



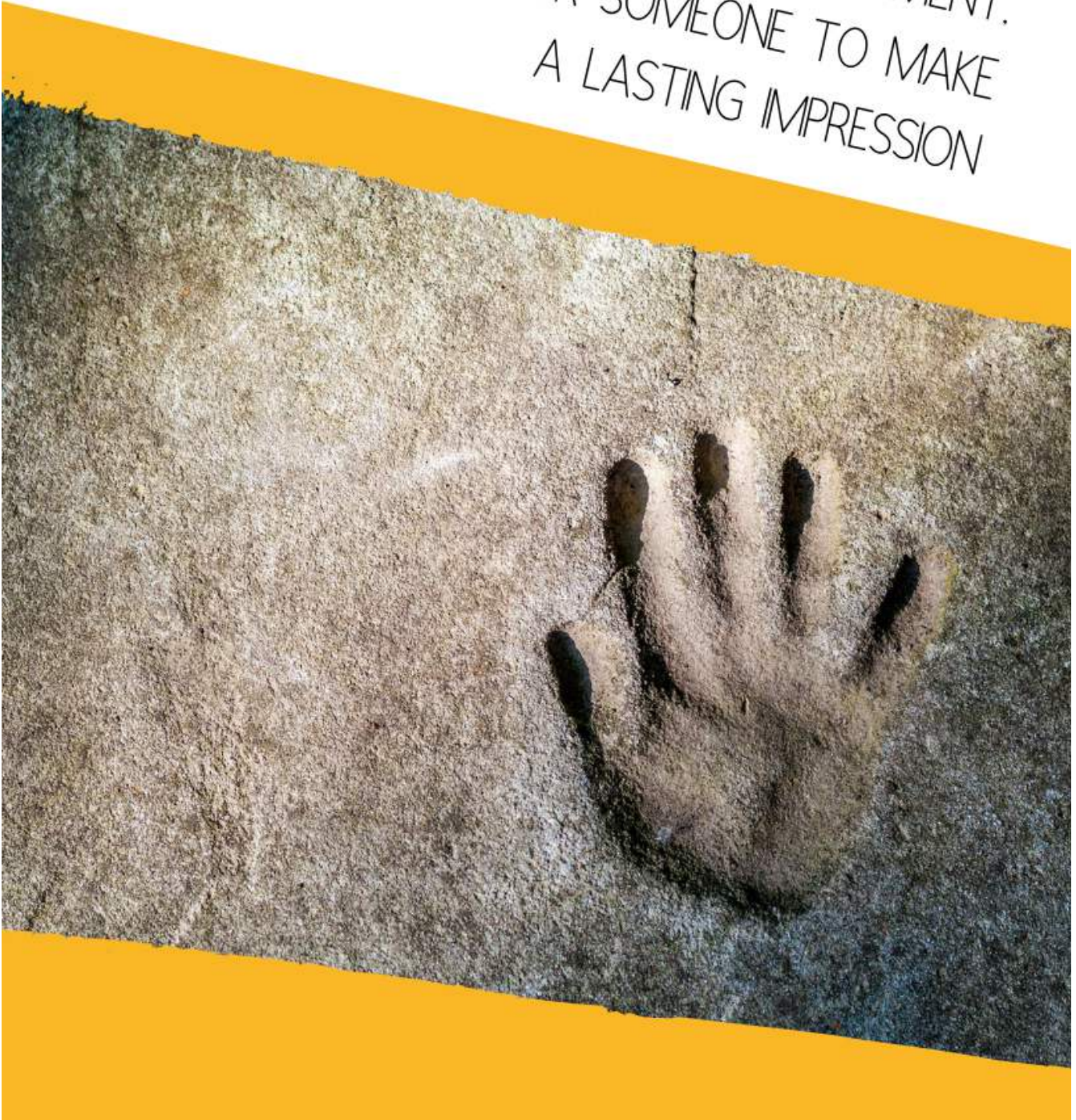
THE FIRST YEAR OF
LAUNCHING
A HIGH SCHOOL
MINISTRY

THE
LAUNCH
BOX X



This is the first release of the launchbox. We're getting it into your hands so that you can launch ministries with teenagers now. To make it the most impactful tool, we need your feedback. Please give feedback at cru.org/launchbox

TEENAGERS ARE LIKE WET CEMENT.
JUST WAITING FOR SOMEONE TO MAKE
A LASTING IMPRESSION



Welcome to the Launch Box!

For more than 50 years Cru has reached middle and high school students with the gospel. During that time, the Lord has given us a deep well of knowledge and methods for how to win, build, and send this desperate and vital audience. Our heart and desire is to pass these timeless tools on to you. As Paul writes, “And the things you have heard me say in the presence of many witnesses entrust to reliable people who will also be qualified to teach others.” This Launch Box is designed to equip you with the tools to go and make an immediate impact. Teens just want someone to spend time with them and show them what it means to be a child of God. Will you be the one to do that?

My prayer is that we will look back 50 years from now and know that the body of Christ can be completely equipped to go on a campus and connect with students who are hurting and in need of the gospel message. We hope that this will help you tear down the misconception that campuses are closed off to missionaries. You will soon be prayer walking and launching new movements with students. God knew from the beginning of time that you would be the one in the power of the Holy Spirit to lead them.



Tyrone & Andrea Tompkins

High School

Executive Director

A note from collegiate leaders to all collegiate staff

We are excited about this Launch Box that the High School ministry has put together. There are high schools and middle schools in our scope that we want to reach. Having a tool like this, with an emphasis on practical steps and how-to's, will give us what we need to help train volunteers or interns and approach schools and the teenage audience with confidence. It is written specifically for Cru collegiate staff and students.

Over the past year, high school leaders have been talking with early adapters like us, and we have spoken into the concept of this book. However, the final test will be on the field level, when you and I are ready to launch a high school or middle school campus. That's why they are asking for any input that you feel would make it a better tool.

Think about the teenagers in your scope, flip through the Launch Box, and consider how this tool could help you launch a ministry to teens at a school near you. If you're not the one, to whom should you give this, in order to get something started?

Thanks!



Jeff Koch
Chicago



Josh Chen
Portland



Dan Trepod
Detroit

Cru Collegiate Version

This version of the Launch Box is aimed at Cru staff and students on college campuses across the U.S. We want to first serve them to help them launch high school ministries where they are, and then we will look to resource others, including youth pastors, parents, and the global community. Please help us make this better by giving us your thoughts at cru.org/launchbox.

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How to Use This Book

The Launch Box contains what you need to launch and grow a ministry at your school. However you use this book, know that there is no “right way” a ministry starts. While we do say that it could take up to a year to launch a ministry at a school, sometimes it takes a little longer, and other times it may happen in a week! Walk through the steps we've laid out in the Launch Box, in the power of the Holy Spirit, and be ready to change it up if unexpected opportunities come up. Take your time; God has this!

There are several ways you can use this book:

If you're a team

Read a chapter each week, talk about the chapter, and do the assignments. This gives you time to grow together as a team. If done in this way, you will spend roughly your first semester getting yourself ready to reach students, building a strong foundation of prayer, and learning about your campus before you plunge into launching your ministry. This book provides roughly 11 weeks of content to help equip you for reaching middle and high school students. We suggest you make prayer walking a regular part of this phase of your ministry as you get to know your campus better.

If you're alone

The sections build on each other and follow the sequence of launching a campus. Just read it straight through at your own pace and do the assignments.

Use it as a reference manual

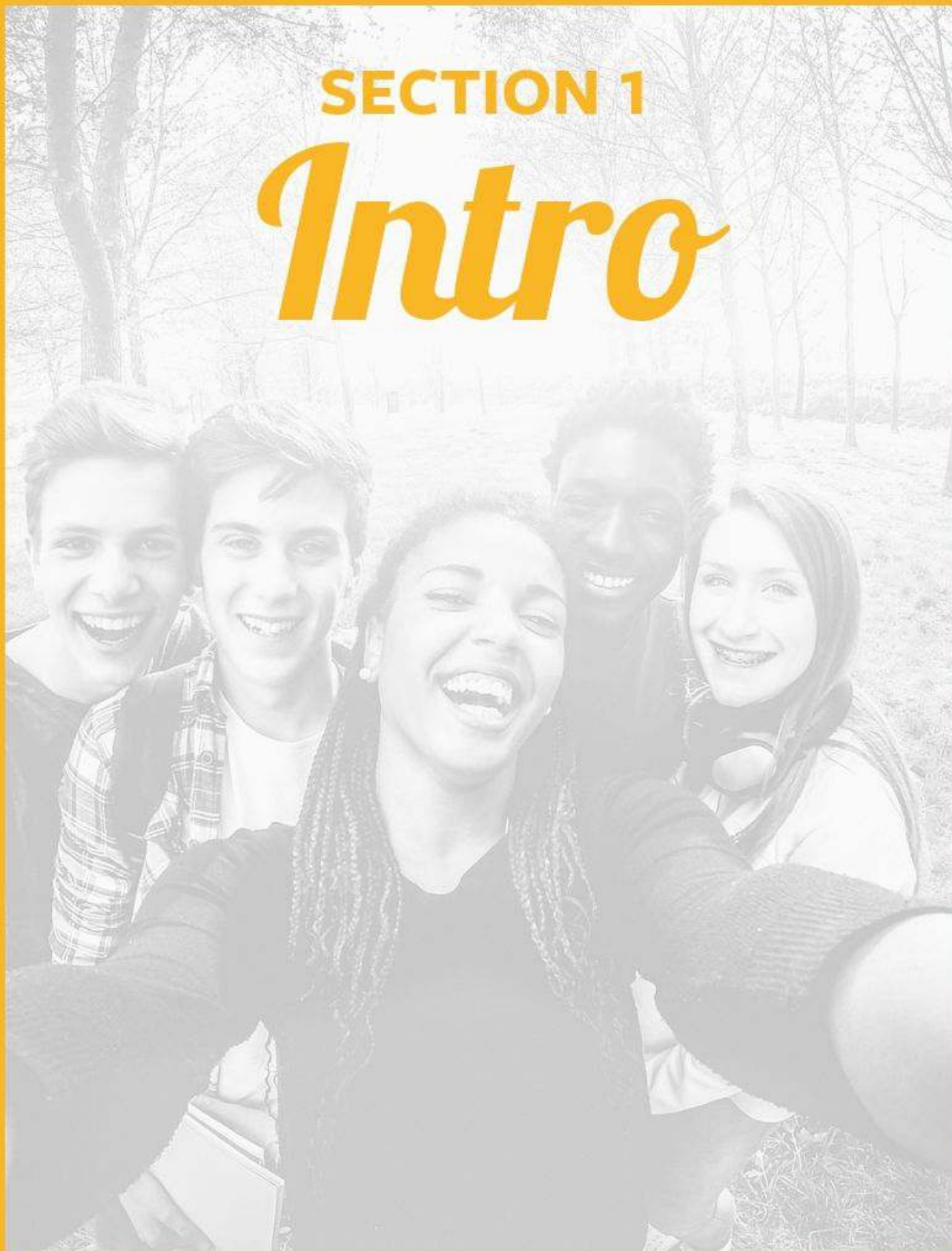
Maybe you've already started a ministry and now just need quick answers. If that's the case, just jump right in and use what is helpful to you. At the beginning of each chapter we tell you what you'll find there, so flip to that page to find what you're looking for.

Got a Quick Question?

- How can I start a ministry without having to read this whole book? ..p.22
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SECTION 1

Intro



Questions This Section Answers

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This chapter takes a look at how Cru reaches teenagers and why this age group is so strategic.

Cru is an international ministry that reaches people of all walks of life with the gospel of Jesus Christ. While you may be more familiar with our collegiate ministry, this book is specifically about launching a ministry on high school and middle school campuses.

QUESTIONS THIS CHAPTER ANSWERS

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- Why is it so strategic to reach students on the high school campus?..... 14
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- How can I start a ministry without having to read this whole book?22

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Know why the teenage years create a perfect storm spiritually in a person's life.
- ☐ Understand how Cru is different than other youth ministries.
- ☐ Browse through the ministry skills section of cru.org/launchbox.

Our Mission Statement

Go anywhere teenagers are, with the compassion of Jesus, to build spiritual movements, so that middle school and high school students everywhere can know and follow Him.

Our Vision

Transformed students taking Jesus to
every teenager
anywhere
by all means!

What Does Cru Do?

Win

Sowing – the process of meeting and contacting a wide variety of students, arousing their curiosity about spiritual things, and preparing them to hear the gospel. This involves being where students are and connecting with them, as well as encouraging spiritual interest.

Winning – the process of sharing the gospel with students and asking for their response (evangelism). In Cru, we share Christ individually or in small and large groups.

Build

Follow Up and Basic Growth – the initial step of helping a new Christian become grounded and established in their faith. It is carried out immediately after a person's decision for Christ, usually in the context of personal appointments or a small group.

Discipleship and Training – the deepening of a person's walk with Christ, during which their trust, love, and surrender to Christ grow stronger. As they grow to love Christ, ministry training (equipping) grows out of their desire to imitate Christ and to be involved in reaching out to others.

Send

Influencing others to love and follow Christ through evangelism and discipleship, as well as by words and actions. Cru conferences, local ministry opportunities, and global missions are strategies through which desire, understanding, and skills to influence others can be developed.

*In
Cru
We*

- Build relationships with students
- Share Christ respectfully at the first good opportunity
- Create safe places for students to process life through small groups
- Let students lead, so that they own the vision of reaching their campus
- Train students to multiply spiritually through group outreaches, personal conversations, and weekly or monthly large group meetings
- Aim to reach out to every ethnic group on campus
- Meet students where they are, brokenness and all, and help them take steps toward Jesus

OUR VISION:
TRANSFORMED STUDENTS
TAKING JESUS TO:
EVERY TEENAGER
ANYWHERE
BY ALL MEANS!



Why Reach Teenagers?

A Tolerant Generation

One in eight describe their sexual orientation as something other than heterosexual.

Over half of teens say they have had oral sex.

Over 40% of 15-year-olds have had intercourse. In the '70s, it was less than 5%.

A Lonely Generation

33% of teens report being bullied online.

57% of teens use screen media four or more hours a day.

20% percent of all teens experience depression before they reach adulthood.

Every 100 minutes, a teenager takes their own life.

But they are also...

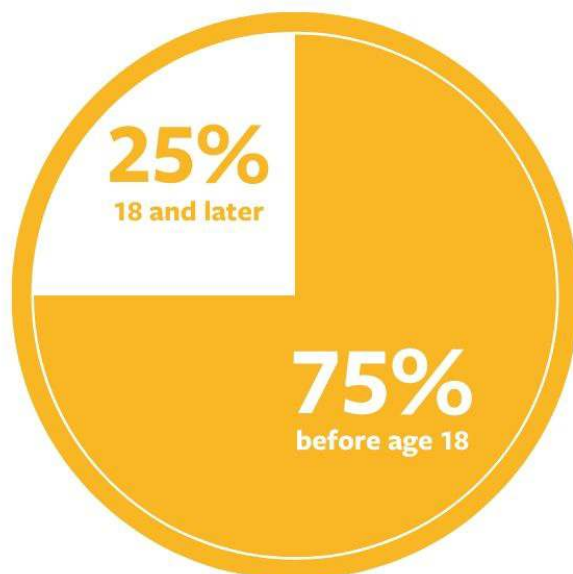
An Open Generation

The things that have made teens lost are the same things that have made them ready for a relationship with Christ. High school and middle school students are searching for something to believe in. What are we offering them?

34% of teenagers say they have no religious affiliation. They are a spiritual blank slate.

"About three fourths of all people who have consciously, intentionally, and personally chosen to embrace Jesus Christ as their Savior did so before their 18th birthday."

- George Barna, Researcher



75%
OF CHRISTIANS
RECEIVE
CHRIST
BEFORE AGE
18

Why the Campus?

**We go where students are.
We don't make them come to us.**

- 95% of teenagers in every community are at the local public high school every day.
- Students spend roughly 1/3 - 1/2 of their school day on campus.
- About 75% of all Christians receive Christ before their 18th birthday.
- Once teenagers leave high school, they disperse to multiple occupations and lifestyles, making it much more difficult to reach them with the gospel.
- School life is community life – when Christians serve the school, they impact the broader community through its family relationships.
- The campus is where non-Christian teenagers are. We won't find large groups of them in our churches.

The high school & middle school years create a perfect spiritual storm in a student's life.

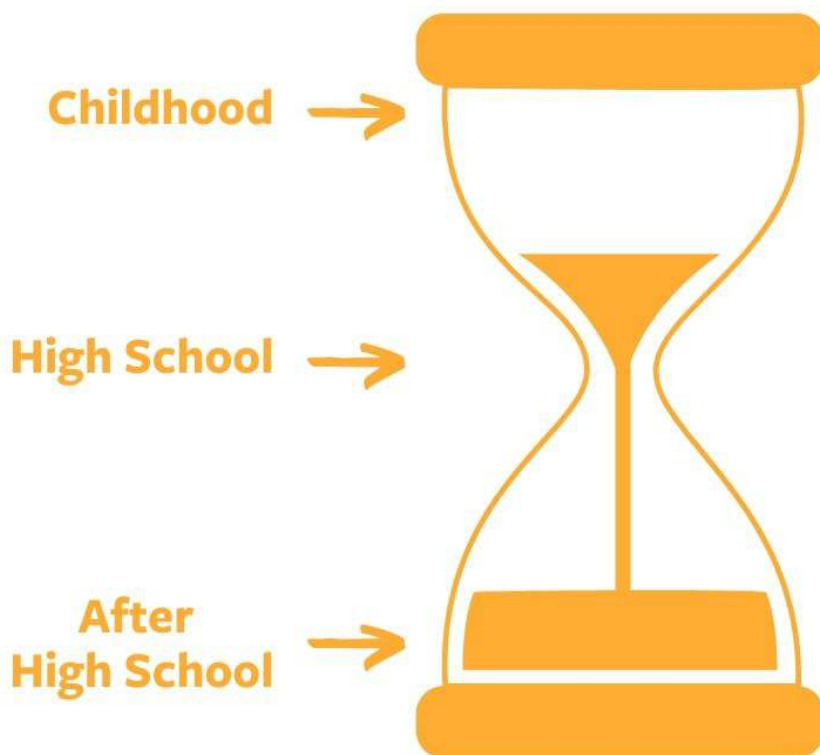
- It's the time in a person's life when they are most spiritually open.
- All people of that age group are all in the same place (that never happens before or after this time).
- It's a very social time of their lives - teenagers travel in groups and highly influence each other.
- The student is still living in their home, so reaching the student opens the door to reaching their entire family.

Children are each in their own homes, rarely together in one place

This is the only time they are all together in one place for the majority of their waking hours. This is also during the most spiritually open time of their lives.

They scatter to different places, never in the same location again...

- College
- Career
- Military



Busting Myths

about working with teenagers

Myth:

It's a rare exception when a teenager is used by God to help fulfill the Great Commission.

Myth:

"Youth Ministry" means a church youth group.

Myth:

Students want to be entertained more than they want to be challenged.

Myth:

Only high energy, outgoing people do well working with teenagers.

Fact:

Every day around the world, teens are helping to reach their campuses for Christ.

Fact:

Cru is a campus-based ministry whose end game is spiritual multiplication among students.

Fact:

Teens are under-challenged. Their emerging maturity wants to lead.

Fact:

Energy and hype can help, but more often teens are attracted to those who care about them.

How is Cru different from other youth ministries?

Groups like Cru, Young Life, or FCA have unique strategies. Students get involved with each for different reasons. It's not "one size fits all." We respect and love each group for the way they help students know Jesus. We are on the same team, not the competition. There are so many different campus groups that we can't list them all here, but here are a few that we often work alongside:

Fellowship of Christian Athletes gathers students in huddles, led by coaches at the school. They give student athletes a chance to express their faith through the sport they love.

Young Life leaders connect with their audience in a highly relational way, earning the right to be heard before they share the good news.

Church Youth Groups are a part of every community. Their leaders often volunteer at the school or, in some cases, visit their students at lunch hour. We are not the church; we exist alongside the church to help students get involved in the church. As we get to know these leaders, they can become our greatest allies.

Christian Clubs can be found on many campuses. They are often focused on gathering Christians together for fellowship, prayer, and Bible study, and not usually organized to be outreach focused.

Cru shares Christ at the first opportunity and builds a network of small group Bible studies. We train students to share their faith through group outreaches, personal conversations, and weekly or monthly large group meetings.

Working with Other Ministries on Campus

So, what do you do when you find that there are already others reaching out to your campus? Below are some thoughts and suggestions:

- Consider reaching out to a school that no one else is reaching.
- Recognize that no one group can completely reach a school - there is room for multiple ministries and strategies on any given campus.
- Remember that you are on the same team - so approach them as an ally, not competition.
- Discover if there are groups or types of students on campus that are not being reached.
- Consider whether you should start a Cru ministry or join with them in theirs.
 - Are they reaching students the way you would like to see them reached?
 - Are they challenging students the way you would like to challenge them?
 - If so, maybe just help them with their ministry instead of launching Cru.

If you do decide to launch Cru where another ministry already exists:

- Always talk positively about the other ministry, never negatively.
- Get to know the leaders of the other ministry. Meet with them, pray with them, support them, encourage them.
- Don't schedule your meetings on the same night as theirs if you can help it.
- Be careful about "poaching" their students. Try to find a group of students that they are not currently reaching out to (although this kind of overlap often happens anyway).
- Keep the lines of communication open - keep talking with them. If problems emerge, talk about them and be gracious.

How do I approach ministries already on the campus?

- Find out who is the leader. It may be a college volunteer, student, or teacher sponsor.
- Set up an appointment to get to know them better.
- Meet them with a humble, respectful, and teachable spirit.
- Ask them about their ministry and tell them about your plans and your motivations.
- Learn from them about the campus, the spiritual climate, and more about their ministry.
- Consider joining with them, helping them in key areas, or focusing on a group on campus that they aren't reaching.

Be prepared to ask the following questions:

- How are things going with your group at the school?
- Are there any ways we can collaborate to reach more students?
- Are you reaching any particular group better than others?
- How do you see us fitting into the strategy of reaching every student at this school?

Here's a quick reference for how to explain Cru to another group:

"Cru is a network of student disciples who see their school as a mission field. We offer discipleship through small groups, conferences for training, and overseas experiences for growing leaders."

AT A HIGH SCHOOL IN CINCINNATI, STUDENT LEADERS
INVOLVED WITH CRU LEAD A LUNCH HOUR FCA HUDDLE.
WE'RE ALL ON THE SAME TEAM.



The Six Milestones

on a discipleship journey

The end game of Cru is to develop a network of student disciples who see their school as a mission field and are making Christ known! In order to keep us aligned to that goal, we have six main events in a student's discipleship journey that we focus on to help move them forward. We call them our six milestones. These milestones mark a clear path for us to develop a network of disciples that will change the campus.

1. Presenting the student with the opportunity to receive Christ
because students are ready to respond to Him
2. Seeing the new believer arrive at their first follow-up meeting
because students need spiritual nourishment
3. Teaching the student how to be filled with the Holy Spirit
because students, like all of us, are broken and need mending
4. Leading the student into their first experience of personal evangelism
because when students share their faith, they will more likely own their own faith
5. Inviting a student to attend a Cru training event
because students need the training and vision that these events offer
6. Challenging the student to spiritual leadership on their campus
because today's students are over-entertained and under-challenged

The skills for each of these milestones can be found on the Ministry Skills tab at cru.org/launchbox.

Assignment:

- ☐ Browse through the Ministry Skills section of cru.org/launchbox and get familiar with the skill training offered there.

Lightning fast ways to start a movement!

The Launch Box follows a tried and true process for seeing a high school ministry begin. However, **if you're chomping at the bit to start something RIGHT NOW, then this page will help give you hope.** If your personality is "ready, fire! aim," perhaps God has something up His sleeve to quicken the start of things.

We want to suggest three ways in which God has typically opened a campus in record time, though certainly we aren't trying to limit God's creativity!

1. Do a Team Meeting

You are looking at an open campus. The principal believes outside faith organizations enhance students' lives. In this case, we suggest you approach a team or club and offer a team meeting. This will give you an instant group to begin a Thrive follow up study. For more on team meetings, see the Ministry Skills tab at cru.org/launchbox.

EXAMPLE: It was our first time visiting the campus. We observed a few practices, and then bumped into a very friendly and talkative track coach. After explaining who we were and what we did, he invited us to speak to his team the next day before practice and agreed to then hold an outreach after practice for interested students. The following day, we gave a brief 10 minute motivational talk before practice and invited the team to hear more about faith at a pizza party afterwards. Twenty-five students showed up, and five indicated decisions for Christ. A local youth pastor was lined up for the follow up.

2. Start a Club

You meet a mature Christian student who says they want to begin a club or regular meeting for their friends and anyone one else interested. In this case, you could coach them to start a Cru club on their campus.

- Remind them of the equal access laws permitting students to meet for religious purposes.
- Ask them if they know of a teacher who can sponsor a club.
- Coach them to approach the principal with a request to start a club called Cru.
- In some cases, the school will require signatures of a specified number of students before they can start a club.

3. Start a Small Group

If you know a few students who would be up for starting a small group, just start a Thrive group at one of their homes. Have them gather some friends and work on growing the group. After a while, do an off-campus outreach. Move toward starting more small groups and having monthly outreaches.



Reaching teenagers can be both exciting and terrifying. We might wonder if we are cool enough or know the Bible well enough. And when we get on campus, we might get overwhelmed by insecurities and wonder if we are the right person for the job. This chapter discusses what the right person really looks like.

QUESTIONS THIS CHAPTER ANSWERS

- What does the right person look like?p.25
- When do I need to be available to reach teenagers at a high school campus?.....p.26
- What do I do if I'm terrified to go to the high school campus?p.28

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Know what “golden hours” are.
- ☐ Answer or discuss with others the questions after Steven’s story (p. 27).
- ☐ Sign and agree to invest this year in reaching teenagers.

What Does the Right Person Look Like?

List five characteristics of someone whom you think works well with teenagers.

-
-
-
-
-

Your answers may include:

- Has lots of free time
- Looks and dresses just enough like teens to blend into a crowd
- Up on the latest teen culture and lingo
- The life of the party
- Social media savvy

These kinds of people are out there, and you may be one of them. But let's be real – it's not personality or gifting that matters, as much as what's inside of you. Give the following a rating of 1-10, 1 being “not at all,” and 10 being “exactly how I feel.”

1-10

- [] I love this age group and enjoy being around them.
- [] I believe if they are discipled and challenged, students can lead spiritually.
- [] I see spending time with teens in what they love to do, as part of disciple making.
- [] I am able to be myself around them.
- [] I have at least a few hours in my weekly schedule for ministry to a local campus.

So, are you the right fit for working with teens?

Teenagers don't need an older version of themselves. What they need is someone FAT!

F-faithful Will you show up every week?

A-available Will you open up your life for students to see?

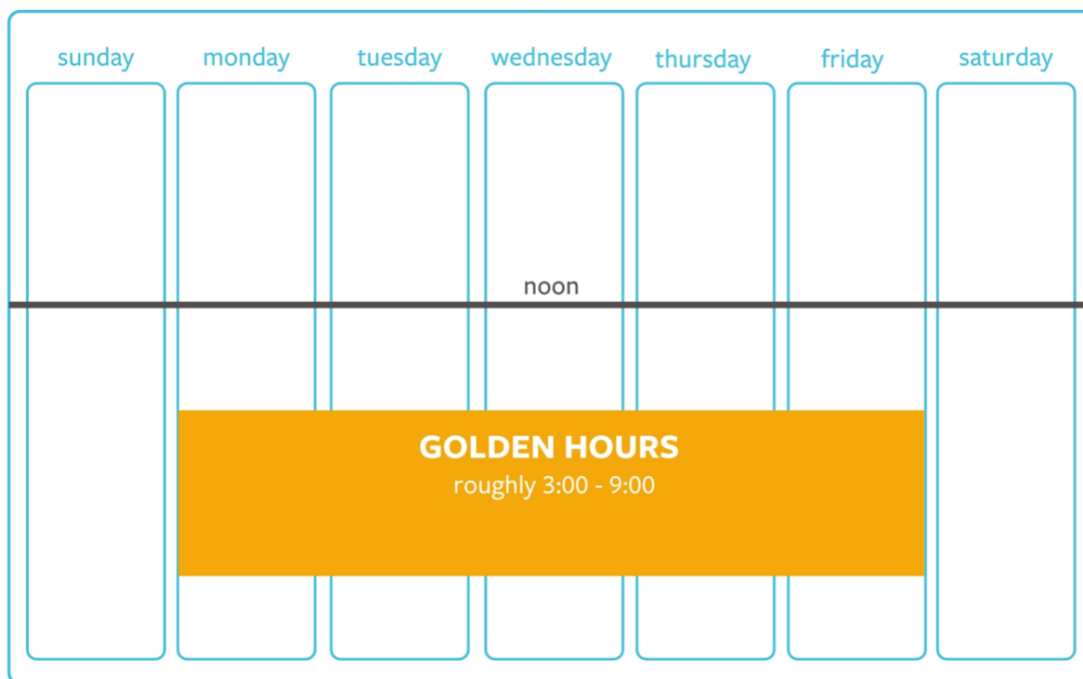
T-teachable Will you follow Jesus and help them to do the same?

Being there for them, being genuine, and pointing them to Jesus... that's what today's teenager needs from you. Do these three qualities describe your motivation?

Golden Hours

One challenge in working with teens will be finding consistent time in your schedule. A ministry to any school can be launched with just a few hours a week. With teenagers, it's not always about how much time you have, but picking the right time.

Teenagers are most available between the end of school and bedtime. These are the golden hours when students are hanging out, doing homework, at sports practice, or various other activities. It's a time when you can watch their sports practice, go to the play they are in, have a Bible study, or share Christ with them. The best ministry will happen if you can free up time during these golden hours to spend with students. Of course, students are sometimes available in the mornings and weekends, but those are often not their best times. If you absolutely have no time during these hours, campus ministry with teenagers might not be the best fit for you. So, what might launching Cru look like on your campus?



"There's a perception that I have to be really 'cool' to work with teens: to dress like them and keep up with all the latest music, movies, Instagram, etc. to be effective. I have found that attitude incredibly self-focused and self-consuming. It is so freeing to know that I can be myself and love students faithfully and consistently, and that is what makes the difference. I believe it is also a much more effective disciple-making strategy long-term."

Shawn, Denver

A Launch Story

A volunteer named Stephen started Cru at a high school in Oklahoma City with just a few hours a week. In his own words:

“After being involved with Cru in high school, I relocated to Oklahoma City. In November of 2017, God put it on my heart to start a guys’ Bible study, with the hope that it would eventually turn into something more. The youngest son of the family who helped me get settled in OKC was a junior at Carl Albert High School at the time, and I asked him if he would be interested in starting a guys’ Bible study with a few of his friends.

The first week that we met, Hayden had two of his friends join us for pizza and a message about having confidence in our faith (the Getting Started series from Thrivestudies.com). Within a couple months we had a consistent group of about 8-10 guys.

In January, a family friend volunteered to lead a girls’ group, and both she and I went to speak to a group on campus to tell them about Cru. Out of the 90 students there, 50 filled out a comment card stating that they would be interested in being a part of the guys’ or girls’ Bible study. From there, we officially launched the girls’ Bible study group, and our guys’ small group gained a few more consistent attendees. This was our official Cru OKC launch!”

Following our launch, we selected a group of about 10 guys and girls who were excited about making a difference on their campus to be our student leadership team. To promote the goal of a student-led ministry, they were the ones who planned our monthly outreaches called Big Mondays, to which they would invite as many fellow students as they could to a night of food, fun, and Jesus. A few months later in April, we hosted our first Big Monday where 33 students showed up, and at the end of the night 9 of them indicated they made the decision to accept Christ into their lives! As our ministry continued to grow through small groups and monthly outreaches, our next step was to take a group of students to the Getaway Summer Conference.”

- What about this startup would have been difficult for you? What would have been easy?
- Can you see yourself in Steven’s shoes, launching a ministry like this?

The Fear Is Real

“Awkward”, “scary”, “heart pounding” – just a few descriptors for how adults like you might feel as you think about walking onto a middle school or high school campus. There aren't too many seasoned youth leaders who don't have a story tucked into their resume about their uncomfortable first steps.

Here is Mark's story:

“I’ve been working with teenagers for 20 years now, but I remember the first time I went to campus. I had met a few guys from the school and started a small group Bible study with them. But I knew that the real action was on the campus. That’s where I would meet non-Christian students, learn more about the culture at the school, and get to know students ‘on their turf’. The campus is where I can really make a difference. I was a senior in college and, though I was just a few years older than the students there, I was nervous. Questions filled my head...

‘Do I belong there?’

‘Will the students reject me?’

‘What will I say?’

‘Will I feel like a creepy guy?’

‘Will they think I’m a drug dealer or worse?’

Thoughts like that filled my head as I drove to campus. The doubts grew as I drove into the parking lot. And just as I was about to pull into my parking space, I chickened out. I kept driving, left the campus, and hit Dairy Queen for some ice cream. I just couldn’t get over those fears and doubts!

My second attempt was much more successful, and I met some students who later got involved in Cru. Twenty years later, I still get nervous going onto campus, but I’ve learned a few tips that make it a little easier...”

4 Tips for Confidently Going on Campus

1. Have a purpose.

Although you may want to spend some time just hanging out with students, your best bet is to have a reason for being there that you can tell people when they ask. “I’m here to meet Mr. _____” or “I’m here to watch my friend’s football practice.” Then you can come a little early or stay a little later to hang out with students.

2. Be official.

You will feel much more comfortable long term if you are an official volunteer on the campus. Maybe you help lead a club or a sports team. Find a way to help, get official, and walk on with confidence.

3. Don't be sneaky.

It's tempting to want to just walk on to campus and hope that no adults see you or ask what you're doing there. This will always cause you to feel more nervous and creepier. Avoid the temptation. Have the confidence to look at adults on campus in the eye, greet them with a smile, and tell them why you're there if they ask. If you go on campus during the school day, always go through the office.

4. Look for a friendly face and talk to them.

Then introduce yourself to their friends. A friendly face will always make you feel more welcome and keep you from feeling so nervous.

You start by

PRAYING.

Then you will

PREPARE

yourself for working with teens while you continue praying.

When you're ready, you will

LAUNCH

an outreach on your local campus.

And finally, you will

GROW

your ministry through small groups, conferences, and global missions to reach other students at this school and around the world!

The Launch Box

As you better understand what it means to launch a high school ministry, you'll be able to discern if you're the right person for the job. The following will outline a simple four-fold strategy.

A school is launched when caring adults take steps to find, equip and empower students to become spiritual multipliers.

PRAY:

When we work, we work, but when we pray, God works. Our primary tool is called prayer walking. The first thing you'll do is get your feet on (or near) the campus of the school, walk around, and pray. You'll do that every week as you work on the Prepare stage.

PREPARE:

The school has a unique culture that lies hidden until you take steps to discover it. In every school, there exists what we call gatekeepers, adults who will give us access to students. This Prepare stage will help you gather the information and the relationships you need to launch a ministry.

LAUNCH:

This is when we officially start working with students. Because every school is different, every ministry will look a little different. But once you are prepared and have determined the best way to reach out to your campus, you've entered the Launch stage. We launch a ministry through one of three paths: open campus, closed campus, or existing Christian students.

GROW:

Once students are gathered and the ministry has been launched, we grow disciples through small groups, training events, and global missions. The Grow stage is what you look at toward the end of your first year or after your first year. It takes you out of a launching ministry into a growing ministry.

Our aim is to build a network of student disciples who see their school as a mission field.

So, what do you think?

We've outlined out what a high school ministry with Cru looks like and what it might take from you. Do you think you are up for the mission of starting a ministry at your local high school or middle school campus? Before you say yes, remember:

- **Students don't need someone who will be wishy-washy in their commitment.**
- **They need someone willing to step into their lives, be consistent, and love them where they are.**
- **They need someone who cares enough about them to listen and to be real with them.**

If that sounds like something to which you want to commit, write a few lines about why, and sign your name below. Put a stake in the ground here that says, "I am going to invest this year of my life in starting a high school ministry."

Why I want to reach teenagers:

Your Name

Signature

Date

WHEN IN DOUBT
GO TO CAMPUS



"THE MOST VALUABLE THINGS IN CAMPUS MINISTRY
HAPPEN WHEN YOU'RE ON THE CAMPUS."


 A large orange rectangular graphic with white text. On the left, the word 'CHAPTER' is in a small sans-serif font above a large, bold, white number '3'. To the right of the '3', the words 'Navigating The Campus' are written in a large, white, cursive script font, stacked vertically.

CHAPTER 3

Navigating The Campus

At this point you probably have questions about whether it's ok to even step onto a public-school campus. Below is a quick primer so you can feel comfortable taking your first steps.

QUESTIONS THIS CHAPTER ANSWERS

- Am I allowed to be on a public high school campus?p.35
- What does the law say about Christian activity on the public high school campus?.....p.37
- How do I become an official volunteer?p.38

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Do the assignment on page 36.
- ☐ Circle your two favorite items from the Do's and Don'ts list. Talk about why they stand out to you.
- ☐ Fill out the application to be an official Cru volunteer with teenagers.
- ☐ Watch the Powerpoint safety presentation.

Am I allowed to go on a public high school campus?

The short answer...YES! with a small qualifier: "Be wise as serpents and innocent as doves." (Matthew 10:16)

Most high schools today have fences (both literal and figurative) to keep out unknown adults who might harm their students. However, most high schools also welcome safe adults to run programs and help out at the school. No two high schools are alike, but we encourage you, if you can, to get on campus, take bold steps, and stretch your faith. Trust God with the fear you might feel about being in an unfamiliar place.

We will talk more about different ways of getting on campus in the PREPARE section, but for now we want to give you some "need to know" thoughts so that you will be better prepared to go on campus.



Every campus is different. Below are ways you can get on campus no matter what type of campus you're attempting to reach.

All Campuses

- Walk around near the campus:
- as close as you can get without going on campus.
- when people may be going to school or leaving school so that you might meet people.
- Walk the sidewalks that border the school.
- Attend public events - football games, band concerts, etc.
- Go where kids hang out (fast food restaurants near the school).
- If you want to go inside the school, go directly to the administration office. Today, all schools have security protocol in place. Greet the receptionist with a big smile! Tell them you're there to see (name of teacher or administrator). They will ask you for your identification, and then issue you a pass.

Most Campuses

- Walk on campus after the school bell dismisses kids. This is usually OK with the administration, especially once most kids have gone home.
- Walk around and watch sports practices after school.
- Most administrators want local adults or college students to invest in their campus (if they use the proper channels).
- Set up motivational talks and outreaches to sports teams.

Some Campuses

- Be a part of a special program in which youth workers can eat lunch with students.
- Find Christian administrators who would love for you to spend time with their students.

Tip: If you go on campus during the school day, you will want to have a good reason. Most of the time, it's to meet a teacher or administrator. The same is true for after school – it's good to have a reason for being there.

Assignment:

- ☐ With what you know about your school right now, put a star beside the freedoms above you think you have at that school. (This will serve as a starting point for when you begin to do research.)

What Does the Law Say About This?

For Adults (including college students):

It is not against the law for you to go to the high school campus. However, every school has rules in place to protect students. Many schools allow adults like you to be on their campus to help in various ways. The principal is the ultimate gatekeeper of the school. When they can see that you add value to their campus and submit to their authority, you become a trusted resource. This will allow you to freely go to the school and will open doors to make a difference at the school for God. Legally, we can even talk about spiritual things on campus - but not in a required setting (like a classroom during school hours). However, if the setting is voluntary, we are legally free to talk about spiritual things.

For Students:

While there may be more restrictions on adults, students are much freer to talk about God on their campus. Because of **The First Amendment of the Constitution** and the **Equal Access Act**, high school students have a great deal of freedom to express their faith. As you begin to help high school students connect with Jesus and grow in their faith, it may help them to know the freedoms they have on their campus.

Here's a top 10 list of what students can do on campus:

- Pray, read their Bible, and talk about their faith
- Lead prayer or Cru meetings and announce these opportunities
- Express their faith through classwork and homework
- Share their faith (as long as it doesn't disturb instructional time)
- Express their faith at school events and graduation ceremonies
- Wear clothing or jewelry that expresses their faith
- Hand out literature about their faith
- Celebrate Christian holidays
- Meet with administrators about Cru or other Christian clubs
- Opt out of activities or class content that contradicts their faith

One thing to note: while it is valuable to know your legal rights, we would discourage anyone from trying to force their way on campus based on these rights. Instead, build relationships with the school, serve the school, and add value to the school. **This is called building a resume of trust.** Recognize the administration as the authority of the school and respect the boundaries they communicate. Building bridges, not walls, is the fastest route to a vibrant campus ministry.

How Do I Get Official?

Getting official means going through whatever process the school asks you to go through to become an official school volunteer. Usually it will involve filling out an application form and a background check.

Most high schools and middle schools today are locked down and don't allow anyone on the campus during the school day unless they have some kind of official business. For just prayer walking along the borders of campus or attending sporting events, it is not necessary to be an official school volunteer, but as your ministry develops you will want to spend more and more time on the campus. As that happens, we would encourage you to go through the process of getting official on the campus. Doing this early on will also allow you to be ready for other opportunities to be involved as they arise.

So, how do you get official? In the PREPARE stage of launching your ministry, you will be getting to know people in the community. As you build relationships with people at the school (administrators, teachers, parents), they will be able to help you know what steps to take to get official at that school.

Getting official with Cru:

Another aspect is getting official with Cru. Because we work with minors, there are a few steps you'll need to take before you can officially work with teenagers through Cru.

1) FILL OUT A VOLUNTEER APPLICATION at cruhightschool.com/apply

The application lets us know who you are and includes places for some of your friends to fill out references for you. As soon as that is completed and all references are in, we will send you a background check form.

2) SUBMIT A BACKGROUND CHECK

Once we process your application, we will send you a background check form. This is a pretty simple form to fill out and submit. Fill it out as soon as you receive it, as it will take a few days to go through after we get it from you. Once it comes back, we'll be able to clear you to work with students. The school will also ask you to fill out a background check. Unfortunately, you'll have to do a separate check for each organization as we all use different companies to do these checks. Fortunately, they're easy to fill out.

Assignment:

- ☐ Fill out an application at cruhightschool.com/apply
- ☐ Watch the **Safety Presentation** at the Ministry Tools tab at cru.org/launchbox

Do's and Don'ts on Campus

In their own words, walking onto a public-school campus:

10 - Don't surprise the administration. If you are going on campus during school hours, go to the front office. - **Oscar** in Boston, MA

9 - Don't be creepy. I always go with a purpose. Go to meet a coach, teacher, team, set up a meeting... don't just go and wander around. Take some time and learn about the school; this will help you with a purpose. - **Nicole** in Dallas, TX

8 - Do think about how you will introduce yourself before you go; don't use the wrong words. I like to say, "I'm part of Cru. We are a faith-based organization committed to helping students better understand life relationships and purpose." - **Shawn** in Denver, CO

7 - Do be friendly, talk to people; ask teachers, students, coaches, and others you know to introduce you to others at the school. Meet lots of people. - **Nicole** in Dallas, TX

6 - Do gather others and walk around the campus and pray. - **Scott** in Westfield, IN

5 - Do take steps of faith! - **Kevin** in Orlando, FL

4 - Do learn names. - **Shawn** in Denver, CO

3 - Do go with others. - **Mark** in Fishers, IN

2 - Do be a blessing - how can you serve the school? Have a positive attitude. You are on their side. - **Kevin** in Orlando, FL

1 - Be expectant that God will work there. - **Scott** in Westfield, IN

**Help us
make the
Launch Box
better!**

Need something that you can't find in the Launch Box?

Give us your thoughts at cru.org/launchbox.

We need your input to make this the best tool possible to reach this generation of teenagers.

cru.org/launchbox

LEAVE FEEDBACK HERE



SECTION 2

Pray

The Pray section will answer why we begin everything with prayer. It will also focus on a skill called prayer walking, a simple way to get close to the campus while being reminded that it's God's work from start to finish.

Questions This Section Answers

- How do I prayer walk a high school campus?.....p.46
- What are some other prayer ideas that work for HS campuses?p.51
- What do I do if I meet a student while prayer walking?.....p.52

"Prayer is the fire which fuels the doing of the ministry, the winning of students to Christ, the building of them in Christ, and the sending of them to their world for Christ. The hotter the furnace glows, the greater the ministry and impact for the Savior on campus and around the world becomes."

– Dan Hayes

A graphic for Chapter 4 with a solid orange background. On the left, the word "CHAPTER" is in small white capital letters above a large white number "4". On the right, the words "Starting With Prayer" are written in a large, white, cursive script font, stacked vertically.

CHAPTER 4

Starting With Prayer

It's always best to talk with God about men, before we talk with men about God.

QUESTIONS THIS CHAPTER ANSWERS

- How do I prayer walk a high school campus?.....p.46
- What are some other prayer ideas that work for HS campuses?.....p.51
- What do I do if I meet a student while prayer walking?.....p.52

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Contact 2-3 other people and invite them to prayer walk the campus with you.
- ☐ Prayer walk your campus - begin doing this regularly.
- ☐ Write down at least three specific prayer requests for your school on your prayer list and begin praying for them.

Why Start With Prayer?

When you think about beginning a ministry, where do you start? If only we had a good example to follow! Oh wait, we do. This is how Jesus started His ministry:

"And rising very early in the morning, in the darkness, he went out and departed to a deserted place, and prayed there." - Mark 1:35

Let that sink in! Jesus lost sleep in order to pray. He slipped by the night watchman and found a remote place to talk with His heavenly Father. If Jesus needed to pray before He started His ministry, how much more do we need it? Over the many years Cru has reached young people on public school campuses, we have seen prayer open doors, remove roadblocks to access, bring favor in relationships and, most importantly, grow spiritual movements of passionate Jesus-following teens! It's safe to say that when we work, we work, but when we pray, God works!

Gathering People to Pray

With whom do I pray?

Think about your sphere of influence, your network of friends, and others who care about the high school. You may be in touch through social media, your dorm floor, an athletic team, church, your weekly Cru meeting, or fraternity. Out of all those who are in your network, can you identify a handful whom you think would join you to begin praying for the high school campus?

Here's one way to pitch it:

"A group of us have been thinking about starting an outreach to Jones High School. Right now, we're building a prayer team and wanted to see if you could join us. We would meet for an hour a week to prayer walk the local school. Are you interested?"

What is Prayer Walking?

Prayer walking is just like it sounds: you walk and you pray. The key is that you are doing it on (or near) the high school campus. We use this as our main prayer strategy for launching a campus because it gets you close to the action.

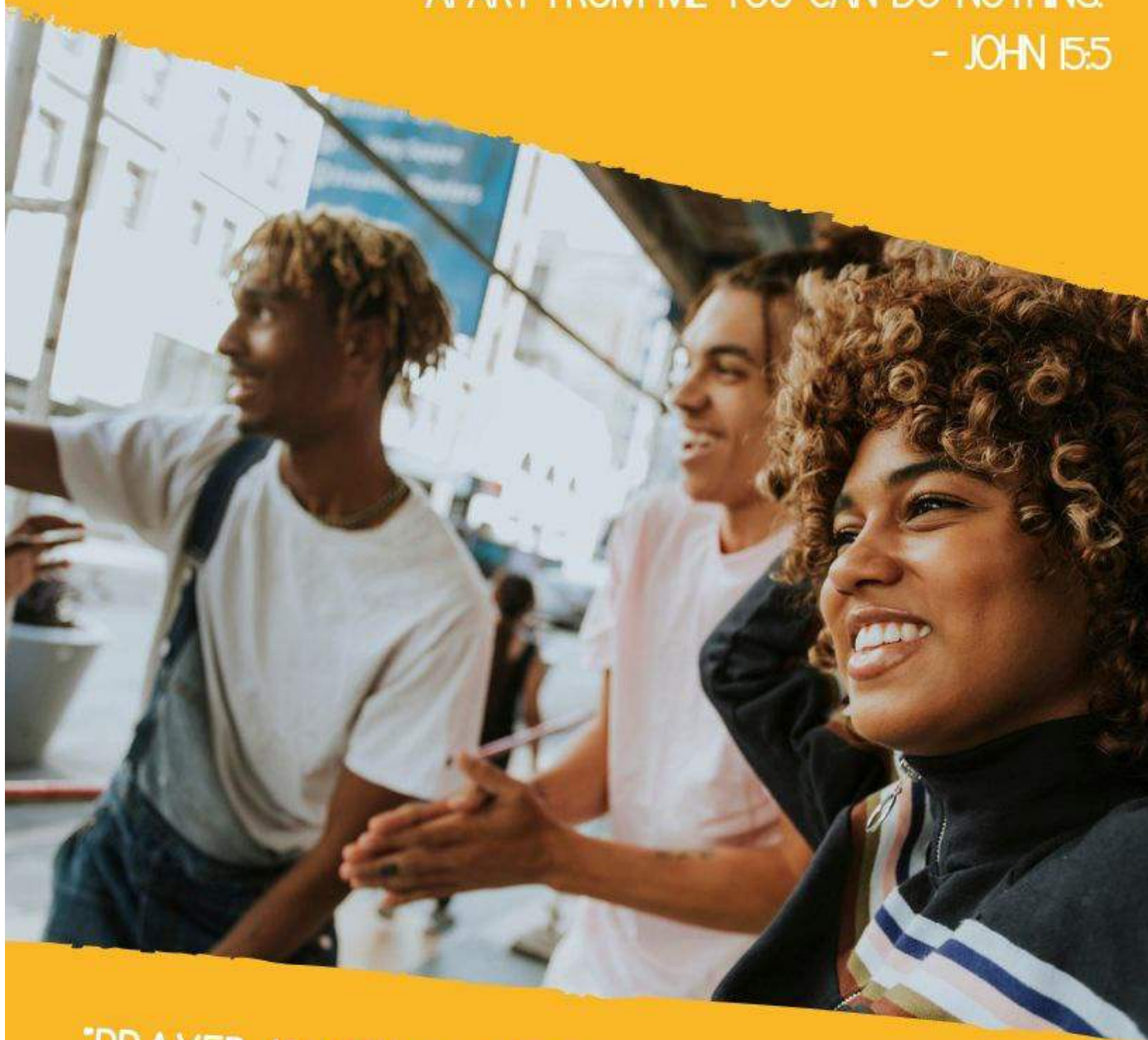
By putting your feet on or near the campus, you get a better feel for the campus and community and you get more in touch with this group of people for which you're praying. As you do that, these things will happen:

- You will see the students you want to reach.
- You may meet people who will help you open doors.
- You will learn about this unique campus.
- You will grow more comfortable with being on the campus.
- As you bring others with you, they will begin to embrace your vision.
- God will answer your prayers.

You don't have to know anything about reaching teenagers before you pray. So just start praying, and you'll learn the rest along the way!

"APART FROM ME YOU CAN DO NOTHING."

- JOHN 15:5



"PRAYER IS COMMUNICATION WITH GOD ABOUT
THE THINGS YOU AND HE ARE DOING TOGETHER."

- DALLAS WILLARD

Prayer Walking Guide

Take this along with your team to prayer walk the campus.

1. Prepare your heart.

We suggest Psalm 24 as a starting point. Remember, launching a campus takes more than muscle – it's a spiritual work.

Read Psalm 24 together.

1. Thank God that He is over everything, which includes the campus you want to reach (vs 1-2).
2. Search your heart for anything you need to confess (vs. 3-4).
3. Ask God to lift up every closed gate on campus that could hinder the success of the launch (vs. 9).

Note: Preparing your heart can be done in your car while you wait for the school day to end. It may take place over lunch the day you plan to prayer walk. Regardless of where or when, it's always good practice to have your heart in the right place.

2. Start walking!

Divide your team into pairs and begin to prayer walk together. Be casual, as if you're having a conversation. Note that it may feel a little uncomfortable if it's your first time praying while walking with your eyes wide open! Remember, God doesn't care about posture as much as the heart behind your prayers.

3. Pray!

Prayer walking sounds easy: you pray while you walk, right? Yup! But as soon as you begin, anticipate distractions! If you're prayer walking while the school day is ending, there will be students everywhere! To others around you, conversational prayer looks and sounds like you're talking about last night's ball game – there's no need to feel self-conscious. Only you, your partner, and God know what you're up to!

4. Keep your eyes open.

This is why we have chosen prayer walking as the primary prayer strategy. By observing the students and the culture of the school, you are gathering valuable intel. Questions to ask yourself:

- What are the students like at this school?
- How are students getting home (bus, picked up, walk)?
- Where are they hanging out?
- What school personnel do you observe (administration, security, custodial)?

Take your cues about what to pray for from what you observe.

- If you walk by the baseball diamond, pray for the team.
- If you see a group of students walking together, pray for them.
- If you notice parents picking up students, pray for the families of students.
- If you notice a flier for an upcoming student event, pray for those involved.

5. Be flexible.

Your mission is prayer, but God often shows up in unexpected ways. Be ready to stop and talk with students. See the section about "What do I do if I meet students?"

6. Record what God has done.

When you're done, take a few minutes together to discuss what you have seen, thank God for your time, and make a record of whom you have met. Plan the next time you'll meet to pray.

How Long Should I Prayer Walk?

On any given day, a prayer walk can last from 15 minutes to an hour or more. The point is to get on campus regularly and ask God to move. This type of praying could last a month, a semester, or longer, depending on your campus. Patience is key here. Show up and expect God to answer prayers and introduce you to the right people.

While praying is your primary focus during this season, there are other things you are doing:

- Learn all you can in the PREPARE section of the Launch Box.
- Go to campus events (sporting events, band concerts, etc.) to get to know the school better.
- Invite people to join you in praying and in doing ministry.
- Try to meet students or parents who might be interested in helping you.
- Drop by churches to meet youth pastors. Tell them what you're doing. See if they know people on the campus.

When will you know it's time to move from primarily praying, to preparing to launch?

We say to keep prayer walking until God opens some doors to launch something. Even after that, though, we encourage you to make prayer walking a regular part of your ministry schedule. Just get your feet on the campus, pray, and see what God does.

What if I Can't Get on Campus?

Most campuses will be open enough for you to be able to walk around outside and pray after school hours- even if it's just around the perimeter of the school. But some may be completely off limits. In that case, here are some options:

- Just walk around nearby or on the sidewalk outside the school.
- Find places students hang out after school and pray there.
- Go to sporting events or other school events and walk around and pray then (or pray silently in the stands).
- Walk around the school on the weekends when it is more open.

“Ministry is always more about prayer than ministry. We are completely incapable of saving human beings or changing their hearts. Praying before every ministry event or appointment not only harmonizes us with the power of the Spirit, but it sobers us to acknowledge Whose kingdom we actually serve.”

- Hannah

What Should I Pray?

- Pray that God would grant you favor with those at the school.
- Pray that you would meet gatekeepers, people who will open doors to access students.
- Pray that God would give you and your team boldness in approaching the campus: “God has not given us a spirit of fear!” (2 Timothy 1:7)
- Pray that God would tear down any spiritual opposition to the gospel's clear message to students.
- Pray for unity within your team.
- Pray for a humble heart and a listening ear for God's leading.

MY PRAYER LIST

Below, jot down specific prayer requests for your campus. As you meet students and others, ask them how you can pray for them and write it down here. Use this list as you prayer walk and send it to others who want to pray for your ministry.

PEOPLE I MEET

Below, write down the names and info of any people you meet while you're prayer walking.

Best Prayer Practices

You can never have too much prayer for your campus. There are lots of great prayer ideas out there; here are some of our favorites:

- Ask about prayer networks in your city who can pray for the campus (for example, Moms in Touch group, local churches). Ask if you can regularly pass on prayer requests.
- Appoint a prayer champion from your team. This person will keep the team focused and motivated and will lead the team to pray for the new launch. Tip: choose a top leader for this post, as it takes a heroic effort to build a culture of prayer.
- Create a 24-hour prayer chain, where people sign up for 15 minute segments weekly.
- Create a WhatsApp or GroupMe network of people committed to pray and keep the most urgent needs of the ministry before them.
- Invite a variety of friends and others to prayer walk the campus with you, giving them real time connection with the needs of the campus and the nature of students.
- Encourage Christian students you meet to organize prayer. Suggest prayer triplets, See You at the Pole, or a similar strategy for them to implement as a kind of first ministry to the campus.
- Visit local churches, give secretaries or pastors a list of prayer requests, and ask the church to include them in their next prayer meeting. Update them often.
- Add a monthly prayer gathering into your calendar for your team. Include things like food and social time, but also leave a good share of the time devoted to prayer. Follow a simple ACTS format: Adoration, Confession, Thanksgiving, Supplication.
- Create a kick-off prayer event by inviting everyone you've met to the campus on a Saturday morning. Do a brief training on how to prayer walk, then pair up and walk on and around the campus.
- Organize a prayer meeting for teachers and administrators, either before or after school one day a week. Make it brief but focus on the needs they see in the school, as well as in their own lives.

What Do I Do if I Meet a Student While Prayer Walking?

While meeting students isn't our purpose for prayer walking, it can often happen. If you do meet students, take the posture of a learner. They are experts on two subjects you want to learn more about: teenagers on that campus and the culture of the school.

Tell them who you are.

Tell them that you are thinking of helping start a club on the campus to help people grow in leadership and learn more about God.

Ask them questions about the campus.

Sometimes students want to talk, sometimes they don't. Never push into conversation with a student who is not wanting to talk. Be friendly and positive, but also sensitive to the student's time. If they're willing to talk, here are some questions you could ask them:

- What is your favorite thing about your school?
- Who are your favorite teachers?
- What would you say are the biggest problems at your school?
- What are the biggest clubs and sports here?
- Are there any Christian groups on campus?
- Do you think there is a need for a group like ours here?
- What do students around here like to do in their free time?
- Where do students hang out after school?

Instead of overwhelming the student with all of these questions at once, just ask two or three of them. If they mention that they are on a particular team, ask more about that team. If they mention that they are a Christian, you could talk with them more about their faith. Remember to make it a friendly conversation that they will enjoy and not an interrogation.

Ask how you can pray for them.

As you leave, ask how you can pray for them as you walk, and don't forget to get their name. After you walk away, jot a note to yourself in your phone, including their name and prayer requests.

God's Role in Ministry

Before moving on, take a few minutes to refresh yourself on the following five principles about the role God plays in ministry.

This ministry belongs to the Lord Jesus Christ. We are trusting Him to lead us, empower us by His Spirit, and produce fruit through us. It is very easy for us to become nervous when we are starting a ministry, doubtful when things aren't going well, and prideful when we're successful. It is good to remember that this ministry is God's, and He is the one who does anything significant in it. We are simply the tools in His hands.

Read the statements and verses below and answer the questions with each other.

GOD PROVIDES OUR MOTIVATION FOR MINISTRY. (II Corinthians 5:14-15)

What is your motivation for ministry?

GOD IS THE ONE WHO SELECTS US FOR MINISTRY. (John 15:16)

When did you first sense God's call to ministry?

GOD GIVES THE POWER TO ENABLE US TO MINISTER. (Acts 1:8)

When you think about working with teens, what do you feel you need most from God right now?

GOD BRINGS ABOUT THE RESULTS IN OUR MINISTRY. (I Corinthians 3:5-7)

What is your part, and what is God's part in ministry?

GOD IS THE ONE WE ARE ACCOUNTABLE TO IN OUR MINISTRY. (I Corinthians 4:2)

What is your definition of success in ministry?

We are not working for results, nor for people, but for God. That's not to say we shouldn't see results, or please those we work for, but ultimately, we are to be pleasing to the Lord.

**Help us
make the
Launch Box
better!**

Need something that you can't find in the Launch Box?

Give us your thoughts at cru.org/launchbox.

We need your input to make this the best tool possible to reach this generation of teenagers.

cru.org/launchbox

LEAVE FEEDBACK HERE



SECTION 3

Prepare

In this phase you will prepare yourself to do ministry, get to know your campus better, and gather a team.

Questions This Section Answers

- How do I learn what type of campus my campus is?.....p.57
- How Do I know the Climate of my campus?.....p.58
- When is a campus launched?.....p.59
- What are some differences between Cru high school and collegiate ministry?.....p.68
- What are teenagers like today?.....p.70
- How do I break the ice with students?.....p.72
- What ministry skills do I need to develop to work with teenagers?p.82
- How do I develop a new ministry skill?.....p.83
- How do I go on campus without feeling like a creep?.....p.84
- How do I gather a team?p.93
- What do I do with parents?.....p.97
- Where do I find gatekeepers?.....p.100
- Why do we need a teacher sponsor?.....p.103
- What does it mean to be a campus insider?.....p.105
- How do I become a campus insider?.....p.106
- How do I get ready spiritually for student ministry?p.108



In this section you will learn how to decode the campus to discover which one of three ways God has chosen to use you to launch the school to which He has sent you.

QUESTIONS THIS CHAPTER ANSWERS

- How do I learn what type of campus my campus is?.....p.57
- How Do I know the Climate of my campus?.....p.58
- When is a campus launched?.....p.59

THINGS TO DO BEFORE YOU COMPETE THIS CHAPTER

- ☐ Do five of the seven activities on page 63.
- ☐ Interview four of the five people on page 63.
- ☐ Decide what type of campus you are reaching out to.

Decode The Campus

Decoding the campus involves doing research to find out what your campus is like, who the like-minded people are, and what in-roads you might have to the campus. You will always be a student of your campus but take some focused time during this preparation season to learn all you can so you can start strong. Decoding the campus is a two-part process.

1. Gather Information

Gather important data about the school, students, and community.

For instance:

- Ask students to show you their yearbook.
- Interview teachers about the school.
- Make an appointment with the principal to learn how groups like Cru are received.
- Attend events after school and observe students.
- Host an adult informational meeting at a parent's home.
- Prayer walk the campus.
- Get to know students through Soularium cards.
- Find more ideas about decoding the campus on the Ministry Skills tab of cru.org/launchbox.

2. Decide How To Launch

With the help of this diagnostic tool, use the data to decide how you will launch. Collecting data can take from one to four months, depending on who God has on the campus and how long it takes for you to meet them. Determining how you launch will be a team exercise. Begin in prayer, continuing to ask God's favor and direction. Go to school activities, interview people, and find out what you need to know.

Choose one of three plans. Depending on the level of freedom you have to navigate the campus, you will choose one of these.

- **OPEN:** You will begin to gather students in groups, such as football team, dance team, or band.
- **CLOSED:** You have found where students hang out and will consistently show up there in order to build relationships around the gospel message.
- **EXISTING GROUP OF STUDENTS:** This could be a handful of students from a local youth group or a network of friends.

What's the climate of your campus?

Your first steps will depend on how open or closed the administration is to allowing groups like Cru access to their students. After decoding the campus, you'll have a good sense of the climate. Keep in mind, regardless of how open or closed, no one knows exactly the process God will use. Relax and enjoy the adventure. God wants to reach teens more than you do!

So, as you take steps of faith to reach out to students, picture a line.

On one end are the words concerned and cautious, and on the other end is warm and welcoming. This issue isn't black and white. The school you want to reach out to is somewhere on this scale. If your campus is more on the concerned and cautious end, don't worry. We've launched movements in very closed schools many times.

CONCERNED & CAUTIOUS

WARM & WELCOMING

Let's say that on your first prayer walk, one of the faculty or staff at the school sees you and asks if you need any help. You say hi, introduce yourself, and explain Cru. You ask for the name of the principal, explaining that you would like students to know about Cru. The person who stopped you seems extra concerned and cautious right after you mentioned Cru. They said they would take your number and give it to the front office, and someone would call you if they were interested.

But while you were in your conversation, another group of Cru leaders, a few hundred miles away on another campus, was also stopped by campus security staff. They also responded with a friendly hello and introduced themselves and Cru, but the response they received was very different. This group of leaders received a warm and welcoming reply and were invited back the next day with open doors to connect to students.

When is a campus “launched?”

We like to say that a campus is launched when caring adults take steps to find, equip and empower young people to become spiritual multipliers. Now, that might feel like a long way off from this point, but you’d be surprised at how quickly things happen when you meet the right student, faculty, or community sponsors. To make it simple, we have boiled the idea of launching down to three primary types. Think of them as doors you will walk through by faith, in order to meet students who are waiting for someone like you to show up.

Door number one is the **open campus**. Here, you’ll discover that the principal accommodates groups like Cru and others on their campus. This will allow you to meet coaches, club sponsors, band directors and others, whom God in His providence has placed there to allow you access to students.

Door number two is the **closed campus**. This school’s administration has decided that unauthorized adults from the community are not allowed access to their students. Notice that we aren’t saying it’s because of religious bias; only that for reasons unknown, they have a policy in place to protect all students.

Do you remember Stephen’s story? From a technical standpoint, his campus was closed, but he did his homework and discovered a student who was willing to invite his friends to a Cru event, which in this case was a small group Bible study in a home. Though it took several months, eventually a full-blown ministry was thriving on the campus. God loves teenagers so much that He finds a way to connect us to the right insiders whom He will use to broaden the impact campus wide.

Door number three is **an existing group of Christians**. To the best of our knowledge, only half of all schools in the U.S. have a Christian presence, such as Cru, FCA, Young Life, or a student led Christian club. The school you are seeking to launch might have such a group, and if so, it may be a good place to start. However, be cautious, as there are both great benefits as well as some things to be aware of in launching a campus this way.

Benefits:

- Embedded Christian students with legal rights to share the gospel with friends
- Mature Christian students ready to be challenged and trained to see their school reached
- If it’s a club, the work of becoming official on campus has already been done.

Cautions:

- Sometimes an existing group of Christian students have met so long without the thought of reaching out, it’s harder to turn their mindset toward seeing the campus reached. If this is your experience, consider taking your students to a Cru conference and begin actively looking for ways to start groups of new believers through outreaches.

An Open Campus Means:

You have discovered a gatekeeper, someone in the school willing to allow you access to students.

You'll need to find out:

- What is the school's general policy on non-student visitors to the school?
- Who are your gatekeepers and what position do they hold? (Examples: principal, teacher, security guard, custodial staff, lunch room monitor, coach, secretary)
- There are two kinds of gatekeepers: one can give you immediate access to students, the other can give you credibility with those who can. Which type is your gatekeeper?
- Have you approached them yet and explained how you can help resource students on the campus?
- If so, what is their general comfort level related to opening a door for you?
- What will be your next step? Remember, gathering begins by exposing students to who you are and why you're there.

A Closed Campus Means:

You have discovered that the school does not accommodate access to students.

You will need to find out:

- What are the needs of this school that your team could help meet? Volunteering your time can open up access to many students. It gives you good reason to walk on campus.
- Where have you discovered students hang out after school?
- Do you have a schedule of school activities to attend (sporting events, band concerts, school plays, etc.)?
- Do you know Christian students there whom you can work with, either from local youth groups or students you've already met?
- Are there homes or other off-campus locations where you could meet with students.

If the school doesn't allow access to students, it's not the end of the world. Many schools take that position, yet we still trust God for finding ways to gain an audience with them.

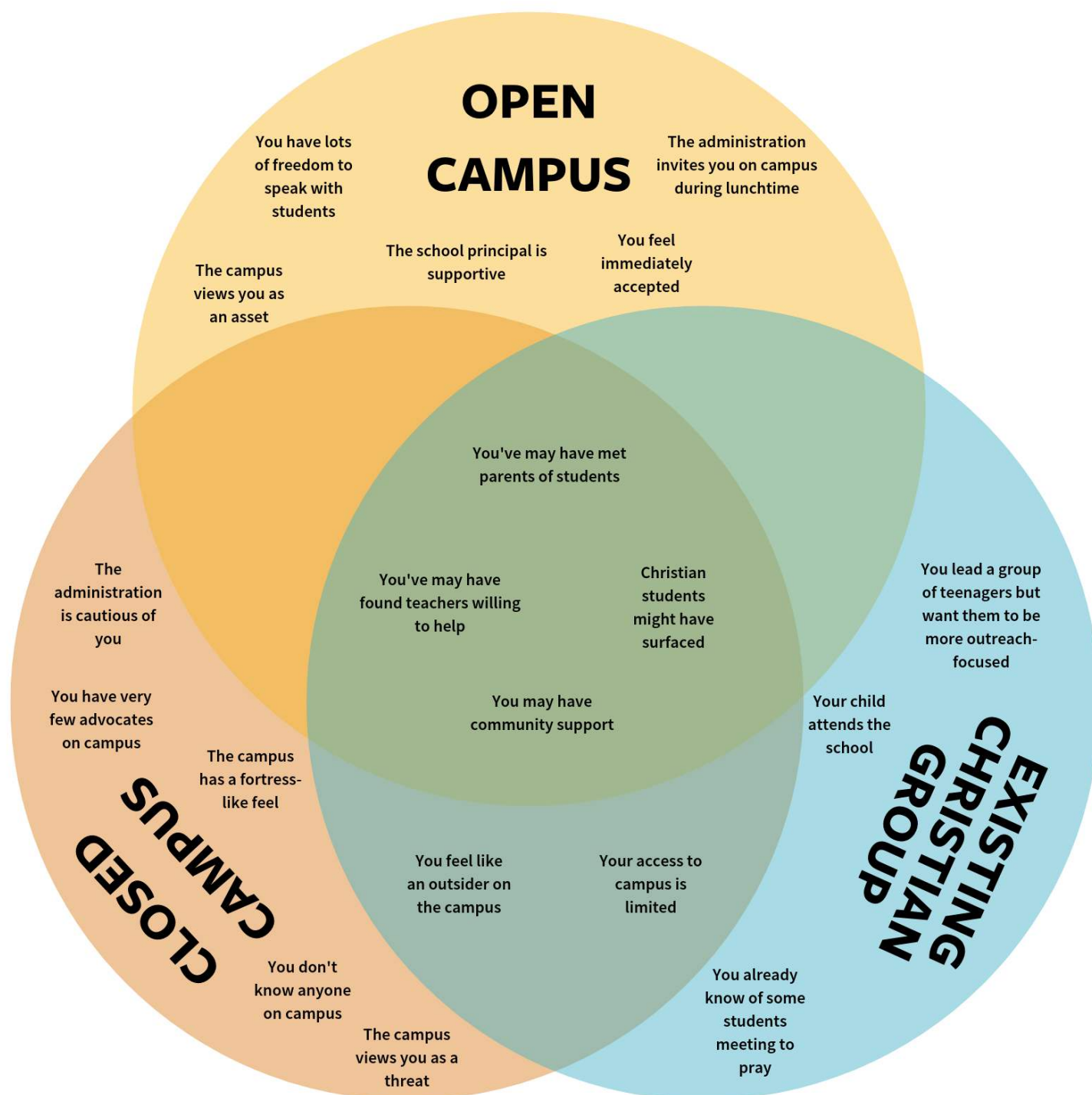
An Existing Group of Christian Students

You have discovered students who identify as Christians on campus.

- Whether the school allows you access or not, it's always a good idea to connect with existing student Christian clubs. Be sensitive to other para-church ministries that may be there, such as Young Life, FCA, or Youth for Christ. If the group is sponsored by any of these, speak with their leader before making contact. These are like-minded people, who have worked hard to establish a presence there.
- If there is a club that meets, are they willing to invite you onto campus to speak to them? (This is within the legal guidelines of church/state issues.)
- Many Cru ministries start this way. Students who gather at school tend to mimic activities in their local youth groups. Cru is here to give them a chance to look beyond themselves to the needs of their classmates. Surface spiritual leaders and then invest time in them, building disciples who begin to see their school as a mission field.

If you've met someone at the school who is positive toward you and Cru, work through this gatekeeper. Remember, this is a privilege, so honor this coach or teacher by being aware of the school's policies about contact with students and always going the extra mile to let parents of students you meet know who you are. Sometimes we fly under the radar for a time because a gatekeeper has opened a small window. The sooner we have a good reason to be on campus, the sooner we will feel comfortable being there.

Take a look at each area, do you recognize any characteristics of your campus. This is designed to help you identify just how open or closed your campus will be to your involvement with their students.



Seven Activities To Get to Know Your Campus Better

1. Prayer walk the campus.
2. Go to a football game (or other big sporting event).
3. Attend a school play.
4. Subscribe to the school social media and read through it.
5. Browse the school website.
6. While on campus, observe different peer groups.
7. Interview a variety of people associated with the school.

Five People To Interview About Your Campus

1. Christian student
2. Christian parent
3. Teacher/administrator/coach
4. Local youth pastor
5. Non-Christian student

Questions to ask people:

1. Have other ministries been a part of the campus life in the past?
2. What would you say is the general mood of the administration towards a ministry like ours?
3. What are three to five of the biggest challenges students face at this campus?
4. Do you know anyone on the campus who is a Christian (teacher, administrator, coach, etc.)?
5. If you were in my shoes, who would be the first person you would talk with on campus about Cru?
6. How is the school spirit? Which teams and clubs have a noted reputation?

WHETHER THE SCHOOL ALLOWS YOU ACCESS OR NOT,
IT'S ALWAYS A GOOD IDEA TO CONNECT WITH EXISTING
STUDENT CHRISTIAN CLUBS.





QUESTIONS THIS CHAPTER ANSWERS

- What are some differences between Cru high school and collegiate ministry?.....p.68
- What are teenagers like today?.....p.70
- How do I break the ice with students?.....p.72

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Go to the mall and observe teenagers (see p. 69 & 70).
- ☐ Brainstorm a list of five everyday activities to which you could invite a student to join you.
- ☐ Complete this phrase: “When in doubt, _____.”

What to Expect on a High School Campus

We like to say that the High School ministry is Cru with acne and braces. We are “Win, Build, Send” through and through. Working on a high school or middle school campus feels different, and a few of our strategies are nuanced to adapt to a different environment with a different set of rules.

Before we get to that...

Let's go back to your days in middle school and high school. You might say, "I'd rather not, thank you very much!" Give it a shot – list three great memories and three you would rather forget:

Highlights

Lowlights

Your experience has prepared you, even qualified you, to relate with students. (We'll get to that next.) It hasn't been that long, so it's easy for you to remember the bell schedule, early classes, long days with extracurricular activities, and the pressure of grades. You probably ate with the same friends every day at lunch.

Let those memories sink in while you anticipate stepping onto campus, but remember, you're not a student anymore, so be prepared for your visit.

Have a purpose in mind before your visit. Normally, it's to meet a teacher, coach or administrator. Set that appointment up ahead of time, and you'll be armed with a reason to boldly enter the school.

You will either check into the main office or meet a security guard at the front entrance. In any case, be ready to show your photo ID.

The security guard or secretary will ask whom you are visiting, contact that person, and ask if you're expected. They will ask for your ID and create a sticker pass you will wear in plain view. At that point, you're legal! Walk the halls with confidence!

If you're visiting between class periods, expect a lot of noise and chaos. When that bell rings, it's pure energy released into a confined space! Relax and observe what's happening.

If you visit while class is in session, it will feel very quiet when you enter. Be confident and stride up to the security desk, or open that office door, and introduce yourself. If you act like you own the place, you'll blend right in. Keep smiling!

The Differences and Similarities

Between working on a college and high school campus

What is similar?

College

Vision

We want to see God raise up students who will multiply their faith. Win, Build, Send.

Evangelism

We take the initiative with students to share our faith. We train, encourage, and often go with students to share their faith with their peers.

Discipleship

Often one-on-one discipleship, lots of equipping, and some group elements

Tools

Knowing God Personally booklets, Soularium, Compass, Community, God Tools, Perspective Cards

Student Leadership

Staff coach and disciple students so that they might lead the ministry.

Conferences

Fall - Fall Retreat
Winter - Winter Conference
Spring - Breakaway

Missions

STINT
Stateside Missions
Global Missions

High School

Vision

We want to see God raise up students who will multiply their faith. Win, Build, Send.

Evangelism

We take the initiative with students to share our faith. We do one on one evangelism and work through our leadership students. Additionally, because teenagers live in groups so much, we tend to do more group outreaches.

Discipleship

Primarily small group discipleship with some one-on-one elements

Tools

Connecting with God booklets, Soularium/Snapshot cards, Thrive Studies, God Tools

Student Leadership

We call our ministry “student led; adult directed”. We want our students to lead their ministry on the campus while we as adults/college leaders help them do it.

Conferences

Fall - Fall Retreat
Winter - Fastbreak
Summer - Getaway

Missions

Spring Break Global Missions
Summer Global Missions

Administration

Need permission to organize, must reserve rooms on campus, etc.

Administration

If you're on campus, you'll need permission from the school. Once you have a teacher sponsor, most of the school communication goes through them. If you're not on campus, you'll need to set up locations and details with parents as you meet in homes.

What's a little different?**Collegiate****Access**

In some cases permission is required.

Parents

Little to no interaction.

Issues college students face

1. Freedom: College students are learning how to manage their incredible freedom to make their own schedule and decisions, with little parental oversight.
2. Relationships: Relationships are more comfortable; emphasis is more on personal enjoyment and finding a future partner.
3. Identity

Working with Minors

We rarely work with minors.

High School**Access**

In all cases that you're on campus, permission is required. Access to campus requires jumping through a few more hoops. But if you don't have access to campus, you still have access to students, as they are living in the community, and it's just a matter of gathering them.

Parents

Students are still in their parents' homes, so we communicate with parents often. Sometimes they have complaints, but mostly they are positive voices. They can open up doors for us at the school, open their homes for meetings, provide snacks, volunteer for events, etc.

Issues teenagers face

1. Freedom: Very little freedom between school and extracurricular activities. Lots of parent or guardian supervision... especially in social areas.
2. Relationships: Often cheesy and awkward, teens are waking up to the wonder of sexual attraction. The highs tower like Everest, and the lows are abysmal. Relationships emphasize exploration, security, and social status.
3. Identity

Working with Minors

We work almost exclusively with minors, which requires attention to a host of important issues.

What are Today's Teenagers Like?

While a teenager's primary adult relationship is with their parent or guardian, other adults are very often significant in helping to shape a student's life. Will you be that other significant adult? God will use your unconditional love more than anything else.

- Teenage behavior can be unpleasant, even unpredictable (a freshman boys' Bible study can be like herding cats!)
- If we love them only when they please us (conditional love) and convey our love to them only during those times, they will not feel genuinely loved.
- When the emotional tank of a teenager is full, they are able to resist peer pressure.
- They often reflect love more than initiate love. If love is given to them, they return it. If none is given, they have none to return.
- Teenagers need emotional support.
- Student culture has a "pecking order" based primarily on popularity and acceptance.
- Most teenagers will experience mood swings.
- Teenagers know what sincerity looks like from an adult.

"Unconditional love means loving a teenager, no matter what.

→No matter what the teenager looks like

→No matter what his assets, liabilities, and handicaps are

→No matter how he acts

→No matter at what level he performs"

-Ross Campbell

Choose one of the following assignments this week:

- ☐ **Go to the mall and make 10 observations of teenagers.** Sit on a bench and people watch but pay close attention to the teenagers coming and going.
 - What do you notice about the teenagers you see?
 - Where are they spending their time?
 - What are they doing?

List some things that you have observed of teenagers:

1.

2.

3.

- ☐ **Use the following quick survey to learn more about teenagers.** You can approach a group by saying, "I'm trying to learn more about what teens are thinking these days. Would you help me by answering three quick questions?"
 - What are the greatest issues facing teens today?
 - If you had five minutes to tell an adult audience anything, what would you say?
 - What comes to mind for the average teenager when they think about God?

How to break the ice with students

Relating to students is initiating and interacting in a manner that sets them at ease and enables you to get to know them.

“We loved you so much we were delighted to share with you not only the gospel of God, but our lives as well, because you had become so dear to us.” (1 Thessalonians 2:8)

Adults entering a student world for the first time need to make adjustments in the way they relate. Think back on a favorite coach or teacher you had in middle school or high school. Do you remember what they did to make that connection special?

Before you rush off to meet students, consider the following:

Prepare to meet students:

- Look in the high school yearbook, activities calendars, sports schedules, school newspapers, etc.
- Become a student of the school.
- Go to some school sporting events and sit near the student section. Observe (without being creepy) and get to know what the students there are like.
- Identify the various group affiliations of the students.
- Rely on students you know to help you meet others.
- Pray daily for students, even though you don't know them.
- Learn the cultural norms of the school - i.e. what's in, what's not, how students think, etc.
- Ask God to provide you with opportunities to meet students, and expect Him to lead you to students He has prepared.

Keep your purpose in mind.

Your purpose is to share the gospel, but be mindful that students are highly relational. You will gain credibility and a platform to communicate your message as you relate well with them. They won't care how much you know until they know how much you care.

Make small talk a big deal!

The art of making small talk does not have any obvious purpose besides the most obvious: you are spending time with that student, and spending time breaks the ice and deepens trust. Take a genuine

interest in them, and you will discover how open and inquisitive they can be. Find out what they care about and talk about those things. If they love playing lacrosse and you don't even know what that is, ask them about it. They love being an expert on what they care about. Your interest in them and the things they care about builds trust with them.

Care about what they care about.

Students are younger than you and likely have some very different interests. As you start conversations, learn to turn the topic toward the student's interests rather than just your own; fitting in with them, not asking them to fit in with you. Be armed with great questions, because teens love to talk about themselves. Try the following with students you meet for the first time:

- What sports/clubs are you involved in on campus?
- How long have you been going to school here?
- What's your favorite thing about your school?
- What are you proud of about your school?
- Who is your favorite teacher?

Be casual but definite.

Building relationships is a key part of working with teenagers. Be relaxed as you work among students. Enjoy yourself and enjoy them. When it's appropriate, turn your conversations to his/her spiritual need. You are not there just to be a buddy, but a spiritual leader and mentor.

Be aware of their group orientation.

As you meet students, it is a good idea to make note of what social, athletic, academic, or other type of group they are in. While their activities don't define them, we would be foolish not to recognize that students run in "tribes." They spend a lot of time with people who have the same interests. Movements develop more naturally as we reach and mobilize these groups of students who are already spending a lot of time together.

Go where students are.

Here are some typical places to meet students:

- Campus activities
- Athletic and school events
- Church youth groups
- On the street/in the neighborhood
- Other students' homes
- Shopping malls
- Fast food establishments

While conversing with students, it is important to:

- Be a good listener.
- Show an attitude of acceptance.
- Don't be the one doing most of the talking.
- Ask perceptive questions about them.
- Look for areas of common interest.

Rely on students you know to help you meet others.

Most students have a network of friends. Ask students you already know to help you meet some of their friends at school events or other settings. Ask them to host or invite students to a pizza party or ice cream social.

“Adolescence is a time of great change. Students are changing physically, mentally, socially, and emotionally. Students are experiencing great upheaval at the same time they are facing pressure from a variety of directions. A teenager may be bigger, smarter, stronger, or in other ways superior to adults, but emotionally, he is in many ways still a child. Unless the teenager feels that priceless assurance of love and acceptance, he will not be his best or do his best.”

-Ross Campbell

Make your ministry relational & fun

In describing youth ministry, one seasoned leader put it like this: everything boils down to three simple words:

Relationships!

Relationships!

... and Relationships!

The Launch Box will help guide you to build a network of student disciples who see their school as a mission field. Relationships will be the glue that holds it all together.

Whether students are hanging out between classes or after school, or texting on their phones, they want and need to feel close to their peers. They also respond well to caring adults who can relax and have fun, and are willing to take the time to get to know them.

It's the intangible life-on-life stuff that makes the deepest imprint on students. Taking them on errands, inviting them over for a game night, attending sporting events – there's no end to activities that you normally do, in which you could include them.

Brainstorm a short list of at least five everyday life activities to which you could invite a student to join you.

1.

2.

3.

4.

5.

No youth ministry exists without regular gatherings and special activities. However, if we rely solely on them, we miss valuable interpersonal time required to build trust.

Keep it fun and relational on purpose.

- Plan time before and after scheduled activities for students to connect with one another and you.
- Find an activity you both like and do it together (basketball, video games, cooking, underwater basket weaving, etc.)
- Provide car rides as a great place for natural conversation. (Hint: be ready for the last five minutes when students tend to open up.)
- Discover their interests and activity schedules, and show up to support them.
- Put time in your schedule each week for at least one “non-planned” activity to get relational time with a student or group of students.

What’s an example of a non-planned activity?

- A pick-up game of basketball on the weekend
- Dropping by to watch a practice or a game, making a point to introduce yourself to the coach, sponsor and parents in the stands.
- A Friday night gathering, whether it’s board gaming, video gaming, or no-gaming, and include lots of food (always have food)!
- Grab a burger or ice cream with them after school.

Relational ministry touches every step of the process of launching a ministry at a school.

From the moment you step on campus, be ready to relate to this infectious human called teenager.

How Cru stays relational in evangelism

Which one of these statements best describes how you would approach evangelism with middle school or high school students?

- Adults who work with teens should earn the right to be heard before they share the gospel with a teenager.
- Teenagers are emerging adults who are not afraid to engage in gospel conversations at the first good opportunity God opens.

While it's wise to be super casual and relational in your first meeting with students, we find that they begin to wonder why this adult is hanging out with them. Being up front with what Cru is and why you're there on their campus will dispel any vain imaginations and give you the opportunity to freely share your story in a future gospel conversation.

Other ministries have the premise that, over the course of the year, you build a fun environment for students to feel safe and accepted. Then during the summer, they invite these students to camp, where the gospel is clearly given, and many students respond. We applaud this approach as part of the way God uses different styles and strategies to help reach every student on campus.

While Cru seeks to build that same fun and safe environment, we will typically have monthly outreaches where students can invite friends to hear the gospel. Students who respond will be plugged into a small group for follow up and discipleship.

It's relational ministry with intentional evangelism.

When in doubt, go to the campus!

If you are unsure where to start – if you want to know where every Cru leader starts – go to the campus. Think of it as the magnetic center for all your activity. You are steel, and the force of that gravitational pull coming from the campus should be felt every time you consider an appointment or activity. Let's face it: we are all human, and there will be days when we don't feel up to it. When that happens, go to the campus! That's often when God has something special up His sleeve! When you aren't sure what to do next, go to the campus! When a student contacts you last minute and cancels, go to campus anyway! Even when your to-do list has spilled over and turned into your late list, with deadlines passed or looming, go to the campus!

Why?

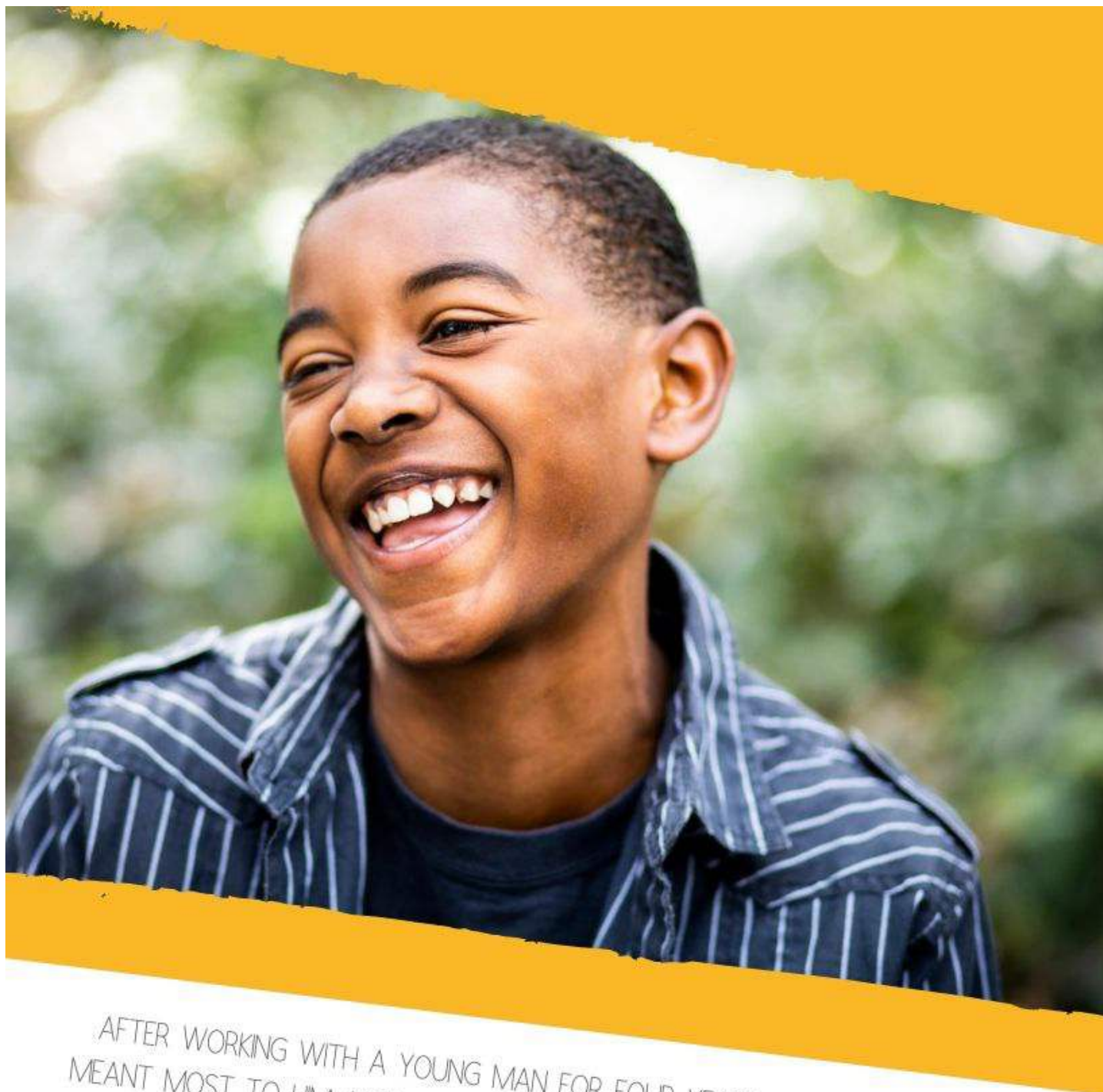
Because 90% of success in our work is showing up!

Students are available to us very, very few hours in the week. One leader instructed his team to use the hours between 3-6pm exclusively for campus time. Of course, there will be days when even your best intentions will not be strong enough to pull you toward campus. Give yourself a lot of grace. Life cannot be anticipated, nor do we want you to feel legalistic about this charge. Keep the long view in mind. Today, you're trusting God for His results; tomorrow is completely out of your hands, but safe in His.

So what does it mean to go to campus? Here are some examples:

- Go to a sporting event.
- Go to a sports practice.
- Go to lunch if you are allowed.
- Go a little early when you pick up a student for an appointment.
- Have the appointment on campus if you can.
- Prayer walk the campus.
- If you're not allowed on campus, "going to campus" may mean going to the local fast-food restaurant where students hang out.

The point is, be where the students are. Become a regular part of their world. Be in a place where relationships can happen. Because 90% of success in our work is showing up.



AFTER WORKING WITH A YOUNG MAN FOR FOUR YEARS, I ASKED HIM WHAT MEANT MOST TO HIM ABOUT OUR DISCIPLESHIP RELATIONSHIP. I WAS READY FOR THINGS LIKE THE BIBLE STUDIES, OR A SPECIAL CONFERENCE, OR EVEN HIS OVERSEAS EXPERIENCE. BUT HE SIMPLY SAID, "THAT TIME WE PLAYED IN THE SAND PILE WITH YOUR KIDS AND MADE THAT CASTLE." IT MADE ME REALIZE THAT ONE OF THE BIGGEST THINGS I HAVE TO OFFER STUDENTS IS MY RELATIONSHIP.

**QUESTIONS THIS CHAPTER ANSWERS**

- What ministry skills do I need to develop to work with teenagers?p.82
- How do I develop a new ministry skill?.....p.83
- How do I go on campus without feeling like a creep?.....p.84

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Pick three ministry skills from the list that you would like to learn first.
- ☐ This week, choose one of those to learn and simulate.
- ☐ Practice explaining what Cru is to three different types of people.

Begin Developing Ministry Skills

The Japanese have a saying: “if you master something, then creativity will come.”

There is an art and science to working with teenagers. Some of the skills outlined below may be familiar to you, others may not. We encourage you to review all of them, so that when you’re with students, you can be as natural, creative and spontaneous as possible. If you master these skills, God will use your natural gifts in far greater ways.

Each skill falls under one of the **six milestones** mentioned in the introduction. You can learn the specifics about each skill in the Appendix and at cru.org/launchbox. They are the infrastructure for the movement you are trusting God to grow.

Exercise: On the next page you’ll find a list of skills necessary to win, build and send students from a high school campus. Some of these you may have already learned through your involvement with Cru, and others may be new to you. All of them are important for anyone serious about reaching into the teenage world.

Create two lists.

First, list ministry skills you feel you have under your belt. In other words, you feel **confident** you know it and **competent** in the real world to do it.

Next, make a list of ministry skills you will need to learn and eventually master.

Write three on each list and get started learning some more skills!

Confident and Competent

- 1.
- 2.
- 3.

Learn and Master

- 1.
- 2.
- 3.

Ministry Skills to Develop over Time

Find training for each of these on the Ministry Skills tab on cru.org/launchbox

1. Presenting the student with the opportunity to receive Christ

- How to share the gospel
- How to conduct an outreach
- Using your testimony to bridge into the gospel
- Gathering students
- Soularium
- God Tools App

2. Seeing the new believer arrive at their first follow-up meeting

- How to do follow-up
- Setting up an appointment
- What to do on a personal appointment
- School within a school (explaining Cru to a student)
- Starting a small group
- Leading a small group

3. Teaching the student how to be filled with the Holy Spirit

- How to share the ministry of the Holy Spirit

4. Leading the student into their first experience of personal evangelism

- Helping a student develop their testimony
- Teaching a student how to share their faith

5. Inviting a student to attend a Cru training event

- Challenging a student to go to a conference

6. Challenging the student to spiritual leadership on their campus

- Teaching students how to lead a Thrive group

Other Skills

- Decoding the campus
- Relating to students
- Explaining Cru to adults
- Prayer walking
- Becoming an insider
- The big picture of Cru for teenagers

Developing a New Skill

We have training for each of these skills on the Ministry Skills tab at cru.org/launchbox. To learn and master a skill is not hard, but there is a three step process we suggest you follow:

1. Learn the skill

Read through the material, watch the video, or even better, observe someone doing it in real life. This helps you to understand the concept, where it fits in our six milestones model, and why it's important.

2. Simulate the skill

Practice, practice, practice! If you're learning how to share your faith, it's wise to practice with someone on your team until you feel confident using a tool like Connecting with God, or Snapshot Cards, so that when you're with students you can relax and be yourself. If you can, simulate a skill with someone who has already mastered it, so they can give you pointers and help you sharpen your skills.

It's been said that the astronauts who first flew into space had no significant heart rate change at lift off, because they had practiced for hours and hours in simulation. They were confident and competent, ready for the mission. That is the value of practice and simulation.

3. Try the skill

We can never know if we are fully ready to engage with students, so bust through the fear barrier and just get out there and do it! Practicing in a live situation will bring you to that confident and competent place faster than anything else.

Assignment:

- ☐ This week learn and simulate one new skill.
 - Pick the skill that you most need to develop for this stage in your ministry.
 - Learn the skill by reading/watching/observing.
 - Practice the skill with your friends until you feel comfortable doing it with students.

The skill I will work on:

How to Not Feel Like a “Creep” on Campus

You’re an adult entering a student world, feeling twice your age. For many this can cause them to feel like a “creep” on campus. Every youth leader who has ever had to navigate a teenage ecosystem faces this. So if you’re hesitant, be assured, you’re in good company. A lot of your success in relating to students depends on getting the “creep” out of your system. We’ve put this article here under “ministry skills,” because it’s a skill every campus worker needs to master.

The creep factor is something veteran youth leaders laugh about, because they haven’t forgotten their first try at walking into a teenage world. One leader admitted that the first time he visited a lunch hour, he walked the perimeter of the lunch room, never paused, never made eye contact with a student, and just kept on marching out the building into his car and drove off. It’s insane, but the creep factor is real!

So what is it? It’s that feeling that comes over you when you find yourself on campus, surrounded by strange teenagers, feeling smaller and smaller, intimidated by a 14-year old with acne and braces for crying out loud! The sum of the lies tells you that you’re not welcome and that you’re dangerous! The adrenaline wells up so quickly, you get dizzy trying to explain why you’re there and who you are, as you attempt to be either professional or culturally relevant, depending with whom you’re talking. The source of that creep feeling could come at you from several places: the school administration (who you feel eyes you suspiciously), the students (an unknown audience younger than you), and especially the difficulty of contact work and initiating that first conversation.

How do you beat the Creep factor?

1. Relate to Teens

You don’t have to try to be cool or act like a teenager to relate to teens. Teenagers are drawn to older students or adults who genuinely care about them. Just be yourself and care about what the student cares about, and you’re halfway there. The myth that an adult or college aged youth worker has to be relevant through friendship often keeps well-meaning youth leaders from connecting with their audience. Students are used to seeing teachers and administrators and, though they would never admit it, feel safe because they’re all around the campus.

"Be yourself. Present yourself as an adult who belongs on the campus, and you've immediately thrown off half the weight of feeling like a creep."

2. Relate to the Campus

There are natural barriers that exist on every campus which can make access to students more difficult. To navigate this, you first need a purpose for being there, and second, a willingness to engage the students God puts across your path. Your goal is to become an insider, a trusted adult or peer who has learned to navigate two things very well:

1) Establish genuine relationships with adults on campus.

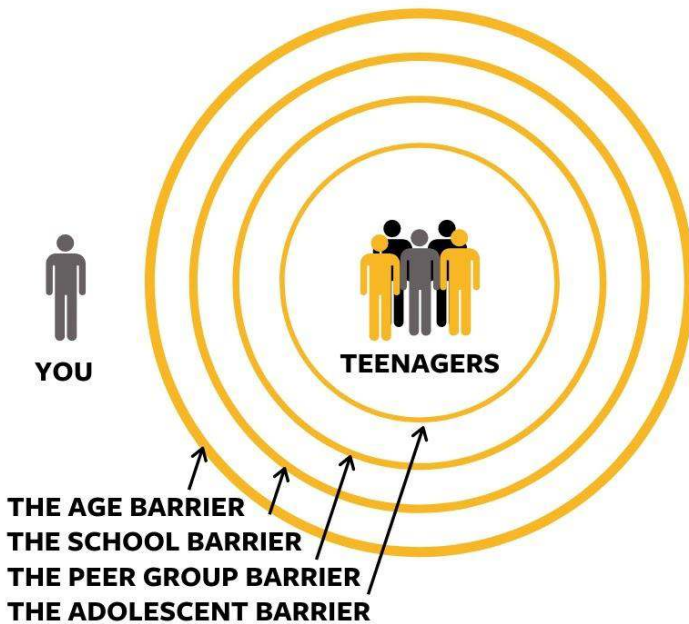
A regular touchpoint with key adults in the school, such as teachers, coaches, or administrators will help you feel more welcome. Repeated meetings with students, either through after-school appointments or student Bible studies, will build trust in them that you are a part of the school's ecosystem.

2) Tell the students why you're there.

When you can reinforce for students that you're there as a spiritual resource, it helps them understand your role. Say something like this: "Just as teachers are here for your academic growth, and coaches for physical growth, we are like a school within a school, here for your spiritual growth and encouragement."

These two actions will act as trusses for the bridge that will allow you to move with confidence from stranger to spiritual leader, across what feels like a great divide.

Think of a teenager as standing at the center of a concentric circle, with four natural barriers that we need to navigate:



- **The age barrier:** It's not everyday that adults take an interest in young people, and some will be suspicious. However, more often, they are merely curious. If you can be yourself, that will set students at ease. They are not opposed to interacting with adults who act like adults.
- **The school barrier:** Many schools have a high wall separating students from adult access. However, others see the value of safe, caring adults being around their students. In one school, the principal said they were looking for ways to partner with faith-based organizations. Do your homework, find out the rules of engagement for that unique campus, and navigate within them. You will find a way to interact with interested students in every school.
- **The peer group barrier:** Students travel in herds, and it's best to keep in mind that we reach them most effectively that way. Though it's true that students may open up more to you individually, that happens only after a relationship has been established. When relating to them on the front end, think herd mentality, remembering that they may act much differently in their groups than when alone.
- **The adolescent barrier:** It used to be called the generation gap, but more recently teens have created their own culture with their own set of rules, and when we step into that we are aliens. That's why we are up front about who we are and why we're there.

Top Tips for Shedding the Creep Factor

- Remember, the battle of winning souls is God's, and we show up on campus because of His promises. Our confidence is in Christ. We must go trusting in His Great Commission and the promise He gives to fulfill it.
- Take baby steps onto campus.
 - Drive by and pray for the school.
 - Prayer walk the school for a few weeks.
 - Go to a football game and walk around observing.
 - Go to a football game and sit near or in the student section.
 - Set up a visit with a teacher on campus after school.
 - Set up a visit with a teacher on campus during the day.
- Let God use your personality, filled with the Holy Spirit, to make adult to student connections. The longest lasting youth leaders have mastered the art of being themselves in a teenage world.
- Muhammad Ali made famous the adage, "I float like a butterfly and sting like a bee"... pretty good advice to follow when you're walking onto a school campus. This timeless principle means that you are casual as you relate to everyone, but have a purpose for being there. For instance, you might plan a brief visit with a teacher or coach. You may be able to volunteer in some capacity. Some schools allow lunch time visits when you first check into the office. A purpose for being on campus, other than interacting with new students, gives you confidence to navigate the halls, with a clear answer if someone asks ("I'm here to see so and so...").
- Keep attention off yourself and on students by using questions. Students love to talk about themselves and what they love.
- Use your phone as a tool to quickly reference names, google ideas generated through conversations, and capture pertinent information about the school and students.
- Don't take yourself too seriously. Laugh it off if it's an awkward moment and demonstrate that you will be there regardless of their response. Often, students will throw out a rejection grenade to see how serious you are about what you say. Don't retreat at the first rebuff.
- Be ready to explain who you are and why you're on campus. "Hello, I'm _____ and I work for Cru, a faith-based non-profit youth organization, that helps develop students mentally, physically and spiritually."



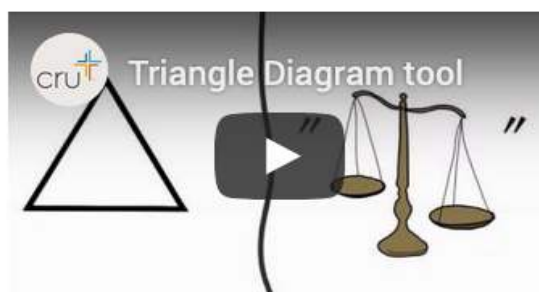
BE YOURSELF. PRESENT YOURSELF AS AN ADULT THAT BELONGS ON THE CAMPUS. AND YOU'VE IMMEDIATELY THROWN OFF HALF THE WEIGHT OF FEELING LIKE A CREEP.

Learn to Explain What Cru Is

Watch the “Explaining Cru” videos in the “Ministry Tools” section at cru.org/launchbox



School within a School



The Triangle Diagram

The above videos are a great way to give a more thorough explanation of Cru to a student, but it's helpful to also have some quick explanations to offer people in different situations. Below are some simple statements to explain Cru to a few different types of people. These aren't meant to be word-for-word scripts but guidelines to help you as you talk about Cru. You may adapt these descriptions so they feel natural coming off your tongue.

Non-Christian adult or not sure:

“Cru is a national faith-based organization that helps students develop in all areas of their life: school, health and faith. We do this through conferences, classroom talks, mentoring, and fun after-school events.”

Non-Christian student or not sure:

“Cru is a group of students at your school who get together in small groups or larger gatherings to have fun and to find answers about real life and faith.”

Christian adult:

“Cru is a youth ministry that reaches out to students at public schools. We seek to win students to Christ and then disciple/mentor them so that they can lead the charge in reaching their school for Christ.”

Christian student:

“Cru is a network of disciplined students who see their school as a mission field. We are here to help you grow in your faith and live out your faith with your friends through Bible Studies, retreats, and fun outreach events.”

General audience:

"Cru is a national high school organization that is dedicated to helping students develop positive values, leadership skills, and a personal faith that will impact every area of their lives."

- What do you like about each statement?
- How would you say it differently?
- Find a partner and practice introduction and explanation.



"CRU IS A NATIONAL HIGH SCHOOL ORGANIZATION THAT IS DEDICATED TO HELPING STUDENTS DEVELOP POSITIVE VALUES, LEADERSHIP SKILLS, AND A PERSONAL FAITH THAT WILL IMPACT EVERY AREA OF THEIR LIVES."



This section will explore the importance of enlisting a team and explain how it's done.

QUESTIONS THIS CHAPTER ANSWERS

- How do I gather a team?p.93
- What do I do with parents?.....p.97
- Where do I find gatekeepers?.....p.100
- Why do we need a teacher sponsor?.....p.103

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Ask one friend to join your team to reach out to the high school.
- ☐ Start a list of the adults you know in the community who might be gatekeepers. (Keep this list going as you do more research.)
- ☐ Interview two people in the community, asking them questions from the **“Find Gatekeepers”** article on page 100.

How to Gather a Team

God wants to bring together a team of people to reach students.

Do you remember that story in the Bible where Jesus said to His followers that He wanted them to go out and tell people about God's kingdom? No one went alone. Jesus sent them out two at a time. I often wondered if a few people joined them along the way, and the two became three. Or what about the stories of Paul when he talked about his plans to go tell people about God's love and grace? We often read the names of others whom Paul wanted to join him.

So, what does it look like for you? You may have already gone to the specific high school to pray and ask God to show you where you can start reaching out to the students there. Was someone able to join you during that time of prayer? If you went alone, did God bring someone to mind? Do you think God wants to bring together a team of people to reach the students there? There is no doubt that God wants to connect a team of people with a heart like His to reach high school students.

There are lots of ways someone can connect to the ministry of Cru and be part of the team making a difference at a specific high school. One of your goals during this time of preparation is to dream about the ways that others could join you, and then, with a friendly and enthusiastic invitation, ask them to join the team.

There are lots of ways that your friends and other caring adults can join the team:

- They can join you when you go to campus to meet students.
- Parents can help you learn more about the school and introduce you to other parents and teachers.
- Youth pastors can introduce you to Christian students at the school whom you can encourage and get to know.
- Teachers and coaches can open a door for you and others to share a short Cru presentation called a team meeting.
- What if you had a group of people who prayed for the Cru ministry each week? It makes a huge difference when you walk on campus to know people are praying for you and the students you will meet.

- What if your first gathering of students had a generous supply of snacks? You will run into students who will spend time with you only because you always have a bag of hot Cheetos or some other favorite snack. You could use some key team members who will help supply the snacks and, in turn, help reach those kids.

These are just a few ideas. God will give you some other ideas for how people can join you. If you're on a team already, take a minute and brainstorm some ideas of the ways that others can join with you. If you're not on a team yet, we hope you will start by inviting some people from your circle of friends to join you.

You gotta ask.

One of the biggest roadblocks for any team coming together is not an overloaded schedule, lack of interest, or inconvenience. What keeps our teams from coming together is you and I not asking. In fact, not only do we not ask, we even decide for them and say, "they are too busy."

So let's commit together and remember that God is already reaching out to the students where you and I want to start Cru. We know He wants us and others to join Him as a team. So when we think about the needs for the next step in our Cru ministry, and God brings people to mind, let's commit to give them a friendly and enthusiastic invitation to join us, reaching students for God.



WHAT KEEPS OUR TEAMS FROM COMING
TOGETHER IS YOU AND I NOT ASKING

How to Find Community Sponsors

This lesson will cover the value of finding community sponsors to ensure the longevity of your ministry.

Everyone wants to be part of something that will outlive themselves and their influence. When launching a high school or middle school ministry, it is vital to have partners in that school's community who have a stake in the ministry.

Pray for and seek out people in the community before you launch.

These people could be:

- Administrators
- Teachers
- Coaches
- Pastors
- Bus drivers
- Homemakers
- Almost anyone!

But NOT everyone!

Here are the things they would have in common:

- A love for their community and people in it.
- A heart to see the young people in their community be transformed by the gospel.
- A commitment of their time to 'join the team.'

If you are a college volunteer, you know that eventually you'll graduate and move into God's call on your life. That's why the stability and consistency of community sponsors is essential. Most people like to see familiar faces, so administrators, teachers and coaches appreciate the longevity of a community partner. This also builds trust which opens many doors of opportunity for the gospel down the road. Additionally, when a student gets involved as a sixth grader or a freshman, they can know that some people will be walking alongside them in their journey of faith all the way to getting their diploma. As a side note, in many of our urban schools, getting a diploma is not assumed, making the role of community partners all the more important, as ministry in these areas requires a more holistic approach than Cru by itself can supply

How do I find these people?

- Pray.
- Contact school staff, churches, and even the local police.
- Go into the community and ask good questions to find out who is already doing good work for change in the community.

What About Parents?

Because we work with minors, we know parents and legal guardians are an extension of every student we meet and begin to spend time with. In many cases they become some of our greatest assets and allies as we build credibility with the school and community.

Keep in mind:

1. Be available to them.

It is wise to assume that the parents you meet are doing the best job possible raising their child. Assume also that a caring, concerned parent wants to know all about your involvement with their child. Don't be surprised or defensive when they want answers to their questions. Here are some helpful tips to keep in mind as you relate to parents:

- As an adult, be polite, positive, and non-evasive.
- Make contact with student's parents early in your relationship. This will help you avoid future misunderstandings.
- Be informed and aware of community events that may be of importance as you meet with parents. This will add credibility to your work.

2. Visit with them.

It is usually best to meet the parents personally as soon as you are able. Ask the student when a good time would be to meet them. If one parent is home after an initial appointment with the student, ask him if you could drop in when you take him home. If the parents are only home in the evening, call them on the phone to introduce yourself and explain Cru. Here is a suggested way to converse with them on the phone or in person:

- Hi, Mr./Mrs. _____. My name is _____. I work with Cru, a Christian youth organization. I have met with your son/daughter after they expressed an interest in knowing more about Cru. It is my practice to talk with the parents of the students I meet, to see if they know about Cru and to answer questions they may have. Has your son/daughter said anything to you about Cru? Do you have any questions?

Things to include in explaining what you do and who you are:

- Tell them your educational background and the training you have received in youth work.

- Explain our program using the three dimensional person and “school within a school.”
- Give them the names and phone numbers of other parents, teachers, and laymen in the community to call as references.
- Explain that all activities involving the local school are optional and in accordance with school policy. It is also good to mention that most of what we do occurs in homes, rec centers, etc. – in the community.

3. Respect their authority.

What if the parents forbid their son/daughter from being involved? In that case, give the parents your word you will not contact their child. Regardless of those parents’ reasoning, you need to respect their parental rights and encourage their child to be obedient.

4. Involve them.

Here are several suggestions for involving parents. You probably will find many other ways besides those listed here:

- A moms’ prayer group.
- A Community Resource Team or board to help with community support, prayer, service, and other concerns of the local ministry.
- Several parents could phone new parents to explain how Cru helped their families and to answer questions.
- Baking refreshments for meetings.

Take a moment and brainstorm several more ideas:

1.

2.

3.

A Word on Working with Minors.

Parents are entrusting to you their greatest treasure. Here are general guidelines for working with students who are under 18 years of age.

- Allow parents or guardians the final say. In other words, if they tell you not to meet with their child, end of discussion. We follow strict biblical counsel here, as it urges us to “honor your father and mother,” (this is the first commandment with a promise). Ephesians 6:2
- Work hard to never find yourself alone with a student of the opposite sex. For instance, it can happen that when giving rides home it would be more convenient for someone of the opposite sex to be dropped off last. Not a good idea. It protects you and Cru to work at not being isolated with a student of the opposite sex.
- Always ensure that it’s the parents or legal guardian’s who sign the waiver forms necessary for their child to attend Cru events.
- If you tell a parent you will bring their child home after meeting, make sure you follow through, or call them to explain any changes.
- Make it a point to meet the parents of newly involved students as soon as possible. Taking the first step towards parents (not waiting for them to wonder who you are) shows them you have nothing to hide, and builds trust and credibility.

You will find more specific guidelines in working with minors, by watching the Safety Presentation in the Ministry Skills tab at cru.org/launchbox. All adults working with minors through Cru are required to watch this presentation.

Find Gatekeepers

Not everyone you meet associated with the campus will have an equal weight of influence in your launching a ministry. But God has placed certain teachers, administrators, custodial and security personnel, coaches, parents, and concerned community members there in order for you to meet. It will surprise and elate you how much vision and passion some of them have for reaching students on the campus. We call these special people “gatekeepers.”

What is a gatekeeper?

A gatekeeper is someone with respect and influence at the school or in the community, who is willing to advocate for you by opening doors of access to students. They introduce you to the right people, lend you credibility, and give you important intel about how to navigate this unique campus.

Examples may include:

- Administrative staff, especially the principal, who see the value of a ministry like Cru.
- Coaches who allow you access to their teams.
- Secretary at the front desk.
- Teachers who help sponsor a Cru club, if that’s the direction God is leading.
- Alumni from the community.
- Parents involved with boosters or the PTA.

At one school, the Cru leader met a man at her church who had attended the high school she intended to launch. It so happened that all of his children had attended there as well, and he knew the principal intimately. He told her, “don’t do anything until I can introduce you to the principal and help you get on campus.”

How do you find gatekeepers?

Pray for God's favor.

As you meet people connected to the school, ask God to prepare their hearts to be willing to open doors for you.

Keep your eyes open.

Gatekeepers are connected in some way with the school, but that's often all they have in common. They can hold a wide range of positions on campus or in the community. But how do you know when you've bumped into one?

How to spot a gatekeeper:

- When they learn about what you do, they get excited!
- They have a natural love for students.
- They are willing to identify with Cru, advocate for you, and serve the advancement of students hearing the gospel.
- They have a network of others who are like-minded.
- Keep in mind that student leaders are often the best gatekeepers, as they are natural insiders with more rights on campus than adults.

Keep your ears open.

In Chapter 5, you learned about decoding the campus. This is where you meet a wide range of individuals connected in some way with the school. Not all of them will be gatekeepers, but chances are they know how to point you to one. The first clue is that the same name comes up over and over again. Gatekeepers are people who influence a wide range of people. Their love for students set them apart.

Ask everyone you meet these questions:

- Do you know any Christian teachers, administrators, or support staff at the school?
- What do you know about the principal? Do you think they're warm, cautious, or opposed to a group like Cru being on the campus?
- If you were trying to start Cru at this campus, who would you talk to first?

The most important gatekeeper to any high school or middle school campus is the principal. Their position of authority is the final say about what happens or not on "their campus." We emphasize

their campus because in reality, that's how the structure works. The buck stops with them when it comes to safety, education, and all other matters related to the school.

For example, if a concerned parent calls the office asking about a group called Cru, the principal will be the first to hear about it. Sometimes a gatekeeper like a teacher or coach will favor having Cru on campus but will defer to the principal for a final decision. We need to respect whatever decision they make and work within any policies or guidelines the principal sets in place. This is why visiting with the principal early on in the process of launching a campus is so important. Principals are in a hard spot. Even if they personally believe in what you're doing, they are walking a fine line between accommodating you to work with their students and keeping a community of parents and others feeling like their children are safe.

Any access we have as an outside group is a miracle birthed in prayer!

Teacher Sponsors

A teacher sponsor is key to being an official club on campus. Every school has a system of clubs that meet at various times. Each club has a teacher who sponsors that club and is the official connection to the administration. The sponsor helps you find a room where you can meet, helps with communication to the administration, and usually will need to be there for every meeting.

You cannot have an on-campus club without a teacher sponsor.

What do you look for in a teacher sponsor?

Any teacher can do a great job as a teacher sponsor, but here are some characteristics that would be valuable to a group like Cru:

A Believer.

It's best if they have a relationship with Christ and a similar desire for kids to know Jesus as you do.

Respected by The Administration.

A teacher sponsor who is well-respected by their peers and authorities is priceless. Their good name gets transferred to your group which makes things much smoother on campus. And if anything goes wrong (kids break something, some parent complains, etc.), the respect the teacher has with the administration will make a difficult situation much more manageable.

Liked by Students.

If kids generally don't like the teacher sponsor, it could be a roadblock to students showing up.

But if your teacher is generally popular with students, they might actually bring in new students just because the kids like the teacher.

Missional.

Even if the teacher is a believer, they may not be missional in their thinking. An ideal teacher sponsor has a heart to see students know Jesus and make Him known. They've bought into Win, Build, Send and are willing to use their influence toward that goal.

Teacher sponsors walk a fine line.

Please note that the teacher sponsor may feel like they are walking a fine line. Generally, they are not allowed to teach spiritual things on campus and may be hesitant to be very involved. Just know that they may be concerned with losing their job if they make a misstep. Have honest conversations with them about what they feel comfortable with, keep them informed about what is going on with the ministry, and be sensitive about their situation. A good teacher sponsor is hard to find, so take very good care of yours!



This section will teach the importance of becoming someone who, despite the openness or lack of it at the school, has permission to visit as a resource to students.

QUESTIONS THIS CHAPTER ANSWERS

- What does it mean to be a campus insider?.....p.105
- How do I become a campus insider?.....p.106
- How do I get ready spiritually for student ministry?p.108

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ List three ways that you might be able to use your interests and skills as a volunteer on campus.
- ☐ Watch the “Becoming an Insider” video at cru.org/launchbox.
- ☐ Work through the exercises in the “Are You Ready Spiritually?” article (p. 108).

How To Become a Campus Insider

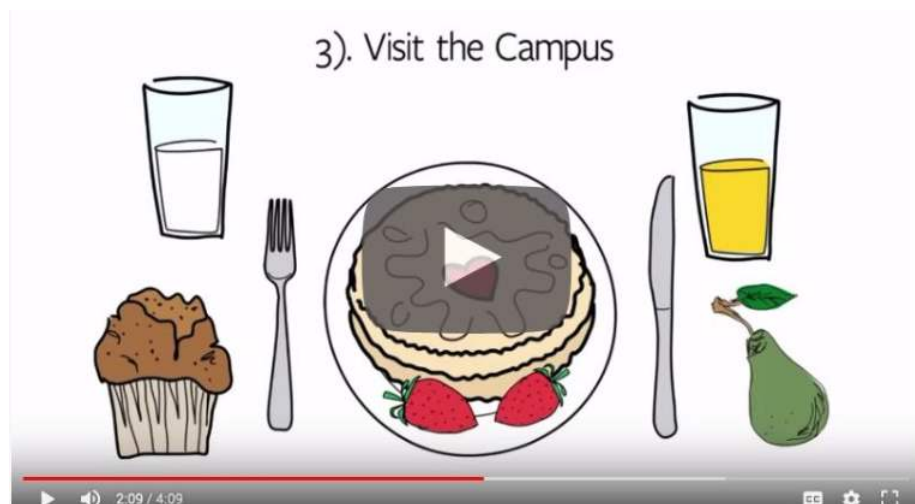
There's nothing like the feeling of going on a school campus knowing you have the blessing of the administration. Here you are, surrounded by the audience you love and want to reach. You are free to move about as you wish, recognized by staff and students as someone valuable to the school, a trusted "insider", one of them. How does this happen? Every story is different, but it begins when we persist and persevere in finding ways to become what we call a campus insider.

Campus Insider: Someone whom the school recognizes as a trusted adult who adds value to the school by investing in the lives of students.

How do you go from a stranger looking through the chain link fence separating you and the school, to walking freely in the hallways high-fiving students you know?

Be creative and open to God's leading: Not every school will receive you the first time you make contact. In today's world, adults whose job it is to protect students take that role seriously. Pray for God's favor, be bold in requesting appointments with teachers or support staff whom you suspect are Christians, and take reasonable risks. The worst that can happen is you will be asked to leave. That's officially called being kicked off the campus, something most veteran youth leaders can tell you has happened to them.

Don't miss
the great training
video on this topic in
the Ministry Skills
section of
cru.org/launchbox



Look for ways you can serve. Schools are looking for caring people who take an interest in students. By volunteering, you are telling them you want what's best for students and want to create the best learning environment for them.

Get to know teachers and others at the school. When you connect with a teacher, coach, custodial staff, or secretary, you have a name to drop at the security desk. They will be invaluable in helping you take your first steps to becoming an insider. Your relationship with them automatically sets others at ease.

Use “float and sting” days wisely. In the skill, “How to not feel like a creep on campus” (page 84), we mentioned “float like a butterfly and sting like a bee.” What does that look like? Here is where you can drop in to visit teachers after the school day, see if the principal has a few minutes for conversation, or visit a practice of a coach you've already met. The floating part is the casual side of relating to the campus; the sting side suggests that your overall purpose is to become a trusted stakeholder in the eyes of the school, and a regular face to the student population. It may not feel like you're accomplishing a whole lot, but you are on your way to becoming an insider, someone whose freedom allows them to trust God for ways to bring the gospel to students.

- Find out if your school allows lunch room visitation by youth leaders: to be seen on a regular basis creates trust and curiosity among students.
- Attend football games on Friday night and sit among students. Be a highly relational and enthusiastic fan.
- Drop into the main office and say hi to the secretaries and, better yet, bring them donuts in the morning.
- Offer to supply watermelons to the football team during their practices in August.
- Find out from the administration the process of becoming an official volunteer at the school.

Sit down with the principal and explain that you would like to volunteer for the school. You are working with a non-profit youth organization, and part of your job description is getting involved in the life of the school. Where can you volunteer for an hour or so every week? (This is especially important if the campus is closed.)

Keep in mind that you will need to become a campus insider whether or not your campus is open, closed, or has an existing group meeting. When you spend time on campus, students notice and get curious. As more students get involved and are invited to events, they have a frame of reference for who you are. “Oh, she helps out tutoring in Algebra every Thursday. He's been helping keep time at the track meets.” To be a campus insider is to build trust in the minds of students. When they are asked to participate in a Cru sponsored event, your familiar presence on campus could be what they need to have the courage to attend.

TRUE STORY:

When my wife and I were assigned to our first campus, we boldly strode onto the campus and began to get to know students. At that time the school allowed youth leaders to visit over the lunch hour. After about a week, we were asked to chaperone a sophomore play and met many of the actors. It was a rich time of relationship building. All the while, however, we were unaware that students were going home and telling their parents and youth pastors about meeting us.

One day the principal asked to see us, and so we sat down in his office. “I’ve had several complaints from parents, and a few churches asking about who you are, and why you are talking with their students.” He was smiling as he said, “Let me give you some advice...”

That began a six month relationship with him that included instruction in how to navigate his campus while keeping our objective of raising up spiritual leaders. Dr. Smith was our first and, to this day, most gracious and patient trainer. Even as he fielded complaints from the community, he saw our heart, by watching us interact with students and volunteer our time. He believed our program would honestly benefit the students under his care.

Are you ready spiritually?

Above all, to be ready means to be filled with the Holy Spirit. In the following you will learn four spiritual principles every youth leader needs to follow as they step on campus.

Too often, well meaning Cru leaders cross the threshold of the public high school campus relying on their giftedness, relationships, or reputation, rather than the Spirit of Jesus. We put our game face on (nothing wrong here), check our list of students (gotta remember names), and head to campus with a prayer on our lips. But are we ready? Effective interaction with students requires spiritual preparation as well. Remind yourself of the following to experience His power and presence during the campus visit.

1. ANCHOR YOUR IDENTITY IN CHRIST

The truest thing about you is what God says. You are His child, adopted into His family with all the rights of a son or daughter. You were created in Christ for good works, which He has prepared in advance for you to enter. Think about that! You can be sure that He's fighting your battles, extending wisdom, and preparing fruitful encounters with students.

2. RELY ON HIS POWER

Ephesians 5:18 says, "Do not be drunk on wine, for that is debauchery, but **be filled with the Holy Spirit.**" When we surrender to Him, He takes us farther than our own will, strength, or determination. More importantly, His life will overshadow our own and be the life to which students are drawn. Every encounter with students can be a fresh witness of His Spirit- if He fills us. Remember, all believers are indwelt by the Spirit, but not all are filled. Pause before the threshold of every opportunity and ask Him to search your heart for sin, and once confessed, to fill you again with a renewed sense of His Spirit's power.

3. KEEP YOUR PURPOSE CLEAR

In Acts 4:31, the apostles prayed for boldness, and the place they gathered was shaken. **Think of the Holy Spirit as a friend who reminds you of your purpose and quiets your fear.** To be filled with the spirit of Jesus means to be free to speak and move at His direction. That's your number one job description. He wants to use your unique personality, only He wants it super charged by His Spirit. Pray before you cross the threshold, and He will fill you with boldness as He did those first astonished apostles.

4 RELY ON GOD'S PROTECTION

While it's a mistake to think that there's a devil behind every locker, **it's foolish to think that our adversary lies down when we enter what he has held for so long.** For many schools where there is no Christian presence, the enemy has liberty and works his schemes at will. But if our students are praying and reaching out to friends, then of course he's threatened and will hit back in typical fashion. Discouragement, unfounded fear, sickness, factions, anxiety and gossip are the counter punches he throws against our steps of faith onto the campus. Expect no less than spiritual attacks, but pray against his puny attempts to stop you. His power is found only in his lies.

Are you ready?

- ☐ Do I know who I am in Christ?
- ☐ Am I filled with the Holy Spirit?
- ☐ Have I prayed?
- ☐ Do I believe God has my back as I walk on campus?

**Help us
make the
Launch Box
better!**

Need something that you can't find in the Launch Box?

Give us your thoughts at cru.org/launchbox.

We need your input to make this the best tool possible to reach this generation of teenagers.

cru.org/launchbox

LEAVE FEEDBACK HERE



SECTION 4

Launch



By now you have decoded your campus and learned more about your mission field. You are either on a closed campus, an open campus, or a campus where there is already an existing Christian group. Below, you will find chapters for each type of launch that spells out our recommended steps for starting in that type of school. Find the chapter that relates most closely to your type of school, and begin taking those steps toward launching your ministry.

If it's still unclear what type of campus you're on, either continue prayer walking and doing research about the community, or just jump in and treat the campus like a closed campus for now. Keep meeting students. Keep initiating with others in the community. You may be only one person away from finding that open door!

Questions This Section Answers

- How can I reach a totally new group of students?.....p.113
- How do I put on a team meeting?p.114
- Why reach out to sports teams and clubs?.....p.118
- How can I launch a ministry on a closed campus?.....p.123
- What if I get kicked off campus?.....p.126
- What does it mean to “fly under the radar” on a campus?.....p.127
- What is the most challenging thing about working through an existing group of Christian students? p.133
- Who is the best gatekeeper at the school?;..... p.136
- How do I help teenagers lead spiritually? p.138



When there is access to the campus, there are a number of strategies we use to expose a broad segment of the campus to the ministry of Cru. The one that has stood the test of time is what we call team meetings. If you know a coach, a teacher, or someone who leads students in an extracurricular activity, this concept will work to gather students, with the end game of building disciples who see their school as a mission field.

QUESTIONS THIS CHAPTER ANSWERS

- How can I reach a totally new group of students?.....p.113
- How do I put on a team meeting?p.114
- Why reach out to sports teams and clubs?.....p.118

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Meet a coach at school through relationships you've already made.
- ☐ Ask him if you can do a team talk with his team.
- ☐ Do at least one team talk and outreach (but look for more opportunities).

Team Meetings

Where to begin? In the Prepare phase you learned about gatekeepers, adults God has placed on campus who open doors for access to students. From your list, choose your hottest contact – that person who has demonstrated the most enthusiasm toward the idea of students getting involved with Cru. In many cases, it's a coach of a team. For the purpose of explaining the concept of team meetings, we will use a coach as the sponsor, but it could very well be a teacher, activity coordinator, or volunteer parent.

Step One: Approach the Coach

A good time to talk with a coach is right before or after practice. Try not to interrupt them during coaching hours. When you're ready to ask the coach for a team meeting, here's a sample of what you could say. (As with all 'scripts' feel free to personalize this.)

"Hi Coach, thanks for your time today. (Small Talk) How has the team been looking so far? What are some of the main things you are currently working on with the team? What would you say are some of your team's biggest challenges?"

(This last question is good for raising issues the team is facing. Team unity is a universal goal of all teams and is something with which Cru can help.)

"We believe that students can make a big impact in the lives of their peers and leave a legacy. We come alongside teams to help players use their faith to develop servant leadership that will bring about greater unity on their team."

Coach, would you be interested in a motivational talk for your team? I'm trained to do that and would love to serve you and them in that way. Typically, it's only about ten minutes, and I could be available before or after practice, whichever you think best fits."

We assume that if the coach has been identified as a gatekeeper they know about Cru. However, if not, here's how to explain it to a coach or teacher:

"Cru is a national high school organization that desires to be a resource to teachers and coaches in the public schools by helping their students develop positive values, leadership skills, and a personal faith that will impact every area of their lives."

(Let the coach decide if it's something they'd want.)

“That’s great; what day would work best for the team?”

“Coach, one last thing. One of the reasons it’s good for us to do this is that it gives us face time with students. Part of what I do with Cru is give students the chance to be involved in a small group, where we investigate God. We do it in a way that any student from any background, or even no background spiritually, would feel comfortable. The way we find out interest is by sponsoring a pizza party for the team, strictly voluntary of course, and there explain Cru and invite students to be involved. Shelly’s parents have volunteered to have it at their house, if it’s something to which you would be open.”

Keep in mind that you’re asking the coach for two things. First, face time with the team through a motivational 10-minute talk. This will allow students to get to know you. Second, you’re confirming when the follow up pizza party could fit into their schedule.

Step Two: The Ten Minute Team Meeting

You show up for a practice of the cross country runners, and they are spread out around the gym stretching. You spoke to the coach the week before, and she told you today is the best time for you to come and address the team on the topic of motivation. The team has an important invitational meet in a couple days. Let’s eavesdrop on the conversation.

“Hi Coach!”

“Hi Justin, thanks again for coming out. (Coach turns to her runners). Guys, this is Justin. He’s from Cru, and I’ll let him explain about that, but he’s here to give you a few things to think about as we get ready for Saturday’s meet – Justin?”

You ask the team to scoot a little closer, and begin.

“Thanks, Coach, it’s good to be here. I’ve never run cross country, but I did play tennis in high school. I know a little about getting ready for the big match, and so I asked the coach for a few minutes of your time. Again, I’m Justin, and I work for Cru, a faith-based student organization that helps students in the mental, physical and spiritual areas of their lives. One of the most fun things I get to do is address athletes like you...”

Give a quick 10-minute team talk. Find a selection of team talks on the Ministry Tools tab at cru.org/launchbox.

Transition/ what to say to set up the team outreach event:

“As I said before, I’m with Cru, and we’re here to help students grow in all areas of life: mental, physical and spiritual. On Thursday night, Shelly’s parents are opening their house for a team pizza

party. We'll play games and have a lot of fun, but we'll also learn more about Cru and opportunities we give students to get involved. We would love to see you there but want you to know it's completely voluntary to attend. We will be talking about faith, and if that's something your parents aren't comfortable with, that's ok. Please let them know that if they have questions, they can get in touch with me. Coach has my information."

Step Three: The Team Outreach Event

Following is a typical flow of an athletic follow-up meeting where the gospel is shared. The goal of this meeting is to connect meaningfully with students, give a clear explanation and invitation to respond to Christ, and let the team know when and where the next meeting will be.

12:00 Welcome to Cru

- My name is _____, and I am part of a group called Cru. Cru is a national high school organization dedicated to helping students develop positive values, leadership skills, and a personal faith that impacts every area of life. Today we are going to start by finding out if you have two qualities that make good athletes great athletes. Are you smart, and are you tough?

12:05 Sports trivia

- Quiz students over trivia related to their sport. (Put together about 10 questions - just google "sports trivia.") Ask a question and throw candy to the first person to answer correctly.

12:10 Tough Man/Woman Contest

- Bring up four or five students who think they are the toughest in the room and have another student come up and place as many clothes pins on their face as they can in a minute's time. Then have the spotter remove and count up the clothes pins. The person with the most wins. Take pictures!

12:20 Why we are here

Every student is looking for fulfillment. To find it, a balance needs to be established in the three major areas:

1. **Mental:** The school helps you to develop mentally – through teachers, classes, homework, and some extracurricular activities.
2. **Physical:** School also helps you develop physically – with coaches, through P.E. classes, sports, and other activities.
3. **Spiritual:** The school isn't designed to help you spiritually. That's where Cru High School comes in. We are designed to help you and other students help each other in the spiritual area.

(Check out the Triangle Diagram video on the Ministry Skills tab at cru.org/launchbox to see it explained.)

To develop spiritually, an individual need to understand two things:

1. How to start a relationship with God
2. How to grow in that relationship with God

Today we are going to look at this first area, how you can start a relationship with God.

(If you have a student involved and prepped to share their testimony, here would be a good place for them to do it.)

12:25 The gospel

- Have students share the Connecting with God booklet, or have a speaker share the gospel.

12:40 Comment cards

- Explain and have the team fill out Comment Cards, and then invite them to a 4-week challenge. Give the time and location of the study. Make sure anyone interested in the study is directed to put that on their card, with contact information.

12:45 Eat pizza

- (Try to resist looking at comment cards until students are gone.)

1:00 Dismiss and clean up

- Take note, the entire meeting lasts no longer than an hour. There's genuine fun involved, and great face time with those who will do the follow up. Students are given a chance to receive Christ and to fill out a comment card. The students know when and where the next touch point will be (make sure it's no longer than one week into the future).

Did you see what you just did? You just:

- Shared the gospel with a number of students who had never heard it.
- Showed young believers how to share their faith.
- Gave a few Christian leadership students an opportunity to lead spiritually.
- Showed non-believers that Christians are loving and can be real.
- Built relationships with teenagers on your target campus.
- Began building a relationship with a coach.

AMAZING!

This one event has done so much to move forward the work of the gospel on your campus. Have you ever had a more spiritually impactful couple of hours? What a day! Now go grab a coffee or ice cream to celebrate and start thinking of your next steps to follow up these students!

Team Meeting Tip Sheet

The smallest detail can make or break a successful outreach.

Team Meetings

- To help you write a team meeting talk, ask the coach what they see their team needs to improve in order to be more successful as a team. Find quotes and true inspirational stories online of athletes or teams that exemplify or support your points.
- Don't take too much time giving your team talk. We suggest no longer than 10 minutes.
- If you're speaking to a team directly after practice, consider bringing sports drinks and energy bars for the team to drink and eat while you're speaking to them.
- Always confirm with the coach the day/night before to make sure you're still on for your team talk, and at what time. Show up early to watch practice, taking mental notes of the culture of the team.
- Always be aware of how the team is doing record wise so that you can compliment them on their successful season or encourage them if the team is struggling. Watch a game and note outstanding plays, etc. During your talk, drop names and what you observed.
- Practice your team talk ahead of time. This will help you be less focused on your notes and more focused on the athletes and being full of energy and enthusiasm. Don't wing it! Invest time in practicing your talk.
- Keep a file of team talks that you or someone else has written that you can easily access to speak on or use to create your own talk. Also, a file with great quotes and inspirational stories is quite helpful too.

Team Outreach

- Choose your location wisely. "Popular kids will go to popular kids' homes. Unpopular kids will go to popular kids' homes (for the most part), but popular kids will not go to unpopular kids' homes." This may not sound compassionate or Christ-like, and it certainly doesn't reflect how God sees people, but it's the reality of our youth culture and an important principle to follow in order to get the most students to come to your outreach or follow-up group after a team meeting. (This obviously doesn't apply if your outreach or follow-up meeting is at a pizza place, park, or other public location.)
- If there is significant time (more than three days) between the team meeting and the outreach event, visit the team the day before to remind them of time and location.
- Whenever you can, include leadership students in your outreach event. If your audience are freshmen, this is especially helpful, as they look up to older students.
- Reference the Team Meeting/Outreach Flow Chart (on the Ministry Skills tab at cru.org/launchbox). It will help insure little details related to your team meeting/outreach don't fall through the cracks and result in miscommunication with the coach or lower turnout of the students.

Why Athletic Team Meetings?

When we choose to use the team meeting approach, we are tapping into the heartbeat of a supercharged relational campus culture. At probably no other time in life do we see such intense bonding among peer groups, and deep trust built through shared experiences. This is especially true if a student is part of an athletic team. There's the common training element: often intense, and in some sports, grueling. There is game day preparation, when everything is on the line. Win or lose, they are still a team, committed to one another. These strong bonding elements help when you are forming a small group with, let's say girls volleyball, or the football team. The relationships are there, the schedules are the same, and the chances that more students will be gathered goes way up. Relationships provide the sticky factor needed when it comes to scheduling, and a good type of peer pressure keeps fellow teammates showing up for the study.

You might say, ok, I get it. **Students who are a part of teams can be gathered together, and that makes the chance for group discipleship increase exponentially.** But what if I have never been a part of an athletic team, or have no interest in smelly locker rooms? (Yes, both genders can carry a certain aroma after practice!)

It might surprise you, but most of our Cru leaders do team meetings with sports they have never played. Students and coaches will respond to you if you sincerely motivate them to excel in their sport. You won't be saying, "I understand what you're going through," so much as quoting athletes from our culture who do! Let their voice speak!

We made the point earlier that it's good to remember personal interests and experiences in order to let that be a natural bridge to meeting and relating to students. That's still a great idea! But trust us on this one! If you have the opportunity to approach a team, give a motivational talk followed by an outreach, you'll be surprised at how many students you will gather - even if you're not an athlete.

Starting a Small Group

Small groups can be started as a follow-up to a team outreach or through other students you gather on the campus. Small groups are an excellent way to build relationships with students, provide an atmosphere for students to learn as they grow together, and are a starting point for growing an even larger ministry.

As a Follow-up to an outreach

If you're doing a follow-up group to a team outreach, one of your priorities is timing. The team will still be practicing regularly and your best bet is to schedule your small group around their practice schedule and location. Sometimes the best way to make it happen is to meet at the school right after practice. Some coaches will help you find a room for your study. This will cut down on the need to transport students and many will show up just because they're already there. Bringing a pizza, cookies, or other snack will probably make your study more popular.

Keep in mind that once the season is over, you will need to find a different place to meet. A good solution is to meet at the home of one of the students on the team, if possible.

Other Students

As you connect with students, one thing you should be looking for is the opportunity to start small groups. As you meet a few friends who would be interested in growing in their faith, ask if they would be willing to meet weekly to learn more about God together and ask if they have any friends who would want to join. You could do this at a local coffee shop, fast food place, on campus, or at a student's home. Avoid using your own home or dorm room to meet with minors - If you're not meeting in a student's home while parents are there, you should find more public places to meet.

Be sure to check out our video for starting a small group on the Ministry Skills tab at cru.org/launchbox.

Using Thrive Studies

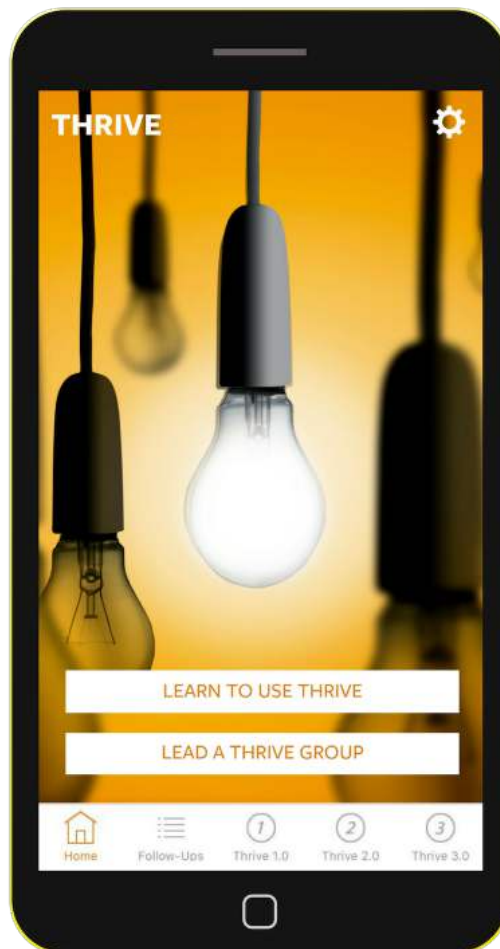
Small group discipleship is a key part of helping young people grow spiritually. Teenagers are social beings. They may not want to do something alone, but throw in some friends and add a little food, and they will be there!

Small groups are where you will lead students spiritually, talk about their lives, listen to them, sometimes cry with them, and challenge them to live for Christ.

Our Thrive Studies material is an excellent way to dig into the Bible with a group of students. In about three years worth of content, it covers topics from basic to advanced. More than that, it is designed for a teenager to use, so it becomes very transferable. We believe that one of the best ways to help a person learn is to help them to lead, so when you think your student is ready, challenge them to find a group of friends and lead a study of their own!

While there are lots of small group materials out there that are excellent to use, here are some reasons that we love Thrive:

- They are designed for teenagers to lead.
- Each study is grounded in a particular passage of the Bible.
- They are available in print, web, or app.
- They are extremely transferable.
- They are packed with Cru DNA.
- They are absolutely and always FREE.
- They are designed with a diverse audience in mind.
- Each study has a captivating image to help make it more memorable.
- Each lesson is anchored in the gospel.
- They have a selection of creative ideas to liven up each lesson.



STUDENTS WHO ARE A PART OF A TEAM CAN BE
GATHERED TOGETHER. AND THAT MAKES THE CHANCE
FOR GROUP DISCIPLESHIP INCREASE EXPONENTIALLY.





What do you do when you discover the campus hasn't rolled out the welcome mat? This chapter explains how to reach students despite what may feel like an insurmountable obstacle.

QUESTIONS THIS CHAPTER ANSWERS

- How can I launch a ministry on a closed campus?.....p.123
- What if I get kicked off campus?.....p.126
- What does it mean to “fly under the radar” on a campus?.....p.127

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Find three places off campus where you could meet students. Go to each at least twice. Observe students, interview them, start evangelistic conversations if appropriate.
- ☐ Go to a football game or other big sporting event at the school. Sit in or near the student section.
- ☐ Find one way to volunteer on the campus for at least one hour a week.
- ☐ Try four other ideas from this section and try to start a small group with the students you meet.

Launching on a Closed Campus

So let's say your school is concerned, cautious, and closed. No problem, here are a few things you can do.

1. Keep praying.

2. Go where the students hang out. If you don't already know where this is, plan a prayer walk during lunch or at the end of the school day and do some research as you pray. I bet you will end up at the nearest fast food restaurant, but you should test my hypothesis.

3. Once you know where you can find lots of students, **plan a time to go there and reach out to them.** Become a regular and frequent visitor to that spot. Plan a time to go with one or two other people. Don't go alone. Tell them, "We're starting a group at your school to help students better understand the spiritual side of life and we're trying to get to know the school better. Could we ask you a few questions?"

- You can continue to learn more about the school using the [Snapshot cards](#) or [Soularium](#). Try asking students to:
 - Pick out two or three images that represent what their school is like.
 - Pick out two or three images that represent the kinds of challenges or problems their friends at this school are facing.
- Cru also has some excellent short [questionnaires](#) to discover what students do after school and what activities are popular at the school.
- I like to ask, "Who is your favorite teacher and why?" because if I get 10-12 teenagers telling me they all like the same teacher, I think this might be someone who cares for students, and I should try to meet them.
- You can also ask the students you meet if they know a student or teacher who seems like God is really important to them.

4. Look for a way to build relationships through evangelism.

5. Learn as many names at the school as possible. Write them down.

6. Go to athletic events and "be seen." Sit among students.

7. Learn about some of the specific needs at the school.

8. Take the needs you learned about and the names of those you have and **look for a place to volunteer.**

9. Look for ways to build trust. Trust can open doors.

10. Visit youth groups and let the leaders know you are reaching out to the school in their area and thought it would help to know some of the Christians at the school. You can be a big encouragement to them, and they might know a teacher or coach at the school you should meet when you go to campus.

"We're starting a group at your school to help students better understand the spiritual side of life and we're trying to get to know the school better. Could we ask you a few questions?"

A few words of advice...

Once you decide what will be your first step of faith to reach out to the students at a school that is concerned, cautious, and closed, remember a few things.

1. We are people who GO.

Cru leaders go to the students and keep working to build trust and relationships. We do not make them come to us; we go to them. They have no reason to try to build relationships with us – they don't even know about their spiritual needs. But we do and we know that they aren't banging down the doors of our churches trying to get answers. They need people who will love them enough to push through the barriers that separate them from us, to bring them this truth that will change their eternities. We don't wait for them to come to us; we go to them.

2. Take the first step of faith.

You will never gather enough information about the school to take the first step without faith. How much information is enough? I'm not sure, but I have found that after 12 to 20 conversations with students, I know enough to take a step of faith. There is no doubt in my mind that God will help you along the way just as He has helped every Cru leader going to campus.

3. Don't go alone.

Let others know so they can pray for you as you go and be sure to bring one of your other Cru team members or somebody you are asking to join the Cru team.

No matter if the school is open, or closed and cautious, when you join God to reach out to students, it's all an adventure of faith. Continue to move forward to connect with teenagers, build relationships through evangelism, faithfully follow-up those you meet, and soon you will see God gather a group of students whom you and your team can love and lead. Remember, Cru among teenagers is a network of student disciples who see their school as a mission field.

TRUE STORY:

At a school in New York City, the team met students after school hours because the school was closed to any outside faith groups. The team prayed and continued to believe God wanted them to have access to more students. One of the staff happened to attend a dance class with an assistant principal from the school, and she introduced him to the idea of a motivational guest speaker to do an assembly for the students. He agreed and, after he saw the response from his students, opened the door for Cru to meet on campus and volunteer in activities.

What if You Get Kicked Off Campus?

This section gives helpful perspective and practical tips if you are asked by the principal to no longer visit the school.

A national leader was sitting in his office one day when he got a call from a team leader he coached. “Hey, I just got kicked off the campus,” he bemoaned. After a pause, the leader said, “Well, then you must be doing something right!”

Yes, it happens. A parent or community person finds out that a Christian group has ‘infiltrated’ the local public school. They lodge a complaint and put the principal in a tough position.

If Cru has had a positive long-standing relationship with the school, they may ask you to “fly under the radar.” If you meet in homes, then spend more time in discipleship events and activities than evangelism, until such time as the principal feels it’s ok to show up on campus.

However, from time to time, a principal will decide that for the sake of their position as guardian of the school, they need you to stop coming to the campus (i.e. you aren’t allowed to step onto the campus during the school day, which may also mean after school activities). Remember, in most cases you will still be able to attend sporting events open to the public and can make contact with students then.

Stay positive and remember, you have just passed your rite of passage. You have joined a long line of youth leaders who can say that they pressed hard enough to gain an audience with students and went just a little too far. You’re not a creep, and you’re not in trouble. This will make it more difficult to contact students, but nothing is impossible with God. What’s the worst thing that can happen? I’ll tell you what: students step up and lead more boldly!

Flying Under The Radar

In this section you will learn what it means to be wise as a serpent and innocent as a dove as you relate to the campus.

Case Study:

You've been ministering to your campus for several weeks. You have met the principal, who seems like a reasonable person. The campus is fairly open. You pick up students regularly after school hours for appointments and have done several team meetings with follow up evangelistic parties. All seems to be going well.

However, after your last outreach, a pizza party for the girls' volleyball team, one student went home and told her parents you were forcing religion on her. You find out through second hand sources that the parents have lodged a complaint with the school. You also hear through the grapevine that the administration is not pleased. A teacher you know stops you after school and whispers some friendly advice: *"If I were you, I'd stay out of sight while this thing blows over."*

What would you do in this case?

- ☐ Pack your bags and head for the hills!
- ☐ Ask around to see if things are as bad as the teacher said.
- ☐ Make an appointment with the principal as soon as possible.
- ☐ Take the suggestion of the teacher and stay out of sight for awhile.
- ☐ Meet with the parent who has lodged the complaint.

In truth, all but the first option could be the right one, depending on the circumstances.

First, get to the bottom of the truth by going to the source. By the time you've heard it, the story might have been embellished.

Next, call the student if you have her information, and apologize if she felt offended or surprised by the content of the meeting. Then ask to speak to her parents. Let them know you heard they may be upset about her daughter's involvement with Cru. Listen at this point more than speak or defend yourself. Try to keep your composure, regardless of whether their accusations are distorted. When you're sure they are finished, apologize by saying something like: "It's never our intent that a student would feel trapped in a meeting we hold. In fact, we normally have a disclaimer before we talk about anything from a spiritual perspective, because we want to honor students' personal beliefs."

If you have parents already involved, offer them as a resource for the disgruntled parents to talk with to hear about how their child has benefited from the Cru program.

Finally, set up an appointment with the principal. Call the front desk and see if they have time the next day for you to swing by and visit. During the visit:

Keep a humble posture.

- Explain what happened in the meeting.
- Ask for their advice on how to do it differently next time to avoid this kind of backlash.
- Apologize if the principal has been put in an awkward position.
- Be available to “fly under the radar” for a while if they think that is a wise next step.

Keep a spiritual perspective.

Instead of viewing this in a negative light, try to see it from God’s point of view. We are in a spiritual battle, and our adversary doesn’t want any ground taken on any public-school campus. Rather than the exception, this kind of response should be the rule. But God keeps doors open at school after school despite our enemy’s best attempts to shut us down. God has His people placed in key roles within the school who will advocate for you and continue to keep doors open for the gospel’s advancement.

On some campuses and in some circumstances, it is wise to fly under the radar. A Christian ministry operating on a public high school campus can offend some people, especially when they believe there should be a high wall of separation between church and state. When this happens, we suggest that you pull back your visibility on campus for a couple weeks, to let things quiet down. Focus on discipleship of students you already know and plan fun activities for students off campus. Be creative in how you stay in touch with those God has already raised up. At this point, if your meeting is on campus, you’ll have to coach your students how to lead it. What a perfect opportunity for God to surface leaders!

Meeting In Homes

Whether a campus is closed or open, sometimes the best place to meet is in someone's home.

PROS:

- It's usually a warm, inviting atmosphere.
- Many of the students may already be familiar with the house or the family.
- The host parents will have an opportunity to be more involved.
- The other parents may feel more comfortable if they know the parents.
- You get to know the students' home lives more.
- The host parents may volunteer to provide snacks!

CONS:

- It may not be as inviting for students who don't know the host student.
- Some homes aren't comfortable enough or private enough.
- It can be stressful for the host family for you to meet there every week.

Overall, the pros far outweigh the cons. If you can find a home that works well for your meetings (small group studies or larger Cru meetings), that could be your best bet. Some tips for meeting in someone else's home:

- The ideal house is a comfortable home of a well-known and well-liked student.
- Communicate well in advance when you would like to use their house.
- Let them know immediately of any cancellations or changes in schedule.
- Show up 15 minutes early to set up or help them in any way.
- Stay after to clean up everything and chat a little with the parents.
- Thank them often for the use of their home.
- If they have agreed to provide snacks, try to recruit other parents to help share that load with them.

While homes are great off-campus places to meet, they aren't the only places. Here are a few other options along with some thoughts for each:

- **Restaurants** - Pick ones that are as comfortable as possible, where kids can get cheap food, and where there are few distractions.
- **Parks** - Great in warm weather months, but any bad weather will kill your meeting.
- **Churches** - This could be a good option, but just know that non-Christians will be less comfortable with this, and this may make it feel like an outreach of that particular church, which could alienate students from other churches.

The biggest factor is to pick a place where the kids will be comfortable and will want to invite their friends.

Volunteering on Campus

In this section we will cover the ins and outs of volunteering at a local school.

Every school needs help from the community in order to meet the challenges their students face in today's culture. It doesn't matter if the school is open, closed, or indifferent; administrators, coaches and teachers are overwhelmed and will welcome a smiling volunteer eager to "get under the rock" with them.

Volunteering should open doors and give you access to the campus, as well as offer genuine help and added value to the school at large. We recommend, especially if the school is closed, to use this approach. When you wear the school's official badge, you walk with confidence, meet many students you would never meet in any other way, and build a resume of trust with the principal and sponsor.

A resume of what?

Trust!

When you can volunteer your time for the school, you are building a resume of time, expertise, and trust with the administration, teachers, and students.

Gratitude is a powerful force that can open previously closed campuses to religious influence.

Your volunteer hours show the school you're there for the benefit and welfare of students. The longer and more committed you are, the chances are good that you'll meet teachers, coaches, and even the principal. Some of them will be Christians. Don't be surprised if later doors open to more access to students.

In one school known for being a closed campus, the Cru leader volunteered to start a track club. When the principal heard this, he was enthusiastic but said there was no budget. A college offered to give shoes, and the ministry paid entry fees for the athletes. At first it was a club, but today, it's a sanctioned sport at the school. Now put yourself in the principal's shoes, in his office, overlooking the track. He could see the Cru volunteers working with his student athletes. The hard work of getting the track club off the ground paid off as other staff and volunteers were given access to more students.

Almost all schools have a system in which community people like yourself can register to volunteer in any number of capacities. It includes an online registration and a background check. Some states require fingerprinting. They are serious about protecting their students, and rightly so!

Here's what to do:

Visit the administration office at the school and inquire about how to volunteer.

Ask them if there are any specific ways in which you can help.

But don't come empty handed:

Here are a few proven ways that Cru staff and interns have volunteered at schools.

- Help out with an athletic team; even if you're non-athletic you can help out with administration, supervision, and encouragement.
- If you have photography skills, volunteer to take pictures on game days and make them available to the team.
- Offer to use of your gifts such as writing, band, dance, set design, etc.
- Help with SAT prep and college applications.
- In your area of strength, volunteer to tutor students in writing, math, science, etc.
- Do you have a heart for teen moms? Help out in the school day care program.

Benefits:

- You become an instant insider, a trusted adult in a student world.
- Students see you on a regular basis.
- You meet faculty and administrators who are Christians who may be able to open doors.
- You have a reason to come on campus and feel like you belong!

Caution: If you have only a limited number of hours each week, be careful not to get committed to one volunteer activity at the expense of growing a spiritual movement on the campus.

Respect the policies of the school. Consider yourself like a teacher, who has a right to share their faith only if a student brings it up.

CHAPTER 12

An Existing Group of Christians

This chapter will help you navigate partnering with an existing group of Christians, whether that's on the campus or a group in the community.

QUESTIONS THIS CHAPTER ANSWERS

- What is the most challenging thing about working through an existing group of Christian students? p.133
- Who is the best gatekeeper at the school? p.136
- How do I help teenagers lead spiritually? p.138

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Start a small group or help lead the existing group.
- ☐ Introduce your students to a “Most Wanted” list and have them begin praying for their friends.
- ☐ Help a student do personal evangelism or do an outreach with their team.

Great but Challenging

Sometimes you target a school and discover a group of Christians are already gathered. It may be sponsored by a group like Cru or a student club on campus. It could be a couple kids in a youth group or maybe a group of parents of teenagers at the school.

Starting with an existing group can be great! They are often ready to jump into some sort of small group right away and are quick to own the group and invite people they think would be interested.

However, existing groups also come with their own challenges. A Christian club on campus may be ingrown when you find it, and it may be a real challenge to get them to focus outward. The same can be true of a few kids from a youth group or children of parents you have met. Their mindset might be that you are trying to gather Christians, and that's it.

You will need to fight hard to help them understand that Cru is about reaching out to non-believers, helping them know Christ, and then helping them grow in that relationship.

Explain that Cru is all about WIN, BUILD, SEND:

WINNING students to Christ,
BUILDING them up in their faith, and then
SENDING them out to reach others.

“Most Christians will be very comfortable with the BUILD part of our ministry, but not as comfortable with the WIN or SEND.”

Helping Students Think Beyond Themselves

So, how do you move along a great group of Christian teens from thinking only of themselves to seeing their campus as a mission field?

1. Get a core group of students together.

Tell them what you'd like to get started and see if they are on board. Be very clear with them about this being an outreach focused group.

2. Start a small group with them on campus or at someone's home.

Have them invite the Christian friends they know. Use Thrive Studies or some other curriculum. Continue to cast vision that this group is about helping them reach their school for Christ.

3. Start turning the corner to outreach.

After a month or two, once you've had a chance to get to know them a little and they trust you more, introduce a "Most Wanted" list to the group. Each of them write down the names of five non-Christian friends whom they want to know Christ. Have them start praying for their friends. Each week at your small group, pray for those students by name and encourage the group to look for opportunities to share with them.

4. Train them to share their faith and testimonies.

Train them to share the gospel using the God Tools app, THE FOUR, the Connecting with God booklet, or some other tool. Teach them to share their three-minute testimony. Have them practice with each other. Training for these things can be found on the Ministry Skills tab at cru.org/launchbox. The Thrive Studies also have excellent curriculum on evangelism that you can use during this time.

5. Put on an outreach meeting.

Have them plan an outreach meeting – a Christmas party, 25-foot banana split – or something where they can invite their non-Christian friends, have fun, and share the gospel. Have one student share their testimony, and one share the gospel. It'll be messy; that's ok. Use the Getting Started series in Thrive to follow up anyone who accepts Christ, and have Christian students help you follow up!

6. Challenge them to reach their team.

Some of your Christian students will be involved in a sports team, band, drama, or some other group. Challenge them to put on a Team Talk (see the Ministry Tools tab at cru.org/launchbox) to reach that team.

There is no real time-frame for each of these steps. Every group is different – some might move along these six steps in one semester, some might take a few years to get there. The point is to keep taking steps forward and challenge your students at appropriate times.

The Best Gatekeeper is the Student

What part do students play in launching ministries?

The best gatekeeper, the perfect insider and the person with potentially the most spiritual influence on the high school or middle school campus is a student. That is what Cru stands on as our ultimate secret weapon. Despite the openness or not of any given campus, when students catch a vision for reaching their friends, nothing can get in their way. We have learned how much God can do with hearts surrendered to Him.

In the early years of our ministry at a school in the Midwest, three sophomore girls attended a conference over the Christmas break sponsored by Cru. The speaker that weekend challenged all the students to devote 20 hours a week to reaching their campus for Christ. These three young ladies accepted the challenge and committed to pray when they returned to school. The choir director was the only teacher they knew who was a Christian, so they asked to use her room two days a week before school. The teacher enthusiastically agreed, and before long, up to 60 students were meeting to pray for their campus.

That's when Cru showed up and began to disciple students, giving them opportunities to take their faith out of the choir room and into the lives of their friends. About two years later, Cru was so popular on the campus that the school canceled The Enchantment Under the Sea school dance after hearing Cru was holding a large event at the same time. That evening, 700 students packed the auditorium to hear the gospel.

Keep in mind the following as you work through Christian students or existing groups.

To let students lead doesn't mean they don't need you. Cru's goal is to have a student-led, adult-directed spiritual movement. What does that mean?

- Listen to students' ideas – they know their audience better than you do. Be ready to hear some crazy, out of the box, imaginative ways to get the attention of their friends to attend Cru events.
- Remind them of their rights as students.
- Look for FAT students: Faithful, Available, and Teachable.
- Have a regular touch point with them to keep a pulse on their personal and spiritual life.

When a student audience sees one of their own leading, whether at a Cru meeting, Bible study, or even a conference, it accomplishes several things:

- It inspires younger students to want to lead someday.

- If it's a familiar face taking charge, it helps new students relax and enjoy the event or activity in which they are participating.
- Students bring instant relevance to the audience. It may not be polished and professional, but whatever smudge may come through even the clumsiest of students leading, it far surpasses the shine adult leaders strive to perfect.

The student is a natural gatekeeper. They can make a big difference! That's why releasing the hold of ownership in movements and entrusting it to students can result in explosive growth.

In the Los Angeles area, the team had been praying for a specific campus, but was unable to gain access. One day a staff member received a call from a teacher in the school who had been running a lunch hour mentoring group. She was burned out and needing help. The following week, the staff, along with several other volunteers, entered the school, pizzas in hand. There were 25 young men waiting for them, and just like that, Cru had a weekly meeting on the campus!

How To Let Students Lead

It can be so tempting to want to do everything in ministry yourself. You are older and can probably do it better. But it's crucial to let our students lead. Here are some tips:

Know why it is so valuable to let students lead.

Students own their faith more when they are actively involved in it. Don't hamper your students' growth by not challenging them to take big steps of faith in leading. Another huge value in getting students to lead is that other students respond so much better to students leading than adults. They give other kids grace they would never give an adult. And watching a student lead will give vision to whoever is watching that maybe they could lead like that someday too!

Know the skill yourself.

Before you can pass it on, you need to know the skill. You don't have to be an expert, but you do need to have done it a few times and have something to teach them.

Train them in the skill.

Train them in how to do the skill, practice it a little with them, believe in them, and then kick them out of the nest. It is often true that we're never really ready to do a new task; we just need to step out and do it even though we don't feel ready. People learn so much more by doing – so let them do.

Be ready to cringe.

The reason why we often don't put students up front is because sometimes they do a terrible job at first. Staff have cringed over so many botched testimonies, game instructions and gospel presentations over the years. But if you know it's coming, it won't be that bad. Just remember that it's part of the process. As they continue to lead, they will get better and more confident with your help.

Find a bright spot in everything they do.

So it was terrible. But don't tell them that. Encourage them like crazy. Talk about the courage it took to get up there, tell them a few things they did really well, help them know that you are very pleased with them. And do it right away. Don't give time for Satan to sneak in and fill the silence with lies from the pit. They need your genuine encouragement.

Tell them one thing they could do better.

Pick one thing they could have done better and tell them. There are likely 3-400 things you would want to say, but just choose one. Students can get discouraged easily, but they are motivated by wins. The bigger win is them believing that they can do this. They'll iron out the other negatives as they go.

Get them back up right away.

If they lead once, they will say "I led once." If they lead twice, they start to say, "I'm a leader." Don't let too much time pass before putting them in a leadership position again. Help them to begin to see leading as a part of who they are, and not just something they did once.

Activating Extraordinary Leaders

It happens in youth ministry. You're minding your own business while God is growing a movement on the campus. One day you run across a student who seems to have a maturity greater than their years. You see it in their eyes – a settled confidence, a quiet determination. When you meet them, it's not you suggesting they get involved, so much as them casting vision to YOU for seeing their school as a mission field. When this happens, it's no longer business as usual.

I met Peter in his sophomore year of high school. It was right after he was cut from the varsity hockey team. A dream had suddenly died, and he was devastated. After our first meeting, it became apparent that God wanted to use his gifts of leadership more than his ability to score goals. He attended a college winter conference that year and caught a vision to reach his campus. When he returned to school, he began to invite everyone he knew to Cru meetings and collected his friends for a Bible study.

The next two years, God would use him to see a fledgling group of Christians turn into a movement of hundreds of involved students. One day he called and said he and the Cru students were flying in a special speaker to do an assembly for the entire school, then holding an outreach at his church that evening. "We're having a car wash on Saturday to pay for it all," he said. Long story short, Peter and his student team pulled off an event where 600 students attended, and 50 gave their lives to Christ!

How to activate:

- **Pray for them regularly.** They are teenagers and subject to every temptation this age group faces.
- **Coach them.** No matter how mature they seem, they still need direction, encouragement, and feedback. Also, remind them often of Cru's DNA, Win/Build/Send.
- **Disciple them.** The maturity level of students like this can feel intimidating. You may not think they need much more from you. Not true!
- **Let them lead by giving them ownership.** It's your job to not only delegate tasks, but let them feel the weight of responsibility. For example:
 - Ask them to emcee your Cru meeting.
 - Ask them to give their testimony.
 - Ask them to lead a small group.

- Ask them to lead your student leaders.
- **Take extra time with them.** When God brings a teachable, humble, committed, and available student leader into your life, they are worth more of your time and energy. If this sounds like favoritism, think how Jesus spent more time with Peter, James and John.

**Help us
make the
Launch Box
better!**

Need something that you can't find in the Launch Box?

Give us your thoughts at cru.org/launchbox.

We need your input to make this the best tool possible to reach this generation of teenagers.

cru.org/launchbox

LEAVE FEEDBACK HERE

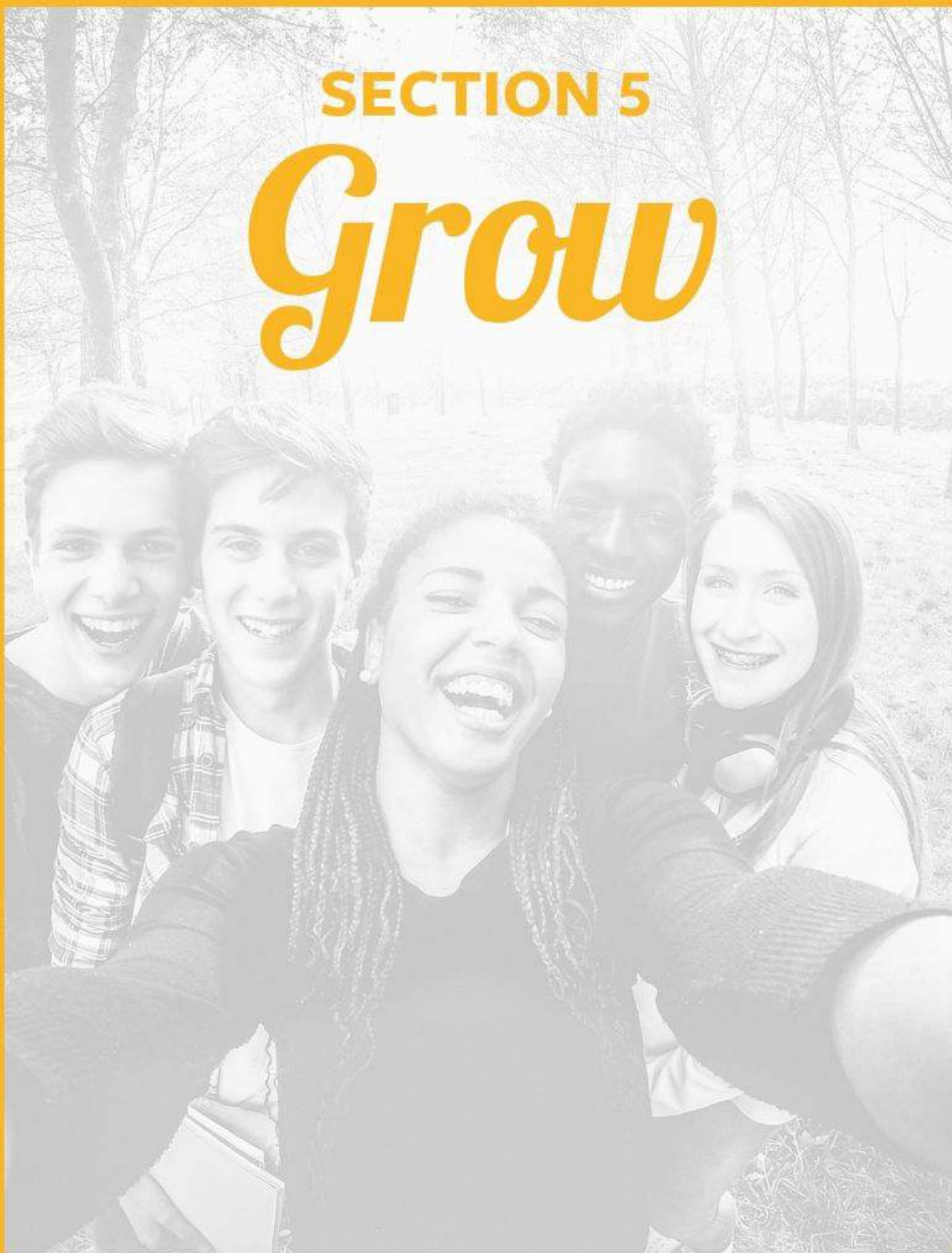


THE BEST GATEKEEPER, THE PERFECT INSIDER AND THE
PERSON WITH POTENTIALLY THE MOST SPIRITUAL
INFLUENCE ON THE HIGH SCHOOL OR MIDDLE SCHOOL
CAMPUS IS THE STUDENT.



SECTION 5

Grow



Once your ministry is launched and begins to grow, you will want to start thinking about what comes next. While you continue leading small groups and doing outreaches, this section will give you some other principles and activities that will help you grow your ministry and build momentum, not only numerically, but also in deepening the discipleship journey of students.

Questions this Section Answers

- How do I throw fun events for my students?.....p.145
- How do I gather teenagers for my ministry?.....p.147
- How do I reach students that are different than me?p.152
- What does a weekly/monthly Cru meeting look like?.....p.157
- What part do conferences play in the high school strategy?.....p.159
- Are there opportunities for students in global missions?.....p.161
- How and when do I develop a student leadership team?.....p.162
- What are the five phases of a movement?p.167
- When do I think about expanding to other campuses?p.168
- What does the flow of a typical year look like for a Cru High School ministry?.....p.170

A graphic for Chapter 13 with a solid orange background. On the left, the word "CHAPTER" is in small white capital letters above a large white number "13". On the right, the words "Connect With Students" are written in a white, elegant script font, stacked vertically.

CHAPTER 13

Connect With Students

QUESTIONS THIS CHAPTER ANSWERS

- How do I throw fun events for my students?.....p.145
- How do I gather teenagers for my ministry?.....p.147
- How do I reach students that are different than me?p.152

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Find one way that you could volunteer on your campus through one of your hobbies or interests.
- ☐ Intentionally reach out to a group on campus that is racially different than you.

Having Fun Events to Build Relationships

Fun events are a great way to attract new students and also build relationships with students you have already met.

Events shouldn't be your whole ministry, but they are a key part of a well-rounded strategy to connect with students. For new students, events allow students to "come and see" what Cru is about. Ideally, they are fun, low risk (socially), and high reward (students walk away thinking, "that was a good way to spend my time. I got something out of it.") For already involved students, it is another avenue in which to build your relationship with them through having fun together. It also gives them a chance to take on some leadership and provides something to which they can invite their friends. A principle of movements: **90% of a movement is students asking other students to be involved.**

So, what makes a good event?

1. Something they already know they enjoy.

Free food (like a pizza party, ice cream social, cookout at the park), an activity (like bowling or an open gym for basketball and volleyball, etc.), a sports clinic, a cookie baking party, or a celebration. (Black History month, Christmas, etc.)

2. A new experience or adventure.

Something they've heard about and want to try. It's all about the experience. Examples: ice skating, scavenger hunt, tourist for a day – exploring the things in your city, especially free or cheap, taking city kids to a state park for a picnic and a bit of hiking, learning a new skill, maybe even a service project.

3 - Curiosity/novelty.

These are the things that pretty much only happen in the youth ministry world. Curiosity and experiencing something different they have never heard of is the draw. (Bubble Soccer, 100-foot banana split, etc. – youth ministry resource sites are full of crazy ideas.)

If you don't know whether the event you are thinking of will draw students, ask involved students or go to a place students hang out after school and ask students there. Simply introduce yourself and tell them you work with a youth organization and are planning some events for students. You might say, *"Of these three event ideas, which might you attend if you were invited? Which sounds the most fun to you?"*

Practicals

- Decide on the purpose of your event.
- Who will be involved in the leadership and planning?
- Decide on the type of event.
- How will you promote the event? (If they don't know about it, they can't come.)

Event Checklist

- Don't underestimate the power of free food!
- Whatever you decide, think about the relational value of the event. You want to have time for interaction with students. For example, going to a movie together might not be highly relational, but if you travel together and have a pre- or post- movie connection time, it might work – like having a theme party or dinner before, or grabbing ice cream and discussing the movie afterwards.
- Involve your students in planning the event. It gives them a sense of ownership, plus the preparation gives you additional relational time with them.
- Have a place in your event to explain what Cru is.
- Depending on the type of event, you might want to have more content. A testimony? A speaker? You just don't want it to be a bait and switch. If you advertise it as a basketball tournament, basketball needs to be the main thing.
- If you choose to collect students' info for follow-up, you can download samples on the Ministry Tools tab at cru.org/launchbox. (Check out the fun event comment card.)
- Remove as many barriers as possible for students attending. What's on the school or community calendar that could conflict?
- Location: how are students going to get there? Do you need a central meeting place to travel together?

Parental Permission

Most parents feel better the more details they have. They are wondering “will my child be safe and well supervised?” Make sure you can communicate who, what, where and when (including start and end times.)

Gathering Students as a Way of Life

Be true to yourself.

God has uniquely gifted you with talents and interests that He will use to help you find common ground with students. One of the most freeing aspects of working with Cru is that we encourage you to begin to gather students who have interests or are involved in activities that you're passionate about. If you played an instrument in high school, meet the band instructor. If you love sports, and especially if you have experience in a specific one, start watching practice, meet the coach, and even volunteer your time. Are you into gaming? Find out if the school has a club. When students you meet learn that you value and love what they are doing, it's a natural bridge to forming lasting relationships.

List your three favorite hobbies or interests.

- 1.
- 2.
- 3.

Assignment:

- ☐ Choose one of these and make a point this week to research if the school offers it or if there's a club. Ask around to find the adult sponsor or coach. Begin to pray for favor and for the hearts of students.

Myth: If I wasn't involved in sports and had very minimal extracurricular activity during middle school or high school, I can't gather students.

Myth Buster: FALSE! One staff member tells the story that he hadn't played a minute of football his entire life. But that didn't stop him from approaching the coach and offering himself as a resource to the team. He gave motivational talks every season and gathered interested students for Bible study. It didn't matter what he brought by experience – it only mattered that the students knew he cared about their well-being.

Rely on students you know to meet others.

Every high school and middle school campus is a network of student relationships. Most teenagers have a few close friendships, a lot of casual acquaintances, and even more social media connections. A great question to ask is simply, "Do you think any of your friends would be interested in getting involved with Cru?" Ask students you know to help you meet some of their friends at school events or

other settings. When a student introduces you to their friend(s), your stock immediately goes up. Talk about ways you can most naturally meet their friends. Here are a few suggestions:

- Sit with them at sporting events.
- Ask them to host or invite students to a pizza party or ice cream social.
- Plan a fun Cru event and have them invite their team or closest friends.
- Take the initiative with students at Cru events.

Make an effort to meet every new student who attends a Cru meeting. Before the event begins, be casual and friendly, ask how they heard about Cru, or who they know that attends. See if they're involved in any school activities. Rule of thumb: spend enough time with them that they feel welcome, but not so long that they feel singled out. Ask the Lord for discernment. After the event, make an effort to connect with them once again. There are several questions we use to see how they enjoyed the evening and connected with the message.

- What did you think of the meeting?
- Did what the speaker say make sense to you?
- (If appropriate) Was there ever a time in your life when you began a relationship with God?
- Would you like to get together sometime after school and talk more about it?

Take note of when and where you meet students.

Try to visit the school or wherever students hang out on a regular basis. This is especially true during the Launch phase. If you meet a group of students one week, let's say at a fast food restaurant, ask them if they plan to be there the following week. There's a great chance they will be. Students on sports teams and in other activities will be at practice or the meeting. Check in with the front office to get schedules. Attend practice and events. Students travel in predictable patterns and keep regular schedules. At this stage, the more frequent your touch points, the faster you'll gain their attention and the more likely they'll get involved with Cru.

Flex your creativity muscles.

Team meetings, classroom speaking, creative outreaches, pick-up ball games, hanging out at kids' homes, coaching, helping with music and drama productions – all are ways you can meet students. Much of your ministry depends upon your willingness to be available and friendly, always meeting new students. In fact, during the beginning of the Launch phase, you are doing what we call contact work: getting to know a wide range of students and, most importantly, letting them see that you are no stranger to the campus.

If you have a team, take time and brainstorm at least five ways you can begin to be involved at the school, that would be a natural fit for you.

Life on Life Discipleship

Go with them, be where they are.

Building disciples takes more than programs and events. Meeting once a week for Bible study serves as a dinner bell. It can announce the feast and provide the food, but what you serve and how it's served determine if students will become spiritual multipliers. Truth learned but seldom seen applied in real life becomes another excuse for apathy. More than mere Bible study, we must get students onto the playing field with us! Life on life discipleship puts us shoulder to shoulder with students as we take steps to go to the campus.

So, what would you say it means to disciple a teenager?

In the following case study, Annette faces a common dilemma in youth ministry. For the past year, she has led a group of sophomores through the *Thrive Study Series*. It's been a bonding experience, great interaction, and fun social times. In her mind, this is textbook discipleship. Yet, they still have little interest in reaching out to friends.

What would you tell Annette about how to turn the corner with these students?

Our personal discipleship of students and the environment we create for growth play important roles in building disciples.

“I planted, Apollos watered, but God was causing the growth.” – I Corinthians 3:6

Our part of the discipleship process can only go so far. For instance, we see God create spiritual hunger in students and their willingness to step out in faith through conferences. When they get a taste of God using them in missions overseas, something takes place that we can't take credit for, but that leaves us grateful. Following are **four questions to consider** as you evaluate your approach and the environment you are creating for student discipleship.

1. Do students see you outside the ministry environment?

Teenagers are like wet cement, waiting for someone to leave a lasting impression. That influence must not be limited to a two-hour Bible study once a week. How available are you for students to naturally enter your world? Why not invite a couple of your disciples to join you in grocery shopping one week? You can turn the aisles into a competition. “First one to find Greek yogurt wins a point!” Is your home

open for Friday night board games or Saturday night video gaming? Take them with you as you run errands, go to church, work out. Whatever you do, ask, “Whom can I bring along with me?” The more students see how you live and respond to normal pressures and opportunities, the greater the impact will be. This is at the heart of what we mean by life on life discipleship.

2. Does our discipleship create a natural spiritual thirst in students?

Is our walk of faith and leadership contagious to those around us? What we model will determine the desire of men and women to follow us. Students are perceptive. If they see contradictions between what we teach and how we live it out, chances are good they will not stay the course. For instance, every time you share Christ with a student, one of your disciples should be with you. They need to see your heart. And there’s no better time to talk about compassion for the lost than right after sharing with one of them. Discipleship is not a static concept. It’s fluid, alive, and conducted in the day to day activities of our life. This gives students a chance to peer into the texture of your faith. It’s here where thirst is created, a desire to be like their teacher.

- What do you want characterized in the disciples you lead?
- Take inventory of your own life. Are these qualities present or growing?
- What are some everyday activities to which you could invite students?

3. Does our movement provide opportunities for students to lead?

Students want to lead, but also have a strong felt need for adults in their lives. This relationship forms the nucleus of a potentially explosive environment for winning and building students for Christ. We must be willing to dream larger than our own ability. **Does your plan to reach your campus include students as the centerpiece?** Are your plans broad enough that, unless students get involved, they will be doomed to fail? Regardless of how many adult leaders you get involved, there’s no substitute for students! Let them lead!

- Do your plans allow opportunities for students to lead?
- When will be your next training conference? Start planning today for how students will be plugged in immediately following the event.

4. Do students feel ownership of what God is doing on the campus?

Do you trust students with responsibility, or do you tend to be a control freak? There’s a big difference between ownership and delegated tasks. You can give students the role of emcee, leading games, or sharing a testimony at your meeting, but those are simply delegated tasks. To create ownership, students need to be involved in planning what happens. They want to be heard and can provide invaluable intel about what the campus is feeling, issues that are relevant, and opportunities for timely and relevant outreaches.

It's often hard to know when a student is ready for this kind of ownership. That's why it's good to begin small, gradually increasing the level of faith and the weight of responsibility. For instance, you might ask a student to teach your Bible study one week to get an idea of their readiness for a challenge to lead one on their own. You may want to give students the run of your next gathering, not just do parts of it, but run with it! Oversight is still important, but a hands-off approach almost always leads to students going from the feeling that they're along for the ride, to feeling that they are steering the bus. Giving students reasonable faith risks helps them feel successful, building their confidence to take on even larger roles.

Reaching Students Who Are Different Than You

More and more high schools and middle schools are ethnically, culturally, and socioeconomically diverse. The way Cru gathers students will typically reflect that diversity, because we gather students in natural affinity groups. For instance, if we hold a team meeting with the boys' basketball team, chances are there will be several different ethnic groups present. Teams are unique in that the differences that often divide students dissolve in a team culture. Schools can be a microcosm of society at large. That's why it's important to be intentional, sensitive, and culturally competent when relating to a diverse cross section of the student population. If we are serious about seeing every student reached with the gospel, then we will:

Keep a teachable posture.

No matter how much you think you know about a student's background, there's always more to learn if they are from a different ethnic or cultural background than your own. Is it sometimes difficult for you to reach out to people of different ethnicities? What makes it difficult? How could this impact your ministry to students?

Model commitment.

If you sincerely try to reach out to students different than you and get the cold shoulder, don't stop there! To be committed to students different than you means you will not quit on the first try or even the second! Don't take it personally; there are often good reasons why some students are more cautious than others.

Be relevant.

Take note of the kind of students you are attracting to Cru. Mix up the music selection to create a familiar sound to their ears. Be intentional with students at your meetings who may be in the minority. Ask them for suggestions of ways you could make your meeting or Bible study feel more like home to them. Listen!

Be intentional.

Be purposeful and positive and plan activities that facilitate unity and inclusion for all students. We will naturally gravitate towards students who look like us and share our interests. There's nothing wrong with that; it's the way God uses our unique personality and experiences to relate with teens. But it's all the more reason why it's important for you to take an intentional first step towards individuals and groups different than you.



DON'T UNDERESTIMATE
THE VALUE OF FREE FOOD

CHAPTER 14 *Build Momentum*

This chapter will focus on events and opportunities for students and adult volunteers that have proven to lead to more rapid expansion of the ministry.

QUESTIONS THIS CHAPTER ANSWERS

- What does a weekly/monthly Cru meeting look like?.....p.157
- What part do conferences play in the high school strategy?.....p.159
- Are there opportunities for students in global missions?.....p.161
- How and when do I develop a student leadership team?.....p.162

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Check out our global missions' options on the Global Missions page. What is keeping you from taking students overseas?
- ☐ Recruit five students to go to the next high school Cru conference.
- ☐ Challenge five students to start a student leadership team on your campus.

Meeting Adults and Enlisting Allies

“Many hands make the load light.” Here’s how it works in the real world!

When a ministry begins to grow at a local school, things can take off pretty quickly. That’s because God uses the many networks of student relationships in the way a snowball grows as it rolls down a hill. *“If my friend is attending a meeting, and they think it’s dope, I’m going to check it out!”* This is why we urge you to keep meeting adults and others who can broaden your engagement with students, help deepen their discipleship journey, and give you logistical support. This will provide your ministry with momentum found in no other way.

Approach your campus ministry as a coach, not just another player.

Do you want to reach students or see students reached? Notice the nuance in those two approaches. One depends on you, the other on recruiting a team of “players” that you activate.

There are at least four roles adults can play in your ministry:

- Financial donors and fund development people
- Prayer partners
- Campus workers
- Service workers – people who perform ‘helping’ roles

Which roles do you still need to fill for your campus ministry?

Case study: Jason generated lots of interest in potential helpers for the ministry at the school to which he was assigned. There were always at least one or two adults at his meetings interested in helping. The trick was keeping them very long. They seemed to be going out the back door quicker than coming in the front!

- What are common reasons why people don’t stay involved?
- What has been your track record in recruiting and keeping volunteers to help with your campus ministry?

The following strategies have proven reliable in seeing adults and other allies join and stick with your team.

Recruiting and motivating: Good coaches know they must go out and find the right group of players for their team. The team simply won’t come on their own.

First, identify which roles you need and begin to pray that God would surface those individuals. Ask where those types of people congregate and go there to share the vision and ask for their help. If you need young, energetic campus workers, visit colleges, singles groups, or track with graduating seniors from your own ministry. If it's administrative help, talk it up among the parents of students involved or visit Sunday school classes. By and large, people are sitting in our churches underchallenged and waiting for opportunities.

Expose people to your ministry: Once someone expresses an interest in your ministry, give them the opportunity to see it up close and personal. Invite them to an outreach, a conference, advisory committee meeting, or other ministry event. When the right person gets around young people and sees the impact you are making, they will want to join you. People want to be involved in something successful and progressive.

Does my ministry look attractive to adults interested in seeing young people reached?

What events do I need to bring my top three adult candidates to in the next four weeks?

Volunteer:	Event	Date
1.		
2.		
3.		

Sign them up: This may sound mundane, but the way you sign someone up will have a big effect on their long-term involvement. Whether you're signing up interns, volunteers, board members, or parents baking cookies, it's important that your challenge is clear, and they know what you expect. Most volunteers don't have the time or skill to jump into a nebulous role and figure it out.

Weak challenge: "Come work with kids in the ministry. We'll try and round some up for you to lead in a Bible study."

Better challenge: "Your assignment will be to gather students and begin at least one Bible study by semester break. At our weekly meeting you'll be responsible for games, and you'll teach twice in the next three months. Is this something you think you can juggle with your schedule?"

Offer training and on-going coaching: You'll need to train and orient your new manpower. The biggest reason for poor training is poor scheduling. Make it a priority to put it in the schedule, working around the unique time frames of your helpers. Also, schedule training at least once every two weeks. A monthly training will not normally be enough for a new recruit.

Cru Meetings

This section will cover when to begin a Cru meeting and outline what one looks like with a twist of our high school DNA.

Throughout the Launch Box, we have reinforced that Cru is a network of student disciples. We want to get away from the idea that Cru is simply a weekly meeting. While every youth ministry depends on large meetings to foster community, there is a right time to begin them.

Do you remember Stephen's story from chapter 2? He tells how he began with a guys' Bible study and then branched out to have a girls' meeting. The energy, size, and maturity of these small groups began to suggest that they could pull off a monthly evangelistic gathering, with students ready to promote the event. In other words, they were ready to identify themselves as Cru to their friends. That's why they began a monthly Big Monday.

If you are leaning toward starting a regular Cru meeting, bravo! It sounds like God is raising up students eager to fellowship and learn more about Him. There are only two questions to answer at this point.

1. What will be the purpose of the meetings?

2. How frequently will you meet?

In Stephen's story they chose a monthly evangelistic gathering at first, because God was already building His leaders through the small groups. We don't know how God wants to use your Cru meeting, and frankly there's no right or wrong answer here. But to give you some direction, think through the following:

- What do the students in your ministry most need right now?
- Are there students ready to identify with Cru, willing to invite friends?
- Do you have time and resources (money and manpower) to plan and execute an excellent meeting?
- Has a parent or student offered their home as a meeting place?
- Will the school allow you a lunch hour or after school meeting place on campus?
- Is there spiritual momentum on the campus (i.e. more and more students are showing up at events)?

What does a Cru meeting look like?

Before:

- Get there early enough to trouble-shoot any logistical issues and set up food.
- Assign student leaders to welcome and engage new students.
- Get the beat on! Play lots of music in the background.
- Prep student emcees: (1) Welcome students! (2) Introduce the meeting by clearly explaining Cru (see section “How to explain Cru”). (3) Don’t single out newcomers.

The Meeting:

- Emcees welcome
- Crowd breaker games (look on Young Life’s website for the best of the best): choose one upfront type such as Minute to Win It and another that includes everyone
- Student testimony – work with them ahead of time so that it’s no longer than 3-5 minutes
- Speaker: Talk on a relevant subject. (We find 20 minutes a good length.)
 - Guy/girl relationships, how to handle stress, Valentines theme, Christmas Party, Halloween masquerade, etc.
- Emcees wrap up: announcements, comment cards if evangelistic

After:

- Have lots and lots of food!
- Bring the music back!
- Look for students who seem alone. Make a bee line to them and get to know them.
- If it’s a school night, try to end the meeting by around 9:00pm.
- If you’re meeting during a lunch hour, you may have to abbreviate the above to fit the time allotted. After school meetings will be more flexible. Always provide some kind of snack – pizza will always win the day!

Conferences

What role do conferences play in growing a movement?

Conferences have always been a major ingredient in movement building for a ministry with high school students. Students are naturally attracted to something bigger than themselves. Time together in a fun place with their friends around a spiritual cause provides the vehicle for seeing a vision of God's bigger work. When students work together and bring this vision back to their city with a desire to see God use them, movements begin.

One Cru conference gives a student as much spiritual growth as six months of ministry on their campus.

What happens at high school Cru conferences:

Students join others who have been a part of Cru in other cities.

This enlarges the scope of their understanding of how God can move in their school and ultimately all over the world.

Students are equipped.

Taking the next steps in being a part of a movement back in their city requires training, and training is the backbone of our conferences. Cru offers five levels of discipleship training and an evangelism outreach at each event. Every student is taught how to walk in the power of the Holy Spirit.

Students experience great programs.

Students experience live praise music, games, the spoken word, student stories, and speakers who challenge and teach from the Word. Students know life is serious; many have been abandoned and abused. To truly see movements grow, we have to pay attention to the life and environment of each student. Conferences give us an opportunity to use our resources and the love of God to carry them where they often cannot carry themselves. They can see others who have overcome great challenges and are being used by God to have an impact all around the world.

Students return thinking missionally.

Only God knows how He will move to see this happen, but it does, and if a handful of your students experience God in this way, be ready for a rapid expansion of your week to week ministry.

Students have fun and crazy experiences.

They are somewhere with mountains or beaches or nature and doing all this with new and old friends. It is something our students don't soon forget and, more often than not, they bring their friends with them the following year.

Global Missions

Go global – to reach teenagers!

A responsive audience awaits!

The opportunity to find a single person who truly follows Jesus is rare in many countries of the world. Compare this to the U.S., where there is a true follower in virtually every community. And just like in the U.S., high school and middle school students in other countries are usually more responsive to the gospel than university students and adults – even in “hard ground” places.

According to YouthHOPE, 90% of all youth ministry takes place INSIDE the U.S., and yet 97% of all youth exist OUTSIDE of the U.S.

God uniquely uses American students.

The energy, excitement, and momentum a team of American young people can bring to a local movement in a foreign country is almost impossible to overstate. Interest in American culture or the English language can open doors for ministry opportunities that national missionaries can't, even in closed countries. Because of the seeds planted by American students, many come to faith in Jesus during these one to six-week trips. But there are also those who come to faith weeks, months, and even years later because a local staff or church member continued to nurture and cultivate that seed of faith long after the team returned home. These efforts have helped launch spiritual movements in places where none existed previously!

Missions give a boost to the local ministry.

American students return home on fire for Christ. Often, they come back eager to lead their friends and family members to the Lord. Research has also shown that mission trips are a catalyst to eventually call people into full-time mission work years later. Why is this? It is because there are so many opportunities from the moment they send out their first support letter, to the moment they return home, to experience “only God” moments. If “only God” accomplished something, only He can get the glory! And that person's “mustard seed of faith” (Matt. 17:20) can't help but grow.

To find out more about opportunities to reach teenagers around the world, email cruhs.globalmissions@cru.org and check out our website, www.cruhhschool.com/go-global.

Develop a Student Leadership Team

In the original discipleship group, Jesus said to his men, “*Go into all the world and make disciples of all nations.*” The only reasonable explanation for such a command is that our Lord did not expect them to accomplish the mission by themselves. He expected the Holy Spirit to accomplish it through them by a strategy of multiplication. We see the Great Commission being accomplished among teenagers in no other way.

- Do you think young people can multiply their faith among their peers?
- What evidence have you seen that suggests they can? Do you have any concerns about asking students to commit to helping lead Cru?

During the gathering of students and forming of small groups, you will meet students with a vast range of social, emotional, and spiritual maturity. Most students will not be ready to lead when you first meet them, and that’s perfectly fine. It will take time for students new to the faith or new to Cru to get their sea legs. Extend a lot of grace.

Selection is a big deal.

It’s important to note that even Jesus took the time and effort to get away for an entire night before He selected the twelve, who would essentially become His ‘student leadership team.’

What do you think were some criteria Jesus was thinking about prior to selecting his team?

Unless you’re dealing with an extraordinary leader, we suggest you wait until the student is an upperclassman before asking them to step up and lead. Younger students naturally look up to juniors and seniors, and the age difference will give more confidence to the aspiring leader. We often have juniors or seniors lead freshman or sophomore Bible studies.

Disclaimer: Even a new Christian can multiply what they know about their new found faith. It is Christ living in them through the power of the Holy Spirit who produces the fruit. We don’t want to suggest a golden moment a student is ready to lead. Any person can introduce another to Christ!

There is a great leap of maturity that happens for a student between their sophomore and junior years, although be mindful that young ladies often demonstrate qualities of leadership at an earlier age than young men.

When is it time to form a leadership team?

- Do you see qualified students involved in Bible studies or regular Cru meetings? By qualified we mean FAT: faithful, available & teachable.
- Are you or your volunteers doing things in the movement that students are ready to do?
- Have you observed students leading? The first step in choosing a leader is to see if they are faithful.
 - Train them to be a greeter at your meetings.
 - Let them lead games or emcee a meeting.
 - Take them with you as you share your faith and see how they do.
 - Get into their home and see how they relate to their parent or guardian. This often shows a side of maturity we can't observe otherwise.

Challenging a student to leadership:

- ☐ Brainstorm who you think would be good candidates for a leadership team.
- ☐ Pray over the list, asking God for His confirmation.
- ☐ Delegate who will talk with each student.

We suggest a one-on-one sit-down meeting to explain the concept and outline the commitment.

The following challenge is given only as an example. Use it to create your own script.

“We are forming a student leadership team for Cru. If we are going to get serious about giving every student at school a chance to hear about Christ, it will be students like you who make that happen. A leadership team is a lot like what Jesus formed when He selected 12 individuals out of many disciples to help him get the message to more people. We think you're that kind of person and have proven yourself to be faithful to the mission, available to God and, most importantly, teachable. Let me outline what the commitment would look like, so you can pray about whether God would have you join the team.”

Depending on where you are in ministry, your specific challenge for their commitment will vary. Here are a few ideas to get you started:

- Monthly leadership meeting: we'll study the Word, eat a lot of food, and plan the next month's Cru meeting
- A commitment to go with me once a month to share our faith together
- A commitment to attend our Fastbreak Conference and recruit others to come along with you
- A commitment to forming a discipleship group of your own with underclassmen
- A commitment to pray for the movement

Now let's be realistic; most students will not be able to commit to all of these. It's a high bar! So, before you ask:

Know your audience.

FAT disciples need to be able to REACH the commitment.

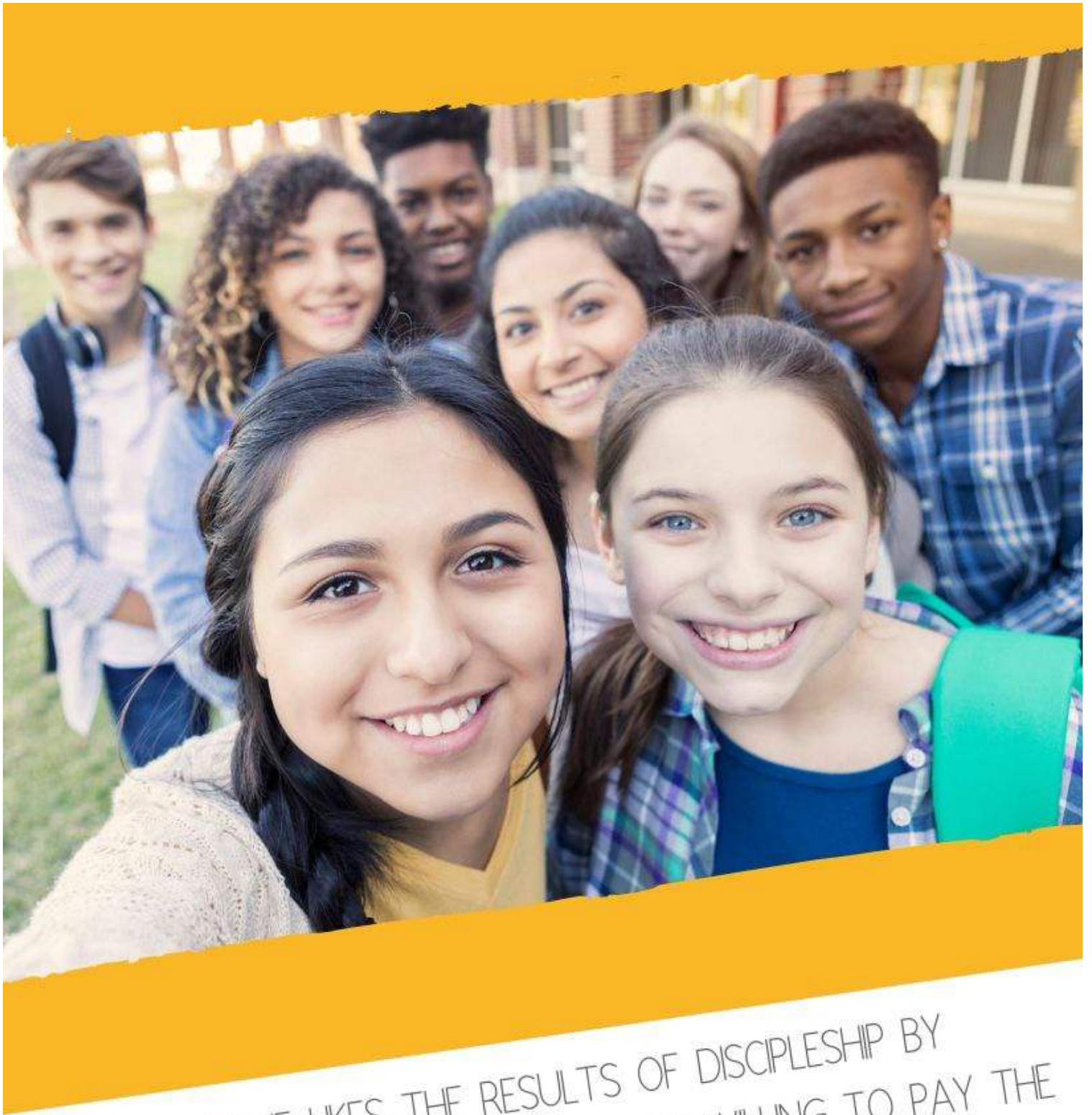
- **REALISTIC** - The challenge is to a commitment they are able to do.
Are they ready?
- **EXECUTABLE** - Be specific on time commitment and let them count the cost.
Do they have the time?
- **ACCOUNTABLE** - Let them know that a commitment is a like a contract.
Have they proven faithful to follow through on smaller challenges?
- **CLEAR** - Before leaving, review the challenge and even have them repeat it to you.
Simple and doable are the ingredients for student's faithfulness.
- **HEALTHY** - This commitment needs to be in their best interest.
Know the condition of your flock well.

Give them time to pray about their decision. Check in after a week and ask them if they are being led to join a leadership team.

Checklist for leading leaders:

- Do *you* believe in the value of student leaders?
- Do you have a system to check the pulse of your student leaders through a regular meeting?
- Will you train your student leaders (in leading groups, recruiting to conferences, etc.)?
- Is there a good social dynamic among your student leaders?
- Are *you* willing to give ministry away to student leaders?

“Everyone likes the results of discipleship by multiplication, but only a few are willing to pay the price to obtain the results.” - Barry St. Clair



"EVERYONE LIKES THE RESULTS OF DISCIPLESHIP BY
MULTIPLICATION. BUT ONLY A FEW ARE WILLING TO PAY THE
PRICE TO OBTAIN THE RESULTS."
- BARRY ST. CLAIR



CHAPTER 15

A Larger Perspective

QUESTIONS THIS CHAPTER ANSWERS

- What are the five phases of a movement?p.167
- When do I think about expanding to other campuses?p.168
- What does the flow of a typical year look like for a Cru High School ministry?.....p.170

THINGS TO DO BEFORE YOU COMPLETE THIS CHAPTER

- ☐ Identify which phase of ministry you are currently in.
- ☐ Decide which 1-2 campuses you would want to expand to next.
- ☐ Circle the events on the Flow of the Year page that you need to focus on this year during each season.

The Five Phases of a Movement

When you're starting a ministry, it can become frustrating that your ministry doesn't look like another ministry you know of or imagine. We've found it helpful to know that there are actually five natural phases that a ministry goes through, and each phase has its own unique work. A healthy perspective of ministry won't focus on where you wish your ministry were, but where God has it now.

Preparation → Gathering → Visibility → Leadership → Expansion

1. PREPARATION

The preparation phase can best be defined as laying a solid groundwork to begin a movement of reaching and discipling students. Take the time before ministry activity gets too busy to decode the campus well, meet key people at the school and in the community, and cast vision for what God is calling you to do. Once ministry starts up, you may not have time to do these things well.

2. GATHERING

The gathering phase can best be defined as involving key Christian students and leading as many new students to Christ as possible. Those you gather initially will set the direction of your ministry for months, even years, to come so look for:

- Students who have a desire to know and follow Christ
- Students who have influence with other students
- Christian students who have a desire, faithfulness, and the ability to reach others on campus

The key is exposing Cru and the claims of Christ to as many students as possible, then following up and discipling those who respond.

3. VISIBILITY

The visibility phase can best be defined as that point in your work where there is a strong emphasis on public identity for the movement. Cru's name is becoming known on campus, and you are doing more visible events and advertising.

4. LEADERSHIP

Significant numbers of students are seeking training and are making themselves available for leadership. Students play major roles in all aspects of the movement, i.e. Cru meetings, recruiting for conferences, outreaches, discipleship. With leadership multiplying, the movement becomes self-perpetuating.

5. EXPANSION

As leaders develop and the community supports you, you may look to expand to middle schools or other nearby high schools. Use your student leaders to help with those launches, thus casting vision to those new students that maybe they could lead too!

Expanding to Other Campuses

At a critical juncture in the gospels, the disciples wanted to hunker down and set up shop. But Jesus stepped in and told them, “There are other cities we must go to, other people need to hear our message.” In that spirit, we come to the idea of expanding to other campuses. If you are reading this, you are probably the kind of person whose heart bleeds for everyone to have a chance to know Christ. Your present ministry might not look perfect, but you’re sensing that what’s happened in the lives of students should be duplicated on neighboring campuses. If that’s the case, keep reading! This will be an *Expansion for Dummies* kind of approach but will give you the basic outline for beginning to prepare a new launch.

What evidence tells you that it’s time to expand, knowing that some of your influence, resources, and man hours will be diverted from your present campus? List below:

Some might have included, “I’ve met a student leader from that campus;” “I know the principal, and they are in favor of Cru;” “Our students know students from that campus.”

The following checklist might help you gauge when or if it’s time to expand. This list will help your team count the cost and gauge the timing for some resources to be diverted to helping launch a new school.

- A student leadership team is helping to plan and lead your present campus.
- There are volunteers and students multiplying the ministry.
- Momentum is high for Cru meetings and conference attendance.
- Students and volunteers are active in global missions.
- You are being led by the Holy Spirit to trust Him for a new launch.
- Student leadership is annually self-perpetuating.

But God doesn’t lead from a playbook. These may be helpful indicators to you, but when He wants something to happen, most of the time we won’t feel 100% up to the challenge. There will always be more to do on your current campus.

So, here’s a quick rundown on first steps:

- Pray for the campuses closest to you, especially the middle schools that feed into your high school. We suggest this as your first expansion idea!
- Remember the first weeks of the launch of your campus. What were the lessons you learned?
- Lead your team in a refresher course on the basics of launching a campus. We like to say, launching is as easy as Pray, Prepare, Launch, Grow! Then REPEAT on campuses closest to you.
- Plan a prayer walk on the campus you are targeting.
- Do your decoding work and find like-minded, friendly faculty and administrators.
- Visit local churches and find out if any students attend youth groups from that campus.
- Meet with other ministries who might have a presence there and see if they're open to partner.
- Schedule at least one hour every week to do something related to launching the campus.
- Take your time; Rome wasn't built in a day, but it was burned down in one night!
- Talk the launch idea over with your student leadership team and engage them in the process.
- Never go alone to campus, if at all possible. What a rich adventure your students could have as you both trust God, walking into uncharted territory.

TRUE STORY:

On a campus in the midwest, the staff recognized that upperclassmen were getting bored of the “same old, same old” in Cru meetings and even conferences. They needed a greater challenge for these leaders to sink their teeth into. One staff had the idea of expanding into the middle school that fed into the school, with the caveat that it would be seniors and juniors who would take the lead. Sure enough, the middle school administration loved the idea of high school students having a positive influence on these younger students, and Cru middle school was born! Every week at 6am, they filled a cafeteria with middle school kids. Was it out of control? Did it stretch the student leaders? Did God bring many of these students to Himself? Yes, Yes, and Yes! The adult leaders only helped in the initial launch; after that it was completely run by upperclassmen leaders.

The Flow of a Year

Just like the collegiate ministry, the high school ministry has a predictable ebb and flow to the activities they do based on the time of year. College ministries set up informational tables and gather student contacts right at the start. In like fashion, most of our staff and volunteers will be doing contact work, team meetings, and planned kickoff events to attract new students. This final lesson will give an overview of what to expect when following a high school ministry calendar. We call it the flow of a year. While it would be difficult for a volunteer led ministry to do all of what is listed here, we want to show you what a fully running ministry could look like. If your capacity is smaller, you would only do a handful of these events each season.

A campus team leader's job description falls into five categories: love the Lord, lead a team, launch and build a movement, line up resources, and learn a new culture. For our purpose here, we will stay with the idea of launching and building movements and lining up resources.

August/September

- Reconnect with coaches and other sponsors at the school
- First wave: target group outreaches on open campuses
- Lots and lots of contact work with students
- Way of life evangelism when working with closed campuses
- Lots and lots of prayer as a team, as well as around the campus
- Student leadership retreat (often a one-day event to cast vision and direction)
- Spend time with student leaders, re-enlisting their commitment
- Reconnect with students in Bible studies
- Plan kick-off Cru meeting
- Follow up team meetings with evangelistic outreaches
- Form four-week follow-up groups (Thrive studies)

October/November

- Regular Cru meetings
- Small groups up and running
- Begin recruiting for Fastbreak conferences
- Theme outreaches: Halloween, Thanksgiving
- All play fund-raising event (dessert in parents' home, golf outing, vision dinner)
- Plan for winter sports group outreaches

December

- Recruit to Fastbreak conferences
- Recruit to spring global missions
- Theme outreach: Christmas party
- Student fundraising for Fastbreak
- Gather recent grads back from college for Christmas party

January/February

- Parent night for new students (showcase Fastbreak & spring global missions)
- Special night of prayer for Fastbreak
- Fastbreak conference
- Follow up with students from Fastbreak
- Regular Cru meetings
- Ongoing Bible studies
- Planned evangelism with students (post Fastbreak)
- Plan for spring sports and activities group outreaches
- Fundraising for global mission trip

March/April/May/June

- Second wave: target group outreaches
- Lots and lots of student evangelism
- Form follow-up groups (Thrive studies)
- Regular Cru meetings
- Global mission trips
- Challenge students to next year's leadership team
- Student leadership retreat (suggested overnight)
- Recruiting for Getaway conference
- Fundraising for Getaway

Note: As you can see, the high school schedule follows a predictable pattern, not unlike the collegiate context. However, you'll note that our school year is longer. Most of our schools are not out until late May, and some go through most of June. This will be a challenge for student volunteers, and one we are working through as we gain momentum in collegiate and high school collaboration.

SECTION 6

Appendix



Ministry Toolbox

Youth ministry is all about relationships, but it is greatly enhanced by the right tools. We want to make sure you have everything you need to reach teenagers near you. We've set up a Ministry Toolbox at cru.org/launchbox where you can find what you're looking for. We will continue to add tools to it and if there's something you want that isn't there, just let us know, and we'll get it on there for you.

- Comment Cards
- Online Resources
- Fliers
- Products
- Team Talks
- Bible Studies
- Apps
- Etc.



Ministry Skills

You will find instructions and videos for each skill below on the Ministry Skills tab at cru.org/launchbox.

1. Presenting the student with the opportunity to receive Christ

- How to share the gospel
- How to conduct an outreach
- Using your testimony to bridge into the gospel
- Gathering students
- Soularium
- God Tools App

2. Seeing the new believer arrive at their first follow-up meeting

- How to do follow-up
- Setting up an appointment
- What to do on a personal appointment
- School within a school (explaining Cru to a student)
- Starting a small group
- Leading a small group

3. Teaching the student how to be filled with the Holy Spirit

- How to share the ministry of the Holy Spirit

4. Leading the student into their first experience of personal evangelism

- Helping a student develop their testimony
- Teaching a student how to share their faith

5. Inviting a student to attend a Cru training event

- Challenging a student to go to a conference

6. Challenging the student to spiritual leadership on their campus

- Teaching students how to lead a Thrive group

Other Skills

- Decoding the campus
- Relating to students
- Explaining Cru to adults
- Prayer walking
- Becoming an insider
- The big picture of Cru for teenagers

