



# BUILDING MOVEMENTS: **WIN** COJOURNERS TRANSFERABLE CONCEPT

CONTENTS TAKEN FROM THE COJOURNERS TC.

A 16-page, full-color, article that explains and teaches the CoJourney approach to evangelism. This simple-to-follow and easy-to-apply article can equip anyone to be a CoJourneyer: to conversationally enter the spiritual journey of others, and help them come to Christ in ways that are relationally sensitive, yet biblically grounded.

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# MISSIONAL TEAM LEADERS: BUILDING MOVEMENTS

**45) Connecting with Campus Leaders**  
At UNC Chapel Hill, a leadership organization holds a summit once a week for presidents of campus clubs. The student president of Campus Crusade attends.

**46) Intramural Sports All the Way**  
At North Carolina State, 100 students participate in intramural sports. The students are encouraged to join other teams and build relationships that can lead to evangelistic opportunities.

**47) Combining Ministry with Interests**  
Arizona State's Campus Crusade has encouraged students to form their ministry around affinity groups. Examples include a freshman group of guys who like to play racquetball who can form their evangelism around reaching other guys in the racquetball club. This is helping students to have an intentional focus with their evangelism.

**48) Coffeehouse Success**  
The ministry at the University of Central Florida hosts a successful coffeehouse where students can see a community of Christians in a normal environment. The ministry also opens the coffeehouse for other clubs on campus to use. The coffeehouse helps integrate new people who show up at their weekly meetings because of the relational and comfortable environment. People from various backgrounds hang out at the coffeehouse and interact with the Christian students there.

**49) Living on Campus with Purpose**  
While most upper classmen choose off-campus housing, Campus Crusade students at Iowa State choose to live on campus in order

to build relationships with students. The upperclassmen trade in their privacy for cafeteria food, midnight fire drills and community showers so that they can meet and mentor a freshman or sophomore.

**50) Committed to the Dorms**  
At the Minnesota State University - Moorhead, 14 guys are moving back into a dorm to focus on reaching that dorm. They organized a regular game of "capture the flag" and other activities to foster relationships with their dorm mates.



## \*Body Evangelism

Whenever the body of Christ is gathered, it has the potential of being used by God as a powerful witness. A healthy body of believers is filled with love and truth, the very thing people desire to experience. The environment of love and truth not only provides an environment for believers to grow, it also provides an ideal setting for individuals to come to Christ. This may occur in large groups and small. It may occur in planned meetings or informal social gatherings. Ministries across the nation are discovering how to open the doors of their community to allow outsiders to enter and experience the love and truth of Christ flowing through the witness of the body.



**53) Party with a Purpose at Ball State**  
Ball State is not known as a big party school, but that doesn't stop the Campus Crusade movement from using parties as a cool way to connect with the lost. The staff and student leaders say they want the Campus Crusade parties to be the kind of thing that students are still talking about on Monday mornings. Their parties are all the fun, minus the alcohol, of typical college parties. On one occasion, with 150 students packed into a party at one house, the cops stopped by suspicious of finding trouble. Needless to say, the authorities were pleasantly surprised.

**54) Michigan State's Dorm Focused Weekly Meeting**  
One week the team at Michigan State moved their weekly meeting in front of a dorm housing 200 students. The whole event was geared toward serving and reaching the residents of that dorm. Customized surveys spoke specifically to the needs of students there. Several servant evangelism activities were included in the evening. A buzz was created and the students realized that their peers from Campus Crusade really cared about them.

**55) You Bring the Popcorn, We've Got the Movie**  
This Jesus film has this time, Southern Oregon University students found "movie hang-out time" to be effective in developing relationships with non-Christians. Every week, Campus Crusade students invite several non-Christian friends to watch a movie. No spiritual content is included, but doors are opened to getting into each others' lives more down the road.

**56) What Would Jesus Do About the Poor?**  
Portland Metro approached a partnership with Amnesty International and the Jewish Student group at Reed College to host a "Poverty

Awareness Week." During the course of the week, they brought in speakers and raised awareness about the needs of the poor. The entire student body was challenged to try living on just \$3 a day. This provided opportunities for Christians to share about Jesus' view of the poor and how he treated them.

**57) Soup Kitchen serves up relationships with non-Christians**  
Need College has a lot of student groups focused on humanitarian concerns. Seeing this reality, the Campus Crusade students organize a weekly trip down to a soup kitchen. Many who agree to come are non-Christians. While providing practical help to the needy off the streets, the Christians are interacting with unbelievers from their campus. They see Christians providing real love to people who are very different from who they see on campus all the time. One participant with Campus Crusade asks non-Christians about why they came to help. This usually leads to the question being reciprocated and an opportunity to talk being a follower of Jesus and how Jesus cares for the poor.

**58) Get Wet! University of Montana Take Freshmen Rafting**  
Freshmen expect adventure in college. Campus Crusade at the University of Montana aims to deliver just that. The ministry handed out Freshmen Survival Kits for two days when the freshmen first arrived. Along with the kit, they handed out a sheet listing all the fall events, including a water excursion. On Labor Day, they hosted the rafting trip. The experience was inexpensive for the students who came, and there was a BBQ party after the rafts left the water. About 50 students showed up last year.



## \*STUDENT GROUPS

"I've been to many programs, but I have never seen so many women attend."

Women on campus today will either be struggling with an eating disorder or know a friend who is struggling with an eating disorder. In order to address this issue and communicate the gospel we brought in Stacy Kolk last February. Stacy spoke regarding the facts and issues surrounding eating disorders and then interjected a brief, sensitive testimony of how she overcame her disorder through a personal relationship with Jesus Christ.

Student Life and Pathologies co-sponsored the event with us. Instead of my alone of less to market the event came through learning about how the campus advertising centers and from low cost Tech advertisements for Body Awareness Week. We blessed the campus by putting banners on all buses on campus, sent letters to all human services psychologists,

food and nutrition and family support departments asking for permission to credit to their students for a portion of the event. We sent a postcard to all women on campus which included the event, the labels, and we spent \$1000 on the postcards. Some of the women made the program mandatory and were able to earn Greek week points. It was all worth it to see 600 women attend, and 340 fill out questionnaires with US indicating a request for an intervention about a child's eating disorder. The President of Pathologies "I've been to many programs, but I have never seen so many women attend at a coffee shop for Q&A with an other minister on campus. Stacy's 10 resources for the women could with her and we went to dinner with the Pathologies group."

During that time students who gave up a meal, or a day of meals, gave the money they would have spent to an organization that helps South Africa.

Most of the campus organizations participated and students donated about \$10,000 to help South Africa—a figure the government will match. Plus, the ministry's student leaders met and spent time with people from most of the university clubs.

The "Passion Walk" kicks off the first night. Students reenact the Passion of Christ, beginning with the Lord's Supper and going through the Resurrection. This event takes place on different sites around campus and generates a lot of publicity.

**206) "Where's the Body?" Campaign**  
At the University of Idaho, Christian groups partnered together for "Where's the Body?" campaign (similar to Agree with). Students wore T-shirts emblazoned on the back with the question, "Where's the Body?" On the front of the shirt students printed the inviting words, "Ask me, I know." Additionally, ESC ads were placed in the newspaper daily. The answer to the question, "Where's the Body?" (referring, of course, to Christ's body) came on Friday's paper in an article written by Campus Crusade staff member and author Josh McDowell.

**207) Easter Outreach Banquet**  
Campus Crusade at the University of Buffalo hosts a formal Easter banquet every year. Tickets were sold to the other groups on campus. Each year, 50 percent of those who attend are non-believers.

**208) Easter Week at UTEP**  
Students involved in Destino at the University of El Paso used the ESC, Easter campaign. They created T-shirts. They hosted bands, dramas and break-dancers, and they invited different speakers to discuss relevant topics. Each seminar was intended to reach a different major and some were delivered in Spanish.

**209) International Week**  
At George Mason, Campus Crusade partnered with a local church to reach international students. They sent "egg-vitations"—plastic eggs with cards inside inviting internationals to dinner.

**210) Come Watch the Trial of Jesus**  
The students at Cal State, Fresno, acted out the trial of Jesus during the day on campus (free speech area). They invited students to attend the Passion play by handing out plastic Easter eggs containing invitations to the trial of Jesus. Close to 150 students watched the drama.

**211) Recliners in the Middle of Campus**  
Students at the University of Kansas set up recliners and chairs in the middle of campus (free speech area) to invite their peers to watch the JESUS film.

