

U.S. CAMPUS MINISTRY Strategic Initiatives



SUMMIT 2023



ONE-YEAR BUDGET (2023): \$15.5 Million
THREE-YEAR BUDGET (2023-2025): \$50.4 Million

You can make a difference in the lives of students and faculty on campuses in the U.S. and around the world. Consider how you can invest in the next generation of leaders through your partnership with Cru®. Thank You!



WIN

	PEOPLE REACHED	NEW BELIEVERS	COST
Evangelistic Tools & Innovation	82,521	5,158	\$233,896
Freshmen Outreach	137,500	6,875	\$1,233,766
Evangelistic Forums & Group Outreaches	30,000	3,000	\$584,416
Personal Evangelism & Training	240,000	9,480	\$1,103,896
Digital Outreach & Strategies	60,000,000	900,000	\$2,462,338
SUB TOTAL	60,490,021	924,513	\$5,618,312

BUILD

	PEOPLE INVOLVED	MULTIPLYING DISCIPLES & LEADERS	COST
Student Scholarships - Fall Retreats	15,600	3,000	\$1,215,584
Student Scholarships - Winter Conferences	7,000	3,500	\$2,272,727
Student Scholarships - Spring Break Missions	2,400	2,400	\$1,298,701
Leadership Development	150	150	\$194,805
Training & Discipleship Resources	60,000	15,000	\$324,675
SUB TOTAL	85,150	24,050	\$5,306,492

SEND

	MINISTRIES LAUNCHED	LEADERS MOBILIZED	COST
Apprentice Program/Mobilizing/Recruiting		1,542	\$746,753
EveryCampus®/New Ministries (U.S. College)	150	375	\$1,266,234
Student Scholarships - Summer Missions		3,500	\$935,065
Open Window Partnership	25	360	\$831,169
Mission Capacity			\$833,766
SUB TOTAL	175	5,777	\$4,612,987

TOTAL 2023 - YEAR ONE

\$15,537,791

U.S. Campus Ministry Strategic Initiatives | Summit 2023

Companion Piece

WIN

“How then will they call on Him in whom they have not believed? And how are they to believe in Him of whom they have never heard? And how are they to hear without someone preaching?” (Romans 10:14-15).

We desire for every student and faculty member to have the opportunity to encounter Jesus Christ, and to understand and experience the gospel through faith. Therefore, we take the initiative to share Christ in the power of the Holy Spirit and leave the results to God. Evangelism is at the heart of everything we do. Students today are faced with greater challenges, temptations, and competition for their hearts than ever before. We use these strategies to shift this reality.

- **Evangelistic Tools & Innovation**

- **Tactics:** A variety of tools such as Soularium, Words, Perspectives, and conversation guides.
- **Goals and Outcomes:** To use these tools to start personal spiritual conversations and share the gospel with more than 80,000 students and faculty, expecting the Lord to move 5,000+ into a relationship with Christ.
- **Funding Needs:** \$233,896.

- **Freshmen Outreach**

- **Tactics:**
 - “Find More Freshmen”: A digital strategy, using social media and marketing to surface both believers and interested but not-yet-believers.
 - Fresh SWAG: Giveaways to connect students to the gospel and to the ministry.
 - “First 6 weeks” strategies: Local teams host welcome tables, picnics, orientation meetings, freshmen gatherings, etc. to expose, filter, and gather interested students.
- **Goals and Outcomes:** To digitally survey more than 130,000 students nationwide and to connect those interested with a local movement. We will also host a variety of local events and activities for tens of thousands more. Our staff would then share the gospel with many, by faith, seeing more than 6,800 place their faith in Christ.
- **Funding Needs:** \$1,233,766.

- **Evangelistic Forums & Group Outreaches**
 - **Tactics:** Large campus-wide evangelistic events and small affinity group meetings to share the gospel; and other events such as *Good Friday Conversation*, *Mental Health and Jesus*, *Justice and Jesus*, “*Seen. Known. Loved.*” and a partnership with *The Chosen*.
 - **Goals and Outcomes:** To engage 30,000 people at these large and small events, in hopes of seeing 3,000 students and faculty place their faith in Christ as a result.
 - **Funding Needs:** \$584,416.

- **Personal Evangelism & Training**
 - **Tactics:** A variety of methods such as “Body Life Project,” invest in the Evangelism Commission with Christian colleges, help local churches host evangelism training, along with evangelistic training at our winter conferences, spring break trips, and summer mission trips.
 - **Goals and Outcomes:** To engage 240,000 people in personal evangelistic conversations, resulting in 9,480 people placing their faith in Christ.
 - **Funding Needs:** \$1,103,896.

- **Digital Outreach & Strategies**
 - **Tactics:** EveryStudent.com, our evangelistic website; digital evangelism projects aimed at reaching Gen Z (*Take the Open Seat*); and digital strategies to engage our international priority locations.
 - **Goals and Outcomes:** To reach 60,000,000 people with the gospel message, in hopes of seeing 900,000 place their faith in Christ.
 - **Funding Needs:** \$2,462,338.

BUILD

We desire for every believing student and faculty member to experience genuine life-change—to be established in their faith, grow in a healthy relationship with Christ, experience a community of believers and reproduce spiritually other believers. So we model and communicate the Christ-centered life by helping others understand, experience, and pass on the foundational concepts for Christian living. We use these strategies to “...*present everyone mature in Christ*” (Colossians 1:28).

Building, or discipleship, comes in many forms. The “greenhouse effect” of retreats and conferences can focus and accelerate growth. Students come to faith, grow in their faith, and are equipped to live as multiplying disciples. As the student population changes and the cost of higher education increases, partial scholarships make it possible for more to attend these life-changing experiences. We use scholarships to gather students to accomplish the full range of our mission.

- **Student Scholarships — Fall Retreat**
 - **Tactic:** Scholarship students to these life changing retreats. Last year we used a 30% scholarship for students who registered early and increased attendance by more than

10% from the year before. We also gave an additional 30% in scholarships to freshmen who registered early. We'd like to duplicate this strategy and increase attendees again this year.

- **Goals and Outcomes:** To grow our fall retreats to more than 15,500 students involved, both at our main ministries and our audience-focused ministries (e.g., Nations, Bridges, etc.).
- **Funding Needs:** \$1,215,584.

- **Student Scholarships — Winter Conferences**

- **Tactic:** Scholarship students attending our traditional winter conferences and our audience-focused conferences such as *Legacía* (Destino) and Epic.
- **Goals and Outcomes:** Our goal is 7,000 students in attendance at these equipping and faith-stretching conferences, which help provide the next step in growing disciples. Prayerfully, half of them will begin to multiply their faith into the lives of others as they return home.
- **Funding Needs:** \$2,272,727.

- **Student Scholarships — Spring Break Missions**

- **Tactics:**
 - Scholarship students on spring break trips in the U.S. and around the world. This includes capitalizing on our partnership with Filter of Hope to provide water filters for students to take to Latin American countries to provide clean water as they share the “Living Water.”
 - Send students and faculty to new international campuses on launching trips.
 - Explore and innovate to develop a new national spring break option to train and release students to engage in evangelistic conversations.
- **Goals and Outcomes:** To engage 2,400 students and faculty through these strategies, directly resulting in the same number of multiplying disciples and leaders.
- **Funding Needs:** \$1,298,701.

- **Leadership Development**

- **Tactic:** Ongoing training for the 150 director-level leaders within the campus ministry to help our missionaries, volunteers, and engaged students and faculty grow as followers of Christ and ministry leaders.
- **Goals and Outcomes:** To impact significantly our 150 leaders who make up the core of our ministry's leadership.
- **Funding Needs:** \$194,805.

- **Training & Discipleship Resources**

- **Tactics:** The next generation of discipleship resources to help students become multiplying disciples, focused discipleship resources for African American students, and ambassador training for ethnic-focused ministries.
- **Goals and Outcomes:** To engage 60,000 staff, volunteers, students, and faculty with these new resources, raising up 15,000 additional multiplying disciples.
- **Funding Needs:** \$324,675.

SEND

But you will receive power when the Holy Spirit has come upon you, and you will be My witnesses in Jerusalem and in all Judea and Samaria, and to the end of the earth” (Acts 1:8).

We desire for every believer to have the privilege of reaching others for Christ and to see God send ever-increasing numbers of multiplying disciples into the harvest of the campuses, communities, and the world. We send students and faculty to engage in intentional evangelism and disciple-making. We use these strategies to send the next generation of multiplying disciples to every segment of society.

- **Apprentice Program/Mobilizing/Recruiting**

- **Tactics:**
 - Expansion of our high school apprenticeship program.
 - Volunteer Strategies.
 - Continued “festivals of opportunity” at our winter conferences.
 - Local in-person recruiting events.
- **Goals and Outcomes:** To see an additional 42 high school apprentices, along with an additional 1,500 volunteers, summer mission participants, interns, and new missionary staff.
- **Funding Needs:** \$746,753.

- **EveryCampus®/New Ministries (U.S. College)**

- **Tactics:** Gospel movements launched in every corner of every campus that will exalt Christ and raise up disciples among students and faculty. EveryCampus 2.0, and our partnership with more than 100 other organizations will establish 150 new gospel communities. We will also invest in other partnership platforms and strategies.
- **Goals and Outcomes:** To engage 450 locations with no known ministry and trust God to launch 150 new ministries and mobilize 375 student and faculty leaders.
- **Funding Needs:** \$1,266,234.

- **Student Scholarships — Summer Missions**

- **Tactics:** Scholarships for students on both stateside and international summer missions.

- **Goals and Outcomes:** To increase our attendance on summer mission trips to 3,500 students, resulting in mobilized leaders and new ministries launched during and after the summer mission is over.
 - **Funding Needs:** \$935,065.
- **Open Window Partnership**
 - **Tactics:**
 - Resource five new teams in the Middle East, South Asia, and South East Asia with training, settling in, coaching, language learning, evangelistic outreach, and digital marketing.
 - Host national believers to aid in mobilization at winter conferences.
 - Provide seed money to raise the next generation of International Interns through vision trips, and summer mission trips.
 - Scholarship under-represented and under-resourced staff and students to go to the Open Window.
 - **Goals and Outcomes:** To mobilize 360 leaders through these tactics, leading to the launch of 25 new movements in our Open Window Partnership priority locations.
 - **Funding Needs:** \$831,169.
- **Mission Capacity**
 - **Tactics:**
 - Update technology and optimized offices across the country.
 - Purchase the necessary equipment for our staff as they produce relevant and compelling media for our digital strategies, conferences, and more.
 - **Goals and Outcomes:** To provide office space where our staff are effective and equipped. This will help us retain our current specialized staff and recruit new talented people.
 - **Funding Needs:** \$833,766.