

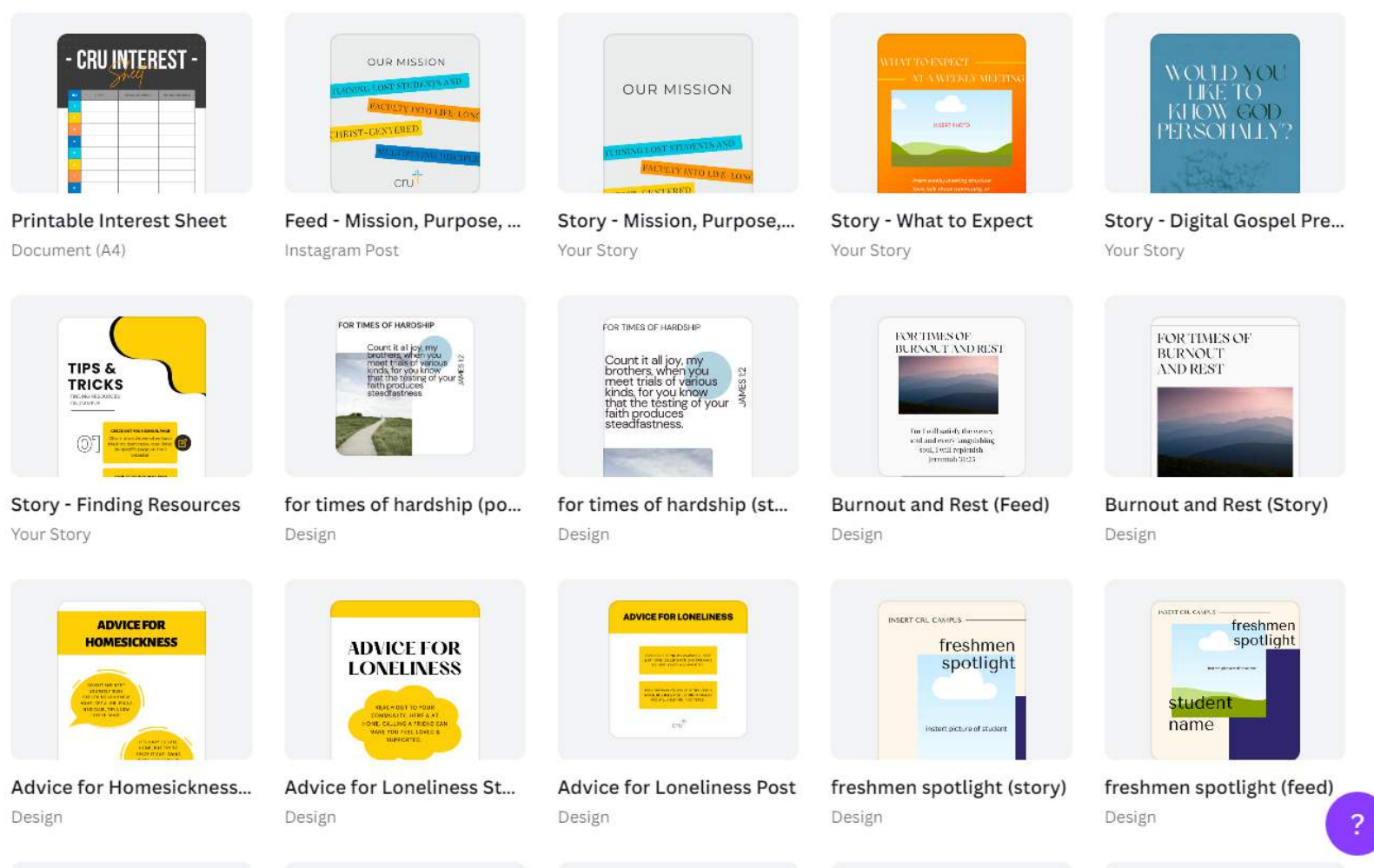
Cru Social

April 2023



National College Decision Day is May 1, which means high school seniors are finalizing their next steps and daydreaming about what their new lives in college will be like. Maybe they are excited about joining a sorority or fraternity, specializing in their dream field, living independently, or making new friends. What if we could help them get excited about either exploring their faith or plugging into Christian community? I believe we can begin to open those doors right now through social media. If you don't have a plan for this yet, I'd like to challenge you to set aside a few hours in the coming weeks to work on your digital strategy. If you are feeling lost, my team and I are here to help!

The 2023 Find More Freshman Toolkit is live. Go to cru.org/mycampus/tools to look over all of the resources for outreach and mobilization available to local teams now. There is a short new training specific to social media tactics that ends with a Canva request form – my interns and I have created over 30 items that are designed specifically to connect with freshmen over both spiritual inquiry and practical matters, such as homesickness and living with a roommate. We would love for you to use them! Here is a sneak preview.



April Templates

Palm Sunday (April 2): [Feed](#) // [Story](#)

National Student Athlete Day (April 6): [Feed](#) // [Story](#)

Good Friday (April 7): [Feed](#) // [Story](#)

Easter (April 9): [Feed](#) // [Story](#)

Earth Day (April 22): [Story](#)

Take the Open Seat (via Bill Kollar). "Help your followers explore faith in Jesus by hearing the story of Alex, who felt like God's forgotten child until he started a relationship with God. You can post the shorter video as a reel on Instagram and add the YouTube video to your bio for students to explore further. All Take the Open Seat content for IG managers is [here](#). Make sure to tag @taketheopenseat when you post.

Here's an example of how you might caption Alex's Story: *Alex felt like God's forgotten child. Hear how God showed up in his life to show him that that wasn't the case. Link in bio for full conversation. What do you think of Alex's story? Let us know in the comments. #godsforgottenchild #God #Jesus #faith #studentlife #godschild #fightclub"*

Information on [Getaway 2023](#) (High School)

First 100 Volunteers Giveaway - The first 100 volunteers across all cities will receive a full scholarship for the conference cost. Volunteers will not be eligible for the flight scholarships provided to the students. To qualify, it must be a realistic possibility for them to be someone who you can see joining staff as an apprentice, intern, part-time field staff, or full-time staff in the next three years. Email Kirk.Freeman@cru.org for a discount code.

10 Volunteer Challenge - Teams that recruit at least 10 volunteers will be given \$1000.00 to their city operating account to use at their discretion.



Chelsea Hartzler

Hi, I'm Chelsea Hartzler, Cru's National Social Media Coach, and I help staff build meaningful relationships on social media for ministry.

