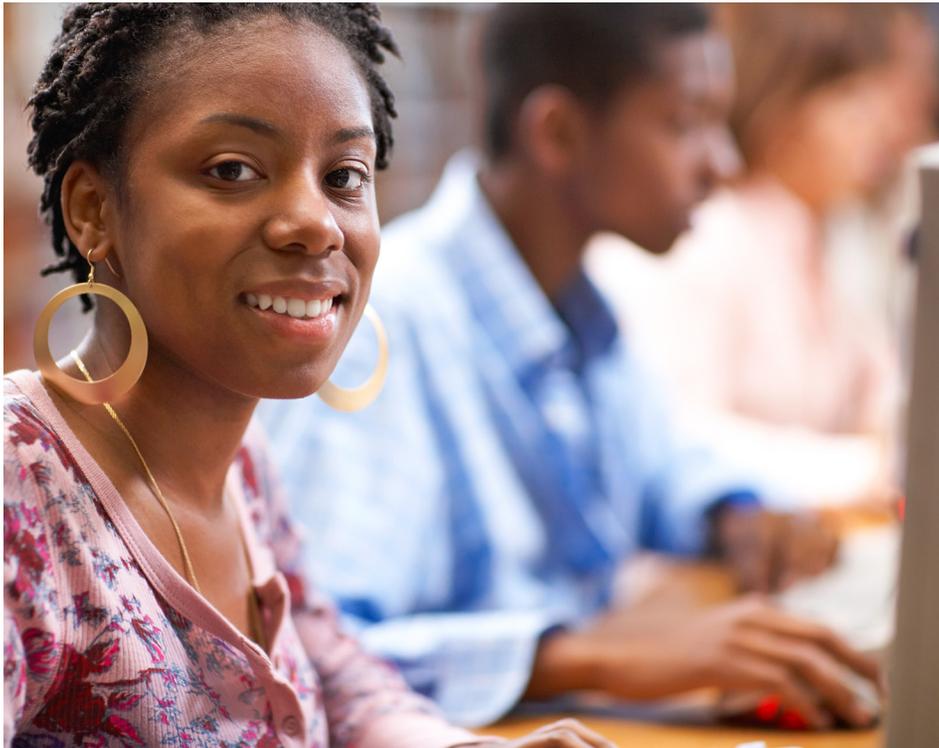
PARTNERING USCM GUIDING PRINCIPLES

TO PLANT AND GROW movements that bring the reality of Jesus to every student and every faculty member will require a radical level of cooperation within the movement of Cru, as well as the greater body of Christ. As leaders in the USCM, we work in overlapping spheres of responsibility, influence, and scope, but with a common aim and mission.

All of the above necessitates having agreed upon principles for working together and partnering. These principles are presented in order to lay a foundation.

Our hope is that we will be able to build on them and capture this moment in history when God has given us so much, and yet, there are so many who remain untouched and unreached.

PARTNERING USCM GUIDING PRINCIPLES



TIPS FOR PARTNERING WELL

1. Don't use email as your only communication.
2. Carve out time to be face-to-face.
3. Invite partners to participate with you in strategic planning and direction setting.
4. Include partners at strategic venues.
5. Learn about majority/minority context & issues.
6. Ask questions to discover where your vision and plans connect, or don't seem to fit, or you just don't understand what is being said.

RELATIONSHIPS FIRST

The bedrock to effective partnering is trusting relationships built between leaders over time. Trust grows and understanding increases as relationships are built.

This will take time and money, but an investment made in relationship builds the foundation of trust necessary to weather the storms of problems and confusion when they come. The ease or inability to address partnership problems is directly related to the quality of relationships between leaders.

Mistakes will be made, problems will come up, but there must always be a commitment to full disclosure, not silent toleration. This could include dealing with wounds of the past, trust issues that have surfaced and moving towards forgiveness. "Relationship First" means building trust, communicating fully, and honoring one another at all times, privately and in public.

PARTNERING AS PEERS

Every leader comes to the table as a peer and as an adult, not one-up, or one-down. We view one another as being both in need and in having something to offer. It is not healthy to only send or only receive. Learning to humbly receive and generously give is for growth and maturity for each person and each ministry. Every plan should include ways in which partners both give and receive in the mission.

SHARED RESPONSIBILITY IN SHARED SCOPE

No single entity has all the necessary resources, but when we work together we can help fulfill our mission in reaching each student and faculty member of every culture, in the United States and globally.

Shared responsibility opens access for collaboration in leadership expertise and knowledge, and allows us to learn of opportunities to contribute that go beyond just people and money. There is an open handed spirit that says to other leaders, "We need you, we can't do this alone, and don't want to do this alone." We affirm a commitment to strong mutual, urgent and specific goals and partners should strive to that end.

In the case of reaching ethnic minority and international students within the United States, our organizational norm is to plant and grow contextualized movements in partnership with the National EFM Ministries.

MUTUAL STEWARDSHIP OF GOD'S PEOPLE

We share stewardship for the students and faculty of the world. We are not the sole stewards.

Partnership means moving from...

» sole stewards to mutual or shared stewardship

» personal responsibility to shared responsibility

» autonomous working to collaborative working

» Isolated to connected

» "mine" to "ours"

» single to multiple

» independent to partnered

» insulated to communal

VALUE CONTEXTUAL EFFECTIVENESS

The strength of a global organization grows in its ability to regularly bring together contextual insights, organizational expertise, skill-sets, etc. This promotes a great exchange of ideas and best practices, allowing us to truly be a ministry that is always learning better ways to reach the lost and build multiplying disciples. This ripple effect will increase the campus ministry global effectiveness because of regularly embracing and implementing contextual insights. We approach partnering as humble learners.

A UNIFIED PLAN

There will be confusion unless there is a firm commitment by the partnering leaders to speak with a united voice. Without this, frustration will result for the teams and trust will erode between leaders. Building bridges of understanding between potential partnering leaders is an essential responsibility and skill for the ministry leadership. If understanding is built between leaders, then they can move effectively toward the objective as the Lord calls forth laborers and provides financial resources.



ETHNIC FIELD MINISTRY VALUES

FAITH

We rest in the faithfulness of God and we boldly take steps of faith in accordance with the promises of His Word. We are people of faith that lead by faith. (Hebrews 11:6; II Corinthians 5:7)

FRUITFULNESS

We desire to see lasting spiritual fruit produced, both in our development as Christ-like leaders and in the fruit of our ministry through changed lives in every ethnic community. (Galatians 5:22,23; John 15:16)

GROWTH

We aim to be humble learners that realize that being in community with others of different cultural backgrounds will enable us to experience the truth, grace and love that is needed to become the people that God has created us to be. (Proverbs 4:5-6; I Peter 3:8)

ADVOCACY IN PARTNERSHIP

We view one another as being both in need and in having something to offer. We acknowledge that trust can only be built when relationships are prioritized. We will choose to believe the best of one another and live out power-giving leadership in which we seek the development of leadership within every ethnic community. (Romans 12:4-5; Philippians 2:3-5)

HONOR

We respect and platform the unique experiences and contributions that each person and each culture brings to the body of Christ. (Romans 13:7; Matthew 7:12)

COMMUNITY

We value a safe, open, honest gospel community that is, in our approach to ministry, not dichotomized from family, church, and other communal connections beyond campus life. (Exodus 20:12; Acts 2:42)

UNITY IN DIVERSITY

We affirm our oneness within the Body of Christ and our desire to see the gospel flourish within every ethnic group on the planet. Biblical unity recognizes that each culture possesses a unique identity and expression of faith that can bring glory to God and contribute to the fulfillment of the Great Commission. (John 13:34-35; Matthew 28:18-20)

ETHNIC MINISTRY LAUNCH PROCESS

CFM NDs, LD ND's, EFM NDs and National Ministries.

As the USCM continues to move forward, there are two evident things happening in our midst. First, we are seeing an increasing number of ethnic minority and international students and faculty on our campuses. Second, we are seeing a greater number of Cru staff and volunteers intentionally reaching out to ethnic minority and international students and faculty.

To assist National Directors and National Ministry leaders, we have created this Launch Process flowchart in order to guide us as we partner together in planting and growing ethnic movements.

DETERMINE PRIORITY LOCATIONS

National Ministries determine and communicate their priority locations (along with the criteria used to select these locations) to the EFM National Team. CFM & LD will receive this information from the EFM National Team (e.g. each National Ministry submits priority locations to the EFM Director's Team each spring and they will disseminate it from there). CFM MTL's, in partnership with their CFM ND & EFM ND, determine their EFM priority after decoding their campus(es). Note: National Ministry Context Directors should also be involved in this process if they are present.

ENTER INTO PARTNERSHIP

EFM ND (or another representative from the EFM National Team if no EFM ND is present) and CFM ND's take the information from National Ministries and MTL's and determine what ethnic ministry launches should be prioritized in a geographic location. As a value, we want to ensure that we are "in this together" and desire strong collaboration between our local missional teams, CFM ND's, EFM ND's and our National Ministries. As an organizational norm, National Ministries (Exec. Directors, Field Directors, coaches, etc.) should have a conversation with the EFM ND about a specific team or campus within a geographic region before speaking to MTLs about a potential partnership. This values the contextual insights of those most knowledgeable about that location.

EFM ND's or a leader (e.g. a Context Director) with the National Ministry discusses the Guiding Partnership Principles and the Partnership Agreement of that National Ministry with local missional teams, helping them to understand the partnership between their local team and the National Ministry. MTL's bring the partnership agreement to their team for agreement. EFM

ND communicates new launch partnerships to National Ministries and Regional Leadership Team.

LAUNCH A NEW MOVEMENT

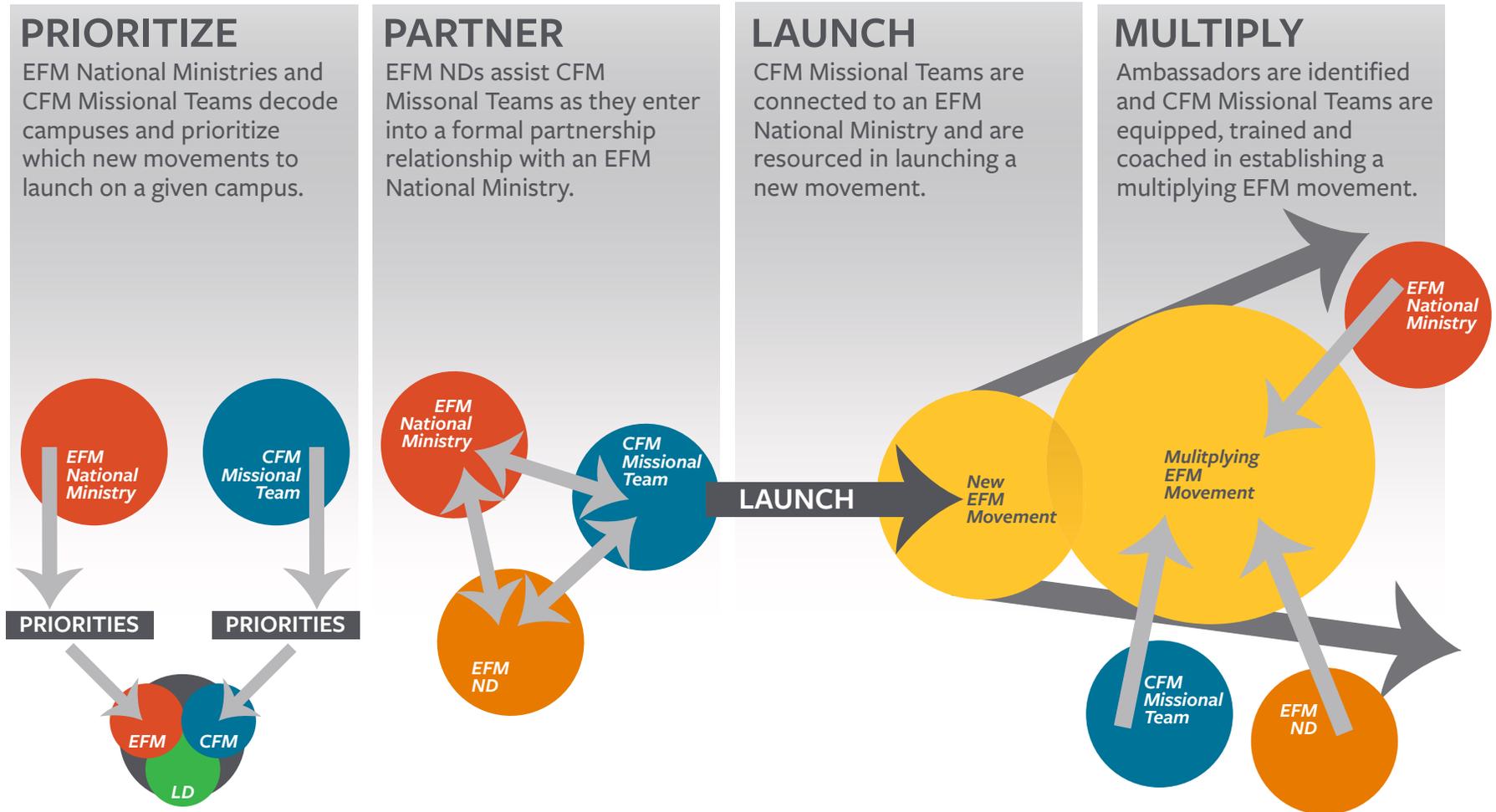
Local missional teams make a connection to the National Ministry in order to establish a relationship, build trust and learn the values of that National Ministry. The National Ministry winter conference may be the first point of formal connection for staff member and/or students but informal connections (e.g. e-mails, phone calls, etc.) will likely occur before then. Resources will be shared with the local missional team such as the Five Postures article and other resources from National Ministry.

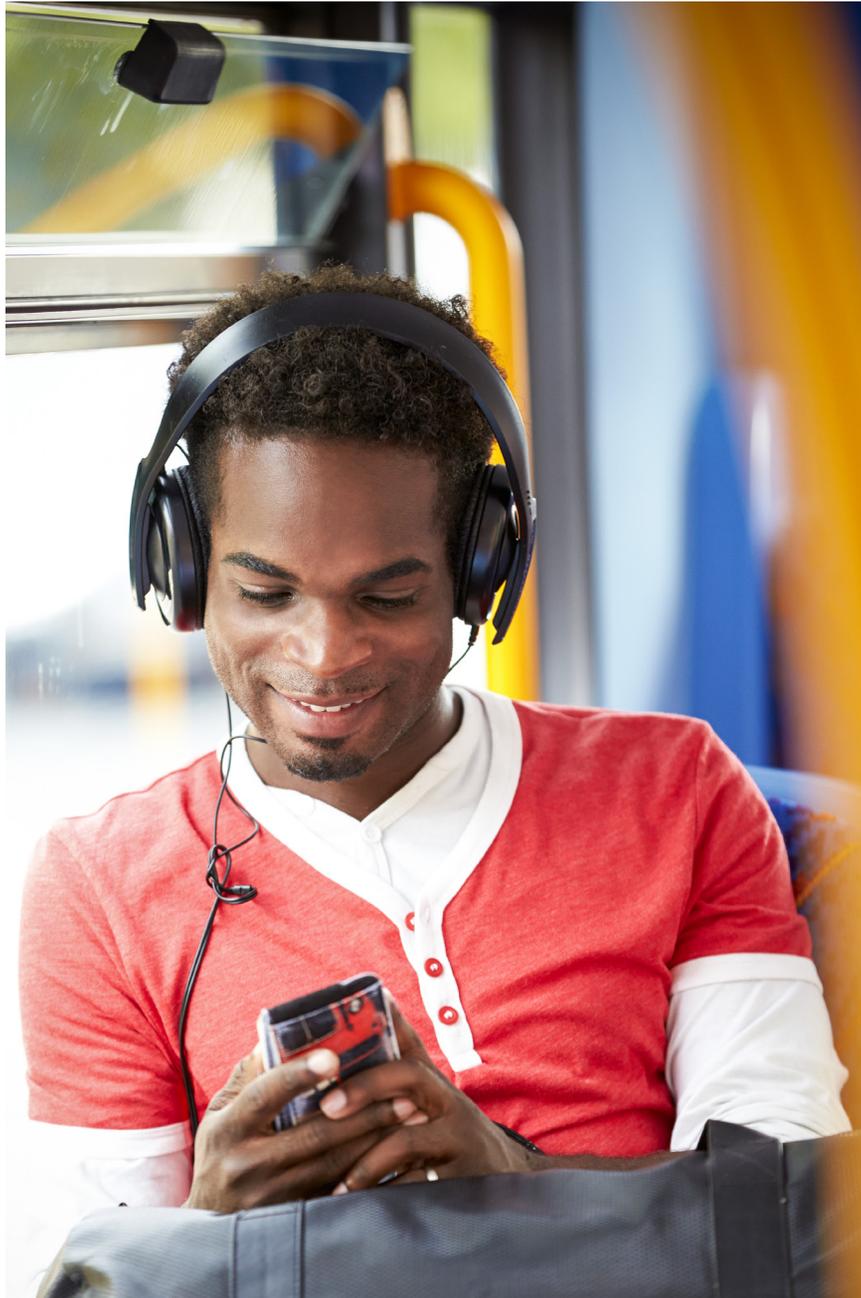
MULTIPLY THE MOVEMENT

Local missional teams, in partnership with the National Ministry, steward the partnership and seek to identify an Ambassador for the team (if they haven't already done so). However, it should be teams, not individuals, that steward the partnership. The local missional team receives on-going training, equipping and resources from the National Ministry, in partnership with LD, to assist them in the process of planting and growing an ethnic movement.



EFM Launch Process





IMPACT CRU CAMPUS AMBASSADOR JOB DESCRIPTION

PURPOSE OF THE POSITION: To serve with the Impact Movement as a part of a Cru Missional Team to launch and develop contextualized Great Commission movements among students and faculty of African descent. This person provides vision, direction and development to Impact student leaders to grow and multiply chapters reflective of the vision and mission of The Impact Movement.

REPORTS TO: While an Ambassador's primary reporting relationship is to their Cru Missional Team Leader, for the purposes of their Impact Activity, they report to an Impact assigned Coach.

RESPONSIBILITIES:

- Connect monthly with an Impact Coach for direction and focus for their chapter(s).
- Engage and coach the Impact launch/chapter through the Seasonal Emphases:
 - Freshman Outreach
 - » Ensure student leaders execute a strong survey strategy by the first week of classes
 - » Aid students in using those surveys to initiate evangelism and surface Journey group members.
 - » Coach students in establishing men's and women's journey groups for as many as possible.
 - National Conference
 - » Recruit students of African descent to Impact National conference
 - » Attend the National Impact Conference with your Impact Chapter
 - Community Engagement - Involve your students in a relevant and cultural context for community involvement.
 - Preparation and Planning
 - » Recruit the coming year's chapter leadership team to all attend an Impact Leadership Institute
 - » Attend the ILI with these leaders
 - » Cast vision and recruit for Impact Summer Mission Trips.
 - » If at all possible, staff an Impact Summer Mission and bring students with you.
- Have Stats recorded weekly or minimum monthly. (Refer to page two.)
- Be aware of how students are doing:
 - Spiritually – Are they walking in the Spirit as a habit? Are they in the Word? Are they having time with the Lord?
 - Relationally – Are they connecting well with folk within the African American community? Is there social life healthy? How are they doing emotionally?
 - Directionally – Providing students vision, training and accountability to implement Impact's Seasonal Emphases
- Preparing and arranging for all rising Impact Chapter leadership team members to attend the annual Impact Leadership Institute (ILI). This is required for those desiring to serve on a leadership team and affects chapter certification.
- Represent Impact to your local Missional team via updates, prayer requests, and inclusion in the local/regional fund development plan.
- This document should be reviewed each year with your Cru local team and Regional EFM and CFM leadership.

RESULTS:

- Growing proficiency in Impact ministry strategies and tools.
- Pursuing cultural fluency for ministry effectiveness.
- Chapters are moving through the four stages of growth: Pioneering, Launching, Chapter and Gold Chapter.
- Chapters are consistently participating in the four "Seasonal Emphases".
- Increase of stats accurately being recorded for evangelism activity and other stats.

EXPLANATION OF STAT CATEGORIES

Here are the categories that we would like to assess:

- Personal Evangelism: How many people have heard the gospel through personal, one-to-one evangelism?
- Group Evangelism: What was the total number of people who heard the gospel through group evangelism? (i.e. evangelistic presentations in residence halls or classes, evangelistic choir concerts, etc.)
- Media Exposures: How many people have been exposed to significant gospel content with opportunities to respond through media exposures? (i.e. NotYourMamasReligion.com outreach campaign, Impact kit distribution, Impact planner distribution, Bible giveaways, etc.)
- Decisions for Christ: How many people have indicated a decision to receive Christ?
- Conference/Event Attendance: How many attended the most recent Impact event (e.g. a retreat, conference, ILL, etc.)?
- Community Engagement Participants: How many in your chapter are currently involved in community engagement?
- Community Engagement Hours: How many total hours did members of your chapter spend involved in community-based ministry?
- Student Leaders: How many students currently serve on your leadership team?
- Students Involved: How many students are currently involved in your chapter (i.e. involved in small group bible studies, outreach, weekly meetings, community engagement, prayer times, etc.?)

EXAMPLE:

Yes, this is about entering your stats on the Impact website. Here is the website www.impactmovement.org click on Campus, click on Submit Campus Stats and voile'. Stats Categories are described on page two. Or www.impactchapter.com

Two examples: An ambassador and volunteer nervously stepped out at CSUP not knowing what to do to get contacts. As we prayed and talked through possibilities, they set up to speak about Impact at a bible study. They had ten minutes to talk with BABES, I forget what the acronym means, and the Black Student Organization. BABES had 12 women attend and 10 wanted to get into a study.

In their first meeting, they will present the gospel in a creative way. That number would be put in Group Evangelism. If the gospel was generally shared in the first contact, they would put 12.

Community Engagement: Example: After speaking with Martavius, we realized that he has been sharing the gospel and tutoring high school students 4hrs. a week per month. 4X4 is 16 hrs. Just he alone from his chapter could put 16hrs for community engagement.





CFM-IMPACT PARTNERSHIP AGREEMENT

We'd love for you to partner with us in ministry to students of African descent. If you choose to partner with us, here are some principles that The Impact Movement would require you to embrace:

1. COMMUNICATION

We value two-way communication, and we realize this requires time out of your busy schedule. It is vital for an effective partnership that you commit yourself to:

- Reading periodic informational updates from Impact via email
- Reporting information and statistics to Impact on a monthly basis

2. EQUIPPING

We respect the training and experience you have already acquired, but we know that no ambassador for Jesus can be fully effective without continuing to learn. As you begin to launch an Impact Movement chapter, it's safe to say that you'll need input in dealing with cultures of African descent. Impact wants to assist you through these resources:

- Training and tools available on our website (impactmovement.org and impactchapter.com)
- Periodic phone connection with an experienced Impact Coach
- Participation at an Impact venue. This means attending one of the following: Impact Fall Retreat, Impact National Conference, Impact summer mission or Impact staff conference.

3. LAUNCHING STUDENT-LED MOVEMENTS

We desire that you reach, build and mobilize student leaders of African descent to lead Impact movements. It's tempting to lead the ministry yourself, but it is more strategic to train students of African descent to learn to execute the ministry. Therefore, we are challenging you to define your partnership with Impact as an endeavor that focuses on student leaders.

4. INDIGENOUS LEADERSHIP

Our shared goal is to see God raise up ongoing indigenous leadership, whether an alumnus or church based Ambassador, who will provide continuity in coaching Impact Chapter leaders.

Signed _____ Date _____
Campus Field Ministry Representative

Signed _____ Date _____
Impact Ambassador Representative

ARTICLES FOR FURTHER READING

Five Majority Culture
Postures Towards
Ethnic Minority Ministry
<http://is.gd/5postures>



Six Postures Of
Ethnic Minority Culture
Towards Majority Culture
<http://is.gd/6postures>



RESOURCES

Book: *A Cry of Hope, A Call to Action: Unleashing the Next Generation of Black Christian Leaders* by Charles Gilmer (<http://is.gd/z775mu>)

Book: *Why Are All the Black Kids Sitting Together in the Cafeteria?*
by Beverly Daniel Tatum (<http://is.gd/sxLKjc>)

Article: *Why Does Impact Focus on People of African Descent*
by Scott Crocker (<http://is.gd/dJlb8y>)

Video: 10 Years of Impact National Conferences
(<https://www.youtube.com/watch?v=ftOy1XibViE>)

Website: ImpactChapter.com

