



Connecting youth to college ministries

SUMMARY STATEMENTS

Relationships And Engagement Are Foundational To The Body Of Christ Living In Christ, Especially For College Freshmen

God designed us to live out our faith together in community. Christian relationships and encouragement help keep us connected to Christ and help us course correct when we start to drift. Hebrews 10:23-25 says, "Let us hold unswervingly to the hope we profess, for he who promised is faithful. And let us consider how we may spur one another on toward love and good deeds, not giving up meeting together, as some are in the habit of doing, but encouraging one another..." Six of the Ten Commandments guide our relationships with one another. Relationships are so important that in Matthew 5:23-24 Jesus tell us, "...if you are offering your gift at the altar and there remember that your brother or sister has something against you, leave your gift there in front of the altar. First go and be reconciled to them; then come and offer your gift." Under-appreciating the importance of establishing and developing edifying Christian relationships at the time when students move off to college has dire consequences.

Incoming Christian College Freshmen Need Our Support And Encouragement More Than Ever

Studies have shown that somewhere between 60% and 80% of previously engaged Christian youth become disengaged with their faith as they transition into college. Although we can be critical as to the reasons behind this statistic, in reality most of this fall off is quite unintentional and just a drift or slow fade away. This happens as we get distracted by life's activities and struggle to "figure things out." We must actively and intentionally fight to live a life worthy of our calling in Christ across our campuses nationwide.

Campus Ministry Link Will Bridge The Gap And Enable Us To Unlock Our Potential

This drop in Christian engagement when our freshmen students move off to college leaves a horrific and unnecessary vacuum on our college campuses. We can shake our heads about it or we can support each other by doing something about it. Here at Campus Renewal, we and our partners are accepting the challenge to fight for the Body of Christ. We are introducing Campus Ministry Link with the following two primary goals.

1. **Lose no more freshmen** by providing a convenient and web-based way of connecting all incoming Christian students with a Christian ministry active on their new campus before they move.
2. **Strengthen campus ministries** by creating a national grid of which campuses are unreached or least reached to equip national ministries with a holistic view of the campuses across the country (helping them plant chapters on campuses with the most need for Christian representation), and by enabling local ministries to focus their efforts on relationship development and reaching the lost on campus.



THE NEED

Meet Sarah

Sarah grew up in a great home with Christian parents. Sarah was actively involved in teen ministry at her church, serving as a worship and dance leader, and she had a deep, passionate relationship with Jesus Christ. Upon graduating from high school, Sarah received a scholarship and was accepted into the largest university in the state, almost 40,000 students in attendance. With no connection from her teen church ministry to the campus, Sarah was disconnected from everything she knew to be true. She was introduced to many different kinds of thoughts and religions that took her down a very different path. She questioned everything and made poor choices that almost resulted in her losing her scholarship, ultimately almost losing her life to excessive drinking. When hard times came before, Sarah was surrounded by an environment of prayer and guidance. But now, disengaged from that sense of community, she tried to fill the holes of life, of making good grades, of family problems, of hopelessness, with something that could never fill the voids.

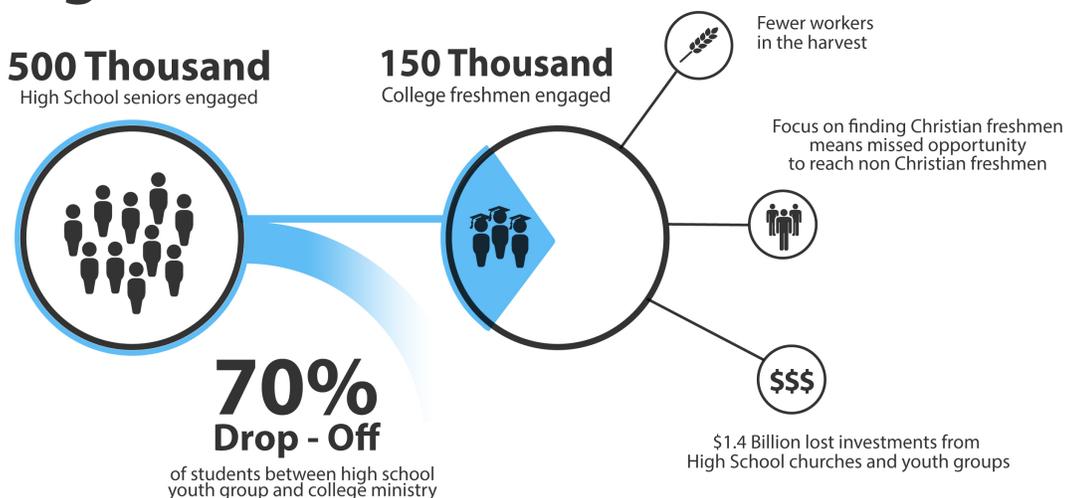
One Gallup Poll on religiosity said this: “Church attendance also drops during the teen and young adult years...54% of teens aged 13 to 15 reported having attended church in the past seven days, as did 51% of 16-17 year old teens. The figure drops to 32% among 18 to 29 year olds...” (Gallup Poll Study: “The Religiosity Cycle”, 2002).

Another Barna study confirms: “A majority of twenty-somethings – 61% of today’s young adults – had been churched at one point during their teen years but they are now spiritually disengaged” (Barna Study, “Most Twentysomethings Put Christianity on the Shelf, 2006). This report goes on to say that only 20 percent of students remained spiritually active like they were in High School.

Sarah fell into this statistic. Disengaged and removed from home, the need for connection and replication of the culture experienced at home is vital to continuing in Christian faith. Campus Renewal’s Campus Ministry Link program is the solution to Sarah’s (and the thousands of other college students’) problem of disengagement during the college years by providing continuity in growing in Jesus Christ at such a critical age.

Two Big Challenges

Right now...



Challenge 1: Approximately 70% of our engaged Christian youth are becoming disengaged when they go off to college. To make this more real, approximately 500,000 students graduate from our youth groups each year yet only 150,000 incoming freshmen stay engaged. This is a key time of their lives, where students develop the routines and habits that will define how they will live after college. Too many are falling away from the very thing that can guide them into the path that is good and profitable for their lives.



In addition to the individual losses and struggles of the previously engaged student, there is a staggering loss of Christian representation throughout our campuses when these students disengage. This loss is happening when unreached students from all over the world are searching for meaning and are more open to other ideas than ever before. Right at this most strategic time in life, the Body of Christ is tragically lacking from where we should be and missing opportunities.

The results of this void are evident. We see it in the emptiness, loneliness, hurt, depression, suicide, and violence on our campuses and in our streets. Students are longing for the love, healing, and purpose. They are longing for the redemption that our loving God has called us to demonstrate and share.

Challenge 2: Currently, there is no holistic look at our campuses, either locally and nationally. Campus ministries have to spend too much time and effort finding the Christians and getting them re-engaged. This diverts their attention from reaching the unreached. These ministries often end up inadvertently competing for believers instead of mobilizing believers. With limited resources and time, the local ministries are not able to easily step back and see the big picture or look at their campus as a whole. Likewise, national ministries efforts are stretched, and they do not have the ability to easily see the national Christian representation at all our campuses to use for planting new locations.

Investment Lost: While the time and investment we make in our students is great, we are still losing hundreds of thousands of youth as they transition from high school to college. From a financial standpoint, this loss is almost \$1.4 Billion of investment every year. As God's ambassadors and stewards, we must protect this investment, support our youth and catapult them into their futures the right way.

OUR BIG OPPORTUNITY

The Importance Of The College Campus

If the Church loses its impact on our universities, it loses its impact on the world. God has given us the unique opportunity to join together to impact a generation, changing the trajectory of millions of students. Dr. Charles Malik, a former professor, ambassador and President of the United Nations General Assembly writes,

“The university is a clear-cut fulcrum with which to move the world. Change the university and you change the world...The university is the most important institution in the Western world, indeed in the whole world...Man today never finds himself outside the direct or indirect influence of the university...It follows that no question today is more important than, or even as important as, the question of the state of the mind and spirit at the university...To continue to be complacent about this situation and indifferent to its inevitable consequences, or to be concerned but in a superficial, flippant, juvenile and wholly ineffective manner, verges on being a sin against the Holy Ghost. And God help the Christians then, and with them the whole lost world.”

Connection Is Crucial

This generation needs practical, real solutions to problems. They want a real, tangible Jesus. Another Barna study showed that the number one factor that keeps millennials engaged in ministry is meaningful relationships:

“When comparing twentysomethings who remained active in their faith beyond high school and twentysomethings who dropped out of church, the Barna study uncovered a significant difference between the two. Those who stay were twice as likely to have a close personal friendship with an adult inside the church (59% of those who stayed report such a friendship versus 31% among those who are no longer active). The same pattern is evident among more intentional relationships such as mentoring—28% of Millennials who stay had an adult mentor at the church other than their pastor, compared to 11% of dropouts who say the same... “Yet, among those who remain active, this much is clear: the most positive church experiences among Millennials are relational.” (5 Reasons Millennials Stay Connected to Church, The Barna Group, September 17, 2013).



A Unique Time And Place Technologically

God uses people and waits for the right time in His redemption plan. Just as after the Fall, the Tower of Babel, and the Flood, God chose Abraham and promised a child at the appointed time; just as after a common language was spread by Alexander the Great and the Roman roads were built, allowing easy and rapid spread of the gospel, Christ came at the appointed time; just as Paul's transformation was on the road to Damascus at the appointed time – now is our appointed time to impact to the world for Christ like never before.

We live in a distinctive time in all of human history. Technology makes things and ideas possible that seemed irrelevant or crazy one century ago. Various surveys are showing roughly half (48-53%) of millennials would rather give up their sense of smell than their cell phone or laptop. Campus Renewal provides a real solution in that the integrated website that will connect students to ministries is right in line with the technology movement of the time we live in. A 2013 Barna study entitled, [How Technology is Changing Millennial Faith](#) says this: "About one-third of Millennials are using online search to scope out a church, temple or synagogue online. This increases to over half (56%) of practicing Christian Millennials who do the same. It may be that for Millennials, checking out a faith community online, from a safe distance, is a prerequisite for the commitment of showing up in person." Hence, Campus Renewal's integrated website model meets the specific need for college students.

We live in a country with almost 3,000 4-year degree granting college campuses. The countries from around the world, even those hostile to Christianity and in the 10/40 Window, are sending their best and brightest to the United States for college. According to a November 11, 2013 [US News](#) Report: "The United States enrolled the highest number of international students in its history during the 2012-2013 school year, welcoming 819,644 undergraduate and graduate students to colleges and universities throughout the country..." Imagine students becoming transformed believers returning to their native countries where they can be even more effective in sharing the gospel in their native cultures.

The Solution – Campus Ministry Link



Campus Ministry Link is a web-based tool created to provide both a usable and efficient connection point for students to their college campus ministries and a service to local and national campus ministries.

For Students: Most of the 70% drop-off of engagement is not intentional or planned, but circumstantial. Just like with New Year's resolutions, if we are not intentional in making sure we follow-up on our intentions, they can often slip by us. What students need is a little help and a good way of getting plugged in. What parents and youth leaders need is a good tool to help them as they launch their students into college. Campus Ministry Link meets those needs.



The site will enable students, parents and youth leaders to quickly and easily search for any college campus in the country and see what Christian ministries are on that campus. The site will provide a list of each Christian ministry that serves that campus, a description of that ministry and a contact link. Once the student identifies the ministries that are of interest, they can click the contact link to message the appropriate person at those ministries. The ministries will then get an email from Campus Renewal notifying them of the inquiry and enable them to respond. The initial communication will be done through the site. Once both the campus minister and the incoming student have each other's contact information they will continue communication through that ministry's or church's normal follow-up process. Through this process the student will be able to have a spiritual community connection before they arrive on campus. The student will know meeting times and upcoming activities at their selected ministry to get plugged in right when they get on campus. The ministries will be able to greet the student and connect them with other students as they get to campus.

Another one of the many great features of Campus Ministry Link is that this process can be initiated by parents or youth leaders in addition to the students. Parents and youth leaders can facilitate getting the student and ministry contact plugged in on campus.

For Ministries: The campus ministries will then be able to very quickly connect with incoming students and introduce them to other students involved with their ministry (an immediate community). This will allow the campus ministries to be more effective and intentional in fostering relationships, mentoring, and mobilizing the students in being Christ's hands and feet on campus.

For the national ministries, we will be able to consolidate information on student body population, Christian participation, and ministries already serving specific campuses. This can be used to help identify the campuses most in need of planting/expanding ministries. This is how we will work together to cover all campuses with the light of Christ.

Accountability: With Campus Ministry Link, we will also be able to confirm that inquiries are followed-up and that no students are left waiting. Pre- and post-surveys will be conducted with the students as well as the ministries to keep track of how many students are being linked to churches and ministries, how students have enjoyed the process, and how ministries have increased as a result of Campus Ministry Link.

Ripple Effects: Beyond the primary strategic objectives of Campus Ministry Link, this solution will provide other ripple effects, such as:

- a. Providing tools for training and resources for high school ministries – integrating vision and college preparation.
- b. Producing a stronger, larger, and more vibrant Body of Christ in our local churches, communities, country and world.
- c. Supporting these engaged, kingdom-minded believers when they enter the work world.
- d. Supporting new believers returning to hostile areas – ones at risk of isolation and setback without a faith community.

The Campus Renewal Relationship Model That Uniquely Qualifies Us

Campus Renewal has specialized in building partnerships between college ministries for the past 20 years. In a time where most find it hard to build relationships and trust for the purpose of catalyzing coordinated efforts within the Body of Christ – we have demonstrated a working model that has put an emphasis on the fact that relationships matter. Starting campus wide united prayer movements and saturating campuses with the Gospel through united efforts to plant missional communities, in 2015 alone, there were almost 25,000 hours of prayer on college campuses nation-wide. We are the only organization that has been solely committed to building Kingdom partnerships and mobilizing prayer on colleges for as long as we have.

God has enabled us to work with and train leaders from every major parachurch group or denomination and from almost every state; facilitate scores of behind-the-scenes networking meetings, interpersonal connections, and one-on-one trainings with students and campus ministry leaders in America; build partnerships between collegiate focused ministries/churches; mobilize united prayer; and help start united movements planting missional communities in over 40 states and 5 continents. The result of this work reaches far beyond the college campus. God has strategically positioned us to foster relationships and trust, and we have the track record and contacts to make this vision come to life.



Join With Us

William Carey is credited with saying, "Expect great things from God. Attempt great things for God." We want you to join us in attempting something great for God.

We need your partnership. We are asking for your prayers, financial support and encouragement in bringing this to life.

1. **Prayer** – All big, sustaining movements for God start with prayer. We ask you to join us in regular prayer for this initiative and for removal of any obstacles the enemy will attempt to put in the way.
2. **Financial support** – \$1,000,000 is needed to make this happen quickly and provide adequate time to develop an ongoing support base. To put that in perspective, this is an annual investment of 0.008% of the \$2.6 billion current annual spending on students that will more than double the Body of Christ on our campuses and reduce the high school ministry investment loss by \$1.2 Billion per year. The funds will provide for advertising, course development, technical systems, and general salary and office-related expenses. Within five years, we expect the ongoing expenses to be supported by the broader Body of Christ as they see the benefits and effectiveness of what God will do through this and advertising. Please see the attached five-year budget below.
3. **Encouragement** – Your willingness to participate in bringing this to life and help in connecting us with other visionary Christians who are ready to make this amazing step forward.

CRM LINK FIVE-YEAR BUDGET					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Implementation Donations	\$ 1,000,000				
Donations		\$ 20,000	\$ 55,000	\$ 105,000	\$ 175,000
Site Advertising		\$ 10,000	\$ 20,000	\$ 40,000	\$ 60,000
Total Revenue	\$ 1,000,000	\$ 30,000	\$ 75,000	\$ 145,000	\$ 235,000
Expenses					
Advertising	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Course Development Costs (incl. Travel)	\$ 45,000	\$ 45,000	\$ 45,000	\$ -	\$ -
Software Implementation & Ongoing	\$ 30,175	\$ 20,400	\$ 20,400	\$ 20,400	\$ 20,400
G&A	\$ 208,500	\$ 214,200	\$ 220,100	\$ 179,700	\$ 164,100
Total Expenses	\$ 333,675	\$ 329,600	\$ 335,500	\$ 250,100	\$ 234,500
Increase (Decrease in Net Assets)	\$ 666,325	\$ (299,600)	\$ (260,500)	\$ (105,100)	\$ 500

As the vision timeline for bringing this to life for the Spring of 2017 is fast approaching, please consider making a sacrificial gift to cover all or part of the costs of accomplishing this matchless opportunity. We can have all the desire, ability, and relational connections necessary to accomplish this important work, but without the finances it will not happen. Please also consider passing this proposal on to those other visionaries who might partner with all of us to meet these financial goals.

If you have any questions or need any further information, feel free to contact me directly at (469) 406-8131, or e-mail me at paul.mccants@campusrenewal.org. I look forward to hearing from you soon.

Thank you for your time and consideration of this opportunity. We appreciate you.

For His Glory,

Paul McCants
Spiritual Mapping Director
Campus Renewal Ministries

