

Go Small To Reach Them All

Movement Building with Groups of Three SF Metro: Campus Crusade for Christ

Our first call is to follow Christ. As we pursue Him and seek Him in prayer He will make us into leaders who can bring life to the campus. There are many different ways that a truly Christ centered person could bring life to the campus. Yet, the call that God has given to Campus Crusade is work and pray toward the day when every student would know someone who is authentically following Jesus. That call to reach every student will require many different missional communities which are nested in the many different social networks on today's campus. This goal will require planting communities that plant communities that plant communities. This multiplication along with a strong devotion to Christ, a willingness to share personal accounts of God's goodness, and a passionate commitment to prayer are characteristic of spiritual movements which have occurred repeatedly in the history of God's people.

In the SF Bay area we have seen promise in starting student groups which are characterized by being organic, missional, service oriented, and Incarnational. This is an attempt to capture some of the process that are emerging as we have attempted to start the student groups.

Phase 1: Wait and Pray for Guidance

Posture: Open Prayerful Learning with a Buddy

Goals: Decode the campus into a general picture of who's on campus and what the campus is about. Find the starting point for the campus by identifying the social group where you'll begin seeding and launching. Recruit prayer support from local churches, the SF Metro Team, donors, and alumni.

Tools:

Short Decoding Sheets done while Prayer Walking

List of Local Churches

Campus Newspaper and Campus Website

Brief Interviews with Campus Leaders (get a list of active clubs from the administration)

Build a Facebook or yahoo group and/distribution list of existing contacts from the Campus – church contacts, alumni, every current student. Find someone to keep the list active with prayer requests, resource sharing, church info, and help the members get to know each other

If you're following the diagram on page 6, start in the bottom left at the green sun. We've got to be learners. There are critical things that God wants to show us that we simply don't know when we first step foot on campus. The first step is simply to examine the campus and pray. Think like a social network specialist and ask "What networks are on this campus?" Networks could revolve around ethnicity, high school, work, community, major, or some affinity. What do you think are the five largest networks on campus? One of those networks should be your first target. As the movement builds momentum resources will emerge to venture into smaller networks, at the beginning give your enterprise the best chance for success and look at the biggest first. The exception as always is to follow the Holy Spirit's leading.

Example: Say you're at a 4 year Catholic school where there is only one other existing Protestant group – the only one authorized. Start by prayerfully learning what you can online about the campus for 30 minutes. Then, start networking with everyone you know who might have connections on that campus. Use your Short Decoding Sheet to help you ask many many questions. Ask everyone if they'd like to join your new StMarysRevival@yahoogroups.com for prayer updates on the new movement. See if you can find someone to join you for an onsite prayerwalk and possibly do some impromptu interviews with club leaders or available administrators. All along watch for doors to open or divine hints to which will be your lead off social network. Set a deadline for yourself on when you'll choose and invite your yahoogroup to pray with you.

Phase 2: Discover Christians and Cast Vision

Posture: Energetic Undaunted Entrepreneur

Goals: Initiate! Initiate! Initiate! And cast vision for a spiritual movement with everyone you meet who's remotely related to the campus. Network through contacts to find your first G3 facilitators. There seem to be four basic categories of discovery tools: face to face, online, advertising, and general networking. Always ask people, "do you know someone who might want to hear about this new spiritual movement?"



This is the toughest phase, so we'll give lots of ideas. As you choose discovery methods be careful to choose methods that are economical in terms of your most valuable resource – your time. And, try very hard not to work alone on campus. It is often emotionally exhausting and you're wasting a great opportunity to build relationships and skills into future leaders.

Internet

1. **MySpace and Facebook** – 80% – 90% of our students are on one of these two social networking sites. It is very likely that the key leaders you are hoping to meet are there too. www.quickipodsurvey.com is a good option too.
2. **Viral Emails** – enter the wonderful world of writing forwardable emails. Cast a short compelling vision about the new spiritual movement and **STRONGLY URGE** Christians to forward it on to 5 of their friends who might be even vaguely interested. You'll feel dirty afterwards, but it works.
3. **Prayer Update Emails** - send twice a week to your yahoogroup with updates and requests. Only run it for a short time - 5 weeks. The email should be short – less than 5 lines, have color text, and be positive, visionary, and a little christianeezy

Paper Advertising

1. **Targeted Posters** - Post posters targeted toward the specific movement with an opportunity to respond specifically to your yahoogroup or to you.
2. **Guerilla Marketing** – Poster on a stick, business card pocket posters, banners advertising a party, networking plus phone bank of volunteers, chalk stencils, poster on balloons, postcards with vision and info. As soon as you have any interested people ask them to go post up 5-10 posters. When they've done that, give them more.
3. **Big Banners** - With paper ads, there's nothing better than a butcher paper banner. Make em simple advertising a free lunch in a public area like the cafeteria. You probably dont need to bother getting them authorized.

Face to Face

1. **Go To Gathering Points and Introduce Yourself** - Go on campus, ask people in the social network if they know someone who might be interested in seeing a Christian outreach group started. (including any ethnic studies center). This can be scary at first, but a lot of fun after you break through. It helps to take a survey along.
2. **Table** - Have a table on campus for Club Rush or for any good reason! Even hitchhike onto a big campus event.
3. **Surveys** - As you are doing evangelism on campus, ask the non-Christians you meet what Christians they know on campus who would be interested in an outreach group.
4. **Visit a Local Church** - Make an announcement in the college or young adult class about the new movement.

Networking

1. **Through Existing Movement** - Ask an existing movement on campus if any of them know people who would have a heart to launch the new movement.
2. **Through Churches** - Call 5 nearby churches and ask if there are students / lay people who have a heart to see something happen. Then call them up.
3. **Survey Classes/Clubs** - Talk with classes / clubs on campus to find interested people.
4. **Network Through Involved Students** - Ask students involved on other campuses who they know where you are.
5. **Network Through ASO** - Network with the Associated Students Organization
6. **Network To Professors Through Department Secretaries** - Contact 5 Department secretaries to find Christian faculty who know Christian students. A great tried-and-true CCC option is to make a classroom announcement in a Religious Studies class and pass out www.quickipodsurvey.com surveys. Many of the kids in there grew up going to church and are trying to figure out their faith.

Vision Casting Tools:

Missionality in Campus Ministry Article
Seed Kit
G3 Video - Simple Movements of Faith
G3 Flip Book
Jaeson Ma Talks from Epic Conference '06
www.metamore.org
G3 Newsletter



Phase 3: Plant New Micro Community

Posture: Help new groups get over the hump of their first 3 meetings.

Goal: Help interested people meet each other, find a time to meet together, and start using the G3 Discussion Card together and get connected to the larger network. And, ask the facilitator to commit to handing out the G3 Newsletter to the group for 3 weeks. Let them know about the next conference. It is very helpful to have at least one group event at this stage. This can be something that you plan far in advance and invite people to. This will build momentum and provide an artificial deadline to have the first event.

Tools:

Time scheduling grid at end of G3 Flipbook

Your phone – for scheduling text and calls work better than emails

A Party – That first social is a lot of fun. Keep it simple and relational.

Prayer – the enemy does not want this baby to be born, pray hard!

G3 Newsletter

Phase 4: Educate, Empower, and Challenge

Posture: Teach and Tell Stories. Help students to see that the seemingly impossible dream of seeing a spiritual movement infect their campus is within reach through God's power. Teach them simple relational outreach strategies and turn them on to quality discipleship resources that connect to their stage of life. In evangelism, it really helps to organize buddies for going out sharing. Invite G3 members to move toward deeper discipleship and being used by God on campus by being a "community that starts communities." Teach the DNA relentlessly: missionality, devotion, service, community, prayer. Multiplication happens as group expand and pop. And, as members tell friends and inspire them to start their own groups

Goals: Teach them the basics of the simple plan. And, begin to train them to pass the plan on to others.

Tools:

Metamore discipleship resources

Stories of movements taking off other places

Missionality in Campus Ministry Article

www.metamore.org

NOTE: it's at this stage where establishing a solid Church Partnership will happen easily or drain your energy like a hot day in Death Valley. If you get a lead and decide to meet face to face **AFTER** having at least two favorable phone conversations, then set specific goals and let them know ahead of time. For instance, "When we meet on Wednesday at Starbucks, I want to explain the G3 movement and ask you for a partnership decision." Then when you meet ask clearly for a partnership decision. Setup the partnership deal as low commitment for them.

For instance, "As a partner in launching this movement I'm looking for three things from a church.

- 1. Help me network by sending an email to all your college age students.*
- 2. Prayer support at least weekly from a home group or Sunday school*
- 3. Help on campus at least once when we pass out FSKs.*
- 4. Contact with you by email at least every other week.*

If they waffle on that level of commitment, stay in touch with them, but stop meeting with them to talk. Get something going and invite them along. Few churches will be helpful during the launching phase.

Phase 5: Coach

Posture: Pastor, Care, and Challenge

Goals: Truth and Grace relationships in the group. Effective initiative evangelism. Begin modeling by taking students sharing and helping them learn to tell their spiritual story. Broadening vision of expressing Christ's love on campus in the community. Begin giving the ministry away by sharing the vision of movements everywhere and empowering students to help break into new social networks.

Tools:

metamore.org discipleship resources

Missionality in Campus Ministry Article

Cheat Sheet for Coaching a Facilitator

G3 Newsletter

Knowing God Personally and testimony development tool

Evangelism Training Seminars

The Quest Survey 3.0

The Live You've Always Wanted



Phase 6: Stimulate Movement Momentum and Group Multiplication

Posture: Inspire and Teach Scripture and Challenge the Status Quo toward Multiplication

Goals: Infuse the student's imagination with bigger dreams for evangelism, personal commitment to Christ, purposeful fellowship, and community service. A movement is simply a group of students who personally own the mission of taking the gospel to their campus. Bringing an authentically changed Christian life into sight of every student on campus will mean many communities. In the DNA of every group must be the missional understanding that, "I'm in a group that plants groups." This is the missional vision of taking the gospel TO those who are not yet within the light of the community, not just advertising and asking them to COME to our turf. It's incarnational and relational not attractional and proclamation-ational. Let's get close enough to whisper the gospel to a friend, not yell it through a microphone to a stranger. "Often leadership is motivating people to do what they don't want to do so they can become who they want to be."

Tools:

- Serve It Up! community service projects
- Evangelism Training Seminars
- On Campus Outreaches (see Top 10 Evangelism Ideas)
- Relational Evangelism Campaigns like Prayer, Care, Share and Student2Student
- Discussions about birthing a new group at semester end and when they grow too large. Groups tend to pop, not split easily. You'll have to coach them.
- Simple Socials like going bowling, to a concert, or a retreat
- Worship Events on campus or at a church attended by students
- Challenge students to go on Summer Projects in the US and to JN
- Teaching about God's heart for the lost, our call to be salt and light, and stories of students actually getting activated and seeing success, and an explanation of the incarnational gospel as Christ modeling incarnation by humbling himself to bring the message close, taking on our language, demonstrating love, speaking the message, building up leaders, and making a great sacrifice – challenge students to emulate that sacrifice.

NOTE: In this stage you need to keep in mind that a healthy movement has few characteristics and critical events that you will need to lead. Most of these things will only happen if the Coach leads out on them.

Evangelism Characteristic – spiritual seekers are visiting and some make decisions to follow Christ.

New believers often form new communities among their friends.

Unity Characteristic - They are moving forward toward a common vision of reaching every corner of campus with an incarnational gospel

Prayer Characteristic – Passionate prayer

Key Events – Service Projects, Evangelism Outreaches, Socials, Worship and Prayer, Training Events

Phase 7: Initiate a Movement Servants Team

Posture: Attention to simplicity and leadership development

Goals: Build on the Core DNA and organic movement principals by choosing and training a student leadership team who can serve the movement by setting up Key Events and planting new G3s in unreached corners of the campus.

Note: It might be wise to establish a student organization when the benefits greatly outweigh the costs. Be careful to weigh unseen costs such as participation in the interclub council, requirements for faculty advisor participation, and the impulse to begin moving from many small gatherings to a few larger ones. When benefits do not outweigh costs the leadership team will need to be creative to find space for the group to meet all together occasionally. Easy options are at churches, on the campus the lawn, or to ask a professor or coach to allow the use of their classroom or gym. If necessary, money is available for students to rent campus facilities.

Tools:

- godsquad.com resources on club constitutions
- leadership team commitment
- sample club calendar



Movement Servants Team Roles

Communications coordinator – gets the word out about upcoming outreaches, parties, trainings, prayer events via email lists, text, phone, etc

Gathering coordinator – plans simple gatherings like meet ups at Starbucks, prayer parties, on campus times to go sharing, runs point getting info out about conferences

Compassion coordinator – looks at needs on campus and off and presents regular opportunities for mercy ministry service projects

Other possible roles: Prayer Organizer; Men's and Women's G3 Coordinators

What are we looking for in a leader? We are looking for someone who:

- someone who is pursues Christ with humility and faithfulness
- someone who lives out the Core DNA
- someone who is an experienced Facilitator and has started a G3
- someone who embraces the vision of an organic missional student movement that's focused on Christ
- someone who has the availability and discipline to serve faithfully
- someone who is willing to learn, risk, and explore in the adventure of taking the Gospel to students

Special Note: Maintaining the club institution can become the focus of the group instead of a missional approach to the campus and a focus on relational evangelism. The best way to keep it simple is to limit the regularity and complexity of large group meeting times and maintain G3s as the basic building block. For instance, instead of doing a church service on campus, simply have a meeting where students can pray together or simply hang out playing games that non-Christians can be included in. By keeping G3 as the basic building block the group can weather storms that will inevitably come when the number of people involved grows and shrinks from one year to the next.



Go Small To Reach Them All Lifecycles

Movement Coordination Team

Leader Roles: Communication
Prayer
Social and Outreach Gatherings
Compassion Actions

