

## #5 Reaching a Target Area for Christ

*Purpose of Living on Mission: Equip students to walk by faith, communicate their faith, and multiply their faith. Top 20 things to help you not just survive but thrive in your faith for a lifetime!*

*Goal of Seminar: Help students gain a burden for the lost, grow in their desire to reach others at Cal, and live with a sense of urgency of helping to fulfill the Great Commission for a lifetime. Identify possible Target Areas at Cal and in their life already, brainstorm practical ideas to reach their scopes with the gospel. What does it look like on weekly basis to own a Target Area? Spend a little time explaining strategic thinking and creating a mini SPP.*

### **HOOK: What have you learned from the last four seminars of Living on Mission 101?**

#### **ILLUSTRATIONS:**

Add your own thoughts and illustrations in this column.

#### **Here's a brief recap of Living on Mission 101:**

- The Keys to Living on Mission
- Communicating the Gospel Effectively
- How to Study the Bible for Growth
- Hearing the Music of the Gospel

Today we're going to talk about how to apply what we've been learning so far this semester - reaching a Target Area for Christ. This requires a growing heart for God AND a growing heart for those who don't have a personal relationship with Christ.

#### **What Scriptures encourage and compel you to love the lost?**

(allow students to brainstorm their favorite verses)

##### Read **Romans 6:23**

**23** For the wages of sin is death, but the gift of God is eternal life in Christ Jesus our Lord.

##### Read **Acts 4:12**

**12** Salvation is found in no one else, for there is no other name under heaven given to mankind by which we must be saved.

##### Read **Luke 19:10**

**10** For the Son of Man came to seek and to save the lost.

#### **What helps grow your heart for those who don't know Christ?**

Sharing your faith!

Going for it, our heart often doesn't grow until we're out there doing it

Spending time in the Word

Asking God to grow your perspective and use you in the lives of others

Reminder (from LOM 101-2) about Evangelism Modes: Ministry, Natural, Body

#### **What do you recall about these three modes?**

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In order to reach a campus for Christ, and consequently the world with the gospel, we need to employ all three modes in a strategic manner. Before we go any farther, let's remember our vision.

### 1) VISION AND PLAN TO REACH THE CAMPUS

The vision for Campus Crusade for Christ International is to build “spiritual movements everywhere so that everyone knows someone who truly follows Jesus.” We want to see spiritual movements launched and built all over campus. Similarly, the vision for our movement at Cal is “a community who follows Jesus Christ and takes the Gospel to the world.” The university campus is large and complex, so we need to think strategically and have a plan to reach the whole campus and take the gospel to the world.

#### **What would our campus be like if this vision was realized?**

### 2) REACHING FRESHMEN

There are several reasons why we focus on reaching freshmen. We might not be able to reach the campus in one year, but we can reach it in four. If we reach the freshman class every year for four years, we will in effect have reached all the undergrads on campus! Most students have to be a freshman, so it is an effective way to reach the campus over the long term.

But there are other reasons the freshman class is so strategic. The minute freshmen step on campus, they enter the battlefield. By the time students are seniors, they have been fed so many lies that become easier and easier to believe. Before their minds are cluttered with lies, we want to give freshmen an alternative to these lies—the truth from God's Word.

We want to give freshmen life, fulfillment, significance, joy, purpose, and a relationship with the true living God.

Freshmen are also key because they are looking for a place to plug in, to develop relationships, to belong, and to be cared for. We can provide such things, but the ultimate search for fulfillment is found in Christ alone. Too often the counterfeit truths that try to meet such needs are so plentiful that a person could go their whole life, never being ultimately fulfilled.

If freshmen are most open and searching for truth, love, relationships, and a place to belong, then let's make the most of their openness!

One last reason why we reach freshmen, is that of spiritual multiplication. We have seen freshmen receive Christ, experience life transformation, and in a couple years become leaders of dynamic movements for Christ.

Remember our mission, it is not enough to just win hearts and leave it at that. We must spiritually multiply; we must raise up new laborers to build God's Kingdom. Freshmen are extremely strategic to reach, and it is important to take advantage of the opportunities before us.

**How have you seen freshmen successfully reached at Cal?  
How can we grow in reaching freshmen more effectively?**

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Reaching students in a Target Area utilizes the 3 Modes of Evangelism in a strategic manner.

- Ministry Mode-** beginning new relationships for the purpose of ministry
- Natural Mode-** deepening friendships of those that you've met and helping other believers to reach their friends
- Body Mode-** inviting students to interact with a Christian community

### 3) REACHING A TARGET AREA

(this section is adapted from *Divide and Conquer or Nickel and Dime? The Wisdom of Target Area Ministry* by Bob Fuhs)

A **target area** is an identifiable group of people on your campus.

What makes something a target area is some sort of common connection among the people in the group. While there is no hard and fast rule about the ideal size of a target area, it needs to be big enough to be faith-stretching to reach it, but small enough that a committed group can reach it. By this definition, a target area is probably no smaller than 100 and no bigger than 500.

A target area can also be referred to as a target audience. Most target audiences fall into one of three categories:

**Proximity:** People who share a common living area. Freshmen dorms fit here as do neighborhoods.

**Affinity:** People who share a common interest or cause. Fraternities, athletic teams and faculty are examples of affinity groups.

**Ethnicity:** People who share a common ethnic heritage. Latino students, African-Americans and Asian-Americans are examples of ethnic target audiences.

**What are some of the major Target Areas at Cal?**

**Which Target Areas are you naturally a part of now?**

### WHY REACH A TARGET AREA?

- **Target area ministry takes advantage of a ministry of presence.**

Think of this scenario: One day you're sitting on a student's couch in his dorm room talking. The door was open so eventually a couple guys stopped in, then a couple more, then a couple more. A number of them stayed in the room and you all got to talking about spiritual things. Then, eventually, you pulled out a KGP and had a wonderful discussion with about 10 guys. Things like this happen on their turf, where they have relationships and feel comfortable hanging out.

Having a ministry of presence where students and faculty know who you are keeps the door open for those moments when they find themselves in a spiritual need. They've seen you around so they eventually trust you and open up more.

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### •Target area ministry leads to effective relational connection.

In a target area, odds are you have identified at least two or three other believers. So, when someone comes to know Christ, they are already connected to another believer in their community. When my friend Adam came to know Christ, he was already connected to his RA, Corey, who led a Bible study on the floor where they both lived. It was easy for him to get involved with the movement because he was already relationally connected.

#### 4) STRATEGICALLY PLANNING TO REACH A TARGET AREA

#### **What are some things that you've done that have required planning or else it wouldn't have happened?**

God is a planner - He had a plan for salvation from the beginning of time. He wants us to plan as well, especially as we count the cost of being a disciple.

Read **Luke 14:28-32**

**28** "Suppose one of you wants to build a tower. Won't you first sit down and estimate the cost to see if you have enough money to complete it? **29** For if you lay the foundation and are not able to finish it, everyone who sees it will ridicule you, **30** saying, 'This person began to build and wasn't able to finish.'

**31** "Or suppose a king is about to go to war against another king. Won't he first sit down and consider whether he is able with ten thousand men to oppose the one coming against him with twenty thousand? **32** If he is not able, he will send a delegation while the other is still a long way off and will ask for terms of peace.

#### **What are some principles Jesus is highlighting in this passage?**

A MINI STRATEGIC PLANNING PROCESS (SPP) IS A VERY HELPFUL TOOL FOR LIFE AND MINISTRY.

- 1) **Brainstorm** - Brainstorm all the Target Areas in your life at Cal and choose one to focus on.
- 2) **Dream** - What is your vision for your Target Area? What do you want to see God do in the lives of students in your Target Area?
- 3) **Identify the Goal** - Sharing the gospel with every person in the Target Area is our heart's desire, but probably not realistic. A great goal would be giving every student at least one or two OPPORTUNITIES to hear the message of Jesus.
- 4) **Plan** - What are 3 steps (or obstacles to overcome) to reaching your vision? What are a couple ideas for each step that will help you reach your vision?
- 5) **Pray and Prepare** - Pray that God would move in the lives of students in your Target Area. Pray that you would find a partner to share this great task! Prepare for the first step!

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Take 10 minutes to walk through these 5 steps on your own. We'll have a couple minutes to share together and pray.

### NEXT STEPS

Take your plan and start putting it into action. The Enemy wants to overwhelm you, so be sure you have 3 realistic steps that will help you move forward in reaching a Target Area. Having a partner is essential - as well as taking the necessary time to pray and ask God to soften hearts.

If you are a freshman, join your Small Group Leader in reaching your dorm together. You are an insider and already have the relationships!

### **A neat opportunity:**

Also, one specific Target Area we're excited about is freshmen and effectively reaching the freshmen dorms.

One way we want to be more strategic in reaching freshmen next year and for years to come is for older students to live in the dorms again for the purpose of ministry. You can be an insider again! If you are currently a freshman, would you consider living in the dorms again next year? Think of all the relationships you can build and the way you can share your life with next year's freshmen. You could host a small group in your room alongside a Bible study leader and invite students from your dorm to come.

Talk to a staff member if you are at all intrigued by this opportunity!