

BUILDING MOVEMENTS: WIN:EVANGELISTIC STRATEGIES

FOCUS GROUPS

What is a Focus Group?

Focus Groups have been around in the business world for years. They are typically comprised of anywhere from 5-15 people who are not involved with the company or organization who attend specifically to provide feedback and opinions to help the company or organization learn and grow.

Your Role - to facilitate the discussion by asking carefully crafted questions and then allowing the participants to respond.

Your Goal- to build a safe environment in which the participants will feel the freedom to say whatever they are thinking.

Your Job is not to offer any answers, or even agree with any of their answers (in fact, you should promise to not say anything about what you believe), but rather to get them talking and more importantly thinking.

Focus Groups as a Ministry Strategy

The focus group gives students an opportunity to voice their opinions, feelings and thoughts about a wide range of topics in an environment that is nonthreatening and (usually) very interesting for the participants. These groups will give you clearer insight into the minds of non-Christian students.

From our perspective, as a Christian ministry seeking to influence the campus with the Gospel, these groups often draw students who otherwise might not get anywhere near a Campus Crusade for Christ event. Focus groups get them thinking, and talking, about spiritual things, usually leaving them hungry for more discussion and interaction.

How to Lead the Discussion

For a step-by-step guide, download the [Leading a Focus Group](#) document.

VOICE OPINION

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MISSIONAL TEAM LEADERS: BUILDING MOVEMENTS

What follow are the four weeks worth of questions on four different topics:

Week 1: Parental / Family Relationships

- Describe your relationship with your mom/dad.
- If you could change anything about your relationships when you went home, what would it be? Why?
- If your parents could change anything about your relationships when you return home, what would it be? Why?
- What kind of expectations do you have for your relationship with your parents?
- What expectations do they have?
- What ideas do you have for improving your parental relationships?
- What barriers are there in good parental relationships? How can they be overcome?
- What do you appreciate the most about your parents?
- How do your parents express their love for you to you? (Do they often say “I love you”? Do they hug you?)
- What are the roles that a mother and father play in the home? (For example is the father the one to earn the money? Or are both expected to work? Does the mother truly desire to stay home or is she just expected to?)
- Does extended family stay close physically and emotionally? Are grandparents, aunts, and uncles an important part of a child’s growing-up process?
- When you are a parent, what do you want to do differently than your parents did? ...the same?
- What are some characteristics a good child has?
- What do you love most about your parents?
- Do your parents love you? How do you know?
- What did you learn the most from your parents?
- What do you think is the role of a parent in a child’s life?
- What qualities did you see your parent’s model that you would like to also teach to your child?
- Which qualities do you not want to pass on?
- Is a child always obligated to obey their parents no matter what? Is it ever okay to disobey your parents?
- What determines a child’s independence from their parents?
- Do your parents tell you stories about when they were young, the lessons they learned? ... Lessons in dating?
- What does your family talk about around the dinner table?
- What did you like about how your parents raised you?



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- What didn't you like about how your parents raised you?
- What is the best gift you've ever received from your parents?
- When was the first time you remember disobeying your parents?
- Use 3-5 adjectives to describe your Mom; your Dad; your childhood.
- What important lessons have your parents taught you?
- How important is it to obey your parents, even when you think they are wrong?
- Is filial piety an outdated concept?

Week 2: Friends

- Is it better (do you prefer) to have a lot of friends or just a few close friends? Why?
- How have you maintained your friendships with people at home while you are at school?
- What do you like about your friends?
- What is the hardest thing about being a friend?
- Do you prefer relationships slowly built over a long period of time or meeting lots of new people?
- What is your favorite activity to do with your friends on a Saturday afternoon?
- What makes a friendship last for a long time?
- What do you think is the most important thing in a friendship?
- What qualities do you look for in a friend?
- What would you do to develop those qualities in yourself?
- What is the most important factor for success in a friendship?
- What do you do when a friend disappoints you?
- How do you make your friendships stronger?
- Are friends important in life? Why or why not?
- What are the character qualities of a good friend?
- What qualities do you seek most in friends?
- How many close friends do you have?
- Tell me about your best friend from high school. Where are they now? How often do you see them or hear from them?
- Are friendships formed due to close proximity or similar interests?
- Are they formed in childhood and carried on through adulthood or do you make a new set of life-long friends in college?
- How much personal information do you confide in a friend?
- Is there a duration of time that needs to happen before you feel comfortable being vulnerable with people?
- Is it cultural, individual, or both?
- Do you trust your best friend to share your deepest secrets?
- How would you describe the "best" friend?
- Someone once said, "You need to be a friend to have a friend." Explain what this means to



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you. Is it true?

- Think of a time when you have hurt a friend and a time when you've been hurt by a friend. How did you resolve the problem(s)? Was forgiveness important in resolving the problems?
- Is forgiveness important to you? Why?
- Share about some of your most cherished friendships.
- What makes these friendships special?
- How can you or how have you bless(ed) your friends?
- How important is close friendships?
- How is friend relationships between same sex different from opposite sex friendships?
- Describe what you think would be the “perfect” friendship.
- How do you make friends? Is it easy or difficult for you?

Week 3: Boyfriend/Girlfriend Relationships

- What qualities do you look for in a husband/wife? Which are the most important to you?
- What do you think will make a marriage last?
- Will marriage bring happiness? Why do some marriages not work?
- What can be done before marriage to ensure you don't enter into a bad marriage?
- Describe the characteristics you are looking for in a boy/girl friend? Are these the same qualities you hope to find in your spouse?
- In your opinion what is the most important character trait of a girl/boyfriend? Why is that important?
- Do those character traits describe you? Do you want them to describe you? What will you do so that they will describe you?
- If you could choose between two boys/girls which would you choose and why? Handsome/beautiful - but not kind and maybe does not love you. Not handsome/beautiful - but kind and loves you very much.
- Do many university students have a boyfriend/girlfriend at the University? What do they do after college? Do they go their separate ways after college and then marry someone else? How do you feel about that?
- Is the man expected to initiate the relationship or are women encouraged to initiate? Which way do you prefer and why?
- Do couples usually become friends first or is there usually a more typical style of courtship? Describe the Chinese style of courtship.
- How long do you think you should know a boy or girl (or be dating) before you kiss?
- What is the best age to start dating? What do your parents think? What do your teachers think? . . . your friends?
- On a % scale how much do you know about your boyfriend/girlfriend?
- How does your boyfriend/girlfriend show you that he/she likes you?
- What do you think is the role of a boyfriend/girlfriend?
- Is it important in life to have a boyfriend or girlfriend?



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- What is the most important factor for success in a relationship?
- What factors will make a relationship likely to fail?
- What is more important in a person's life (or in your life) boyfriend, girlfriend, spouse, or your career?
- How do you show them you love them?
- What is a good reason to get married?
- What a qualities do you look for in a mate?
- What qualities do you avoid?
- What is the "typical" progression of a dating relationship in China?
- How do you deal with conflict?
- Is love a feeling or an action?
- Is it okay to "stop loving" your spouse?
- What are qualities a potential boy/girl friend should possess for you to like him/her?
- What role does a boy/girl friend play in someone's life?
- What do people in China think about someone in their 20's or 30's who does not have a boy/girl friend?
- How important to you is it to a have a boy/girl friend by your senior year at the University?

Week 4: Relationship with God

- Can a person have a relationship with God such as we have a relationship with friends or family?
- If so, how would you communicate with Him and Him with you?
- If there is a God, what would you like to ask Him?
- What does God ask of you to have a relationship with Him?
- If you could ask God one thing what would you ask Him? Can you think of a good answer?
- Do you view God as friendly or strict?
- If you could have a relationship with God, what qualities/characteristics do you think He should have?
- How would a relationship with God be similar to a relationship with parents? Friends? How would it be different?
- How would you make a relationship with God stronger?
- Do you believe God exists? If you could ask Him one question what would it be?
- If you knew you could have a relationship with God, would you want to get to know Him?
- What do you think of when you think about a relationship with God?
- In what ways could God meet your need for unlimited love?
- The Bible says that God is our perfect father. What is a perfect father like?
- (Read Romans 5:6-8) According to this verse, what is God's love for you like?
- How is it different from any other kind of love?
- Is it possible to have a relationship with God? Why or why not?
- Is spirituality necessary to live a full and abundant life? Why or why not?



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- What do you value most - God's love/guidance/protection/wisdom/provision/etc?
- What stops you believing in the Almighty God who created the universe and all living creatures?
- If God could be your best friend, would you want to know Him? Why?
- If you could tell God anything what would you say?
- If you could ask God anything what would you ask?
- If God said, "There is a way for you to know me personally." What would you say?
- If you died and suddenly found yourself at the gate of heaven and God asked you why he should allow you in, what would you say?
- If you knew that you could know for sure that if you died you would go to heaven, would you want to know how?
- What would it take for you to believe in God?
- What would God have to do so that you could believe in Him?
- What kind of things would be necessary for you to be in a relationship with God?
- What things would need to be true of God for you to want to be in a relationship with Him?
- What do you think prevents people from pursuing a relationship with God?
- Do you think a relationship with God is possible? If so, do you think it would be like your relationship with your parents? Like a relationship with a friend?
- Do you think God knows who you are?
- Do you think He desires to have a relationship with you? Why/why not?
- Do you think it is possible to have a relationship with God? What would it look like?
- What does the Chinese traditional idea of God look like and how is that different today?
- When you think of God, do you think in terms of human beings or something else?
- Do you think God has the right to allow some people to go to heaven and some not?