

Leading Your Group in Evangelism

Our Best Ideas

1) Get involved in a non-religious club: Real friendships with non-Christians was a key part of Jesus' life. He hung out with people who were obviously not committed followers, they were overtly non-religious. (Matt. 11:19, Mark 2:15, Luke 15:1, Luke 7:38) On campus we have probably THE BEST opportunity of our entire lives to easily mix and mingle with people outside our social network. It's easy to find out about other group's meeting times and begin to make some new friends. It's important to come to peace with just experiencing them, loving them, and getting to know them - without a big agenda. You don't want them to feel like the last minute prom date who knows they're just filling a role and aren't really cared for. Be a light to them and let the beauty of Christ in you bring out and spotlight the beauty and longing for Christ that is in them. Don't worry about how, just show up and love on them. Put yourself into a community where God can use you.

2) Throwing Parties & Open Gym night: Fun and easy. You get together with your friends anyway right? So why not invite along some friends who have not joined in the journey of following Jesus? Play board games. Drink Dr. Pepper. Have a dance party and bust a move. Or reserve the gym on campus one night for basketball, volleyball, and the like. Enjoy meeting new people. Build relationships. Get some exercise. How can you go wrong? The Gospel message in this is the quality of relationship that non-Christians will see among you and your friends. Come ready to share your story of how you got connected to them and your common faith in Christ.

3) Open House: Another simple idea is to use the group meeting itself in evangelism. Some are taking one meeting a month for an open house. Several groups did this in '04 and the not-yet-Christians were interested to see what you usually do behind closed doors. It gave a great opportunity to explain the reason behind the hope they have. One tip, don't have open house every week or you'll miss the depth of connection you had. If there's that many interested people, start a four week seeker's Bible study. You can find materials for that and other outreaches on metamore.

4) Website Evangelism: websites like www.everystudent.com and www.rejesus.com are cool places for you to point your friends with a simple email link. Strike up a conversation later. Ask if they found interesting articles or discussion boards on everystudent, or if they did the online labyrinth on rejesus. Snoop around and find other good creative evangelistic sites. Let us know what you find, there are more all the time.

5) Give a spiritually provocative gift: CD-Roms with student testimonies in video, a simple Gospel of John, a MP3 of your pastor preaching the gospel, a book like Blue Like Jazz or The Case for Christ. Just take something that's been meaningful to you and pass it along. You're sharing your life with your friends and being an open authentic person. That's cool. Let them inside your world and listen to what they think about what you gave them whether it's good or bad. One of the coolest gifts we have is The Oracle, read about it here. We have free copies for you to loan your friends, email us. http://www.campuscrusade.com/Outreach_Strategies/oraclecd.htm

6) Graffiti Wall: Get some white butcher paper and put up a "wall" in main campus (make sure to get permission). Be creative...maybe include questions like "Who is Jesus?" "What is Eternal Life?", "Who is a good person?", or if you are on a very ethnically diverse campus how about, "Is Christianity a White Man's religion?" (Have someone "tag" the questions in spray paint). Pass out lots of Sharpie markers and let students express their opinions. Listen from them, be a learner. Most likely they will want to hear your story too. We did this recently at SFSU and it was a great success - students loved it.

7) Service Projects with Other Groups: See if there are any other groups on campus that are doing community service this semester. If so, offer to partner with them. What a great way to meet some new people and to show your campus that Christians do care about things like cleaning up the campus, serving at a soup kitchen, etc. If there's not something already happening, why not lead up the effort! Promote it on campus...I bet you'll be surprised by how many people might show up at a service project who would not normally be ready to show up at your Bible Study

8) Free Prayer Tables: Visibility is always important in quickly changing campus environments. Your group's ministry can be well known this month and unknown next semester. Getting out in the open air with a table can be a great way to meet new people. But, what will you do out there. Try simply decorating a shoe box and making a banner that reads "Free Prayer". Of course, all prayer is free; but, you'll be tapping into people's assumption that they don't know how to raise their many needs and hurts up to God. As always, the focus is not just gathering information, it's building relationships. Don't be surprised if you meet several people who are willing to talk extensively about their faith journey and deep personal needs. Love on them, and pray for them. It's time very well spent

9) Keeping the Lost on Their Minds and Hearts: Through teaching relevant Bible passages; setting significant aside time for prayer; modeling evangelism, and asking good questions campus leaders have effectively encouraged their groups to reach out. www.godsquad.com has many great studies on God's heart for Lost People and it's easy to simply pray. Asking these questions regularly will help the leadership and the broader group to focus in on really making a difference. Here are some to start with:

Our circles of influence usually revolve around workplace, classroom, home, hobbies, or family. God divinely puts people in our path so that we can represent Jesus to them. Who are people in each context who you can care for spiritually? (less than 10 total)

- How much time can you invest in prayer for these people in the next week?
- Considering each person and their story, what can you do or say to help them take the next step toward Jesus?
- Is there anything stopping you from being an evangelist to these people? (lack of time with them, fear, lack of training, lack of motivation, etc.)
- How can you include them in your Christian community so they can get a taste of the goodness there?



10) Student2Student: Over 200 students decided to follow Christ in the spring of 2005 because their friends took a risk and shared about faith in Jesus. What if every Christian on your campus led a friend to faith this semester? Wild? Yes. Possible? Absolutely. This is a simple strategy that simply begins with thinking of 10 friends you can pray for to choose Christ. Then watch for ways to care for them and finally after lots of prayers and acts of service, share your faith. Prayer, Care, Share. The strategy comes with extensive resources for training, motivation, and organization via a weekly email. [... check it out](#)

11) Do Leadership Interviews: It's always easier for us to stay comfortable and invite people to our turf. Following Jesus' example by taking the step to enter into the foreign uncomfortable environment is helpful. Generally, the most significant sub-cultures or affinity groups on campus will have recognized leaders. You can find them by asking around or checking with the admin person who can give you their contact info. Once you find them, go simply as a learner with questions about their group, their perspective on the campus, what they want to accomplish, etc. Publishing your discoveries in the school paper or on your website will legitimize the research. From these interviews you'll probably discover how you could serve them, work together with them on some project, or find common ground on some issue. Let it be the beginning of a beautiful relationship!!

12) Seasonal Outreaches: Easter, for instance, is a great time to raffle off a big prize, like an Easter basket. No we didn't have to think very long on what to give away. It'll cost you \$15 and some paper for tickets. To enter the raffle have students fill out a simple spiritual questionnaire like these on the godsquad. Or, do one for Martin Luther King Jr. Day, Valentines, Christmas or Final Exams. www.escmedia.org has interesting evangelistic articles for just about every occasion. If you really want to hype it up, bring a band and let students share testimonies. One nervous student sharing their real story is ALWAYS better than a pastor's polished message, so get up and give a witness!

13) Use Every Student's Choice Resources: You've all been handed a postcard for a party on campus. I'm sure. ESC.com has created their own. They're pretty cool and we've got them to give to you. Cards advertise for a website (www.everystudent.com) where you friends can safely explore their questions about God and Christianity. Choose a sunny day and a popular spot on campus and pass them out. Talk to people. It's easy and non-threatening. Contact your friendly SF Metro staff member if interested - we'll hook you up! [.....ESC cards.....](#)

14) ESC also has cool articles and felt-needs strategies Choose a theme (alcohol abuse, sex, Easter, eating disorders, "is Christianity a white man's religion", etc.) and plaster the campus with the appropriate flyers. They're pretty eye-catching. A few days later set up a table and pass out the corresponding article along with some soda and candy. Ask people what they thought of the flyers. All these resources are available at escmedia.

