

TIPS FOR STARTING A
**COLLEGE
MINISTRY**

Paul Worcester

I believe this is the best information available on beginning or continuing a successful campus ministry. Devour this material, then do it and stand amazed at what God does.

”

Max Barnett

Veteran BCM Director, Author and Seminary Professor
State Director of Christian Challenge in Colorado

I've worked in campus ministry for the last seventeen years, which has given me countless opportunities to see new campus ministries flourish or fail. Those that have flourished practice the simple, Biblical methods described by Paul in this book. There are timeless, proven strategies for reaching college students with the gospel of Jesus. They are found here in this book.

”

Justin Christopher

National Campus Director with Campus Renewal Ministries
Author of [Campus Renewal](#)

I get asked all the time what I would do, if I were starting a college ministry. I have grown college ministries, but never started one. Here is good advice from someone who started a campus ministry with just two students. He has been there and done it.....and done it outside the Bible Belt. This e-book is worth your time!

”

Arliss Dickerson

Veteran BCM Director, Author and [College Ministry Advocate](#)

This is an invaluable guide, providing practical how-to's for one of the most difficult tasks in ministry: starting from scratch.

”

Rick James

Editor and Writer at [CruPress.com](#)

Author of ["A Million Ways to Die"](#) and ["Jesus Without Religion"](#)

Paul Worcester's new short ebook is like espresso. Smooth. Not needing a bunch of milk and sugar. It is all there. Succint, practical, to the point. It is full of useful principles and methods. He does not give you a recipe, rather, he gives you the tracks to run on if you are starting a new campus ministry. A must read for anyone wanting to reach the campus.

”

John Allert

Executive Director of [Campus MinistryToolbox](#)

Paul has served all of us interested in beginning new campus ministries. His honest reflection on lessons learned and taking the next step is an invaluable resource. I highly recommend using his links to the collegiate ministry and church planting networks. This is a full storehouse of insight and information that will encourage you along the way of starting and maintaining a ministry in today's world.

”

Jon Sapp

Director of Collegiate Ministries and Evangelism
Kansas-Nebraska Southern Baptist Convention



Two years ago when God called me to launch our campus ministry I had no idea where to start. I would have benefited greatly from Paul's work, and when I first saw it, my reaction was to pass it on to anyone new in the college ministry world. It's worth is great - take the time to read it and pass it on.

”

Mike Puckett

Campus Ministry Planter

Paul Worcester proves that God uses everyday people who are fully committed to Him. His wisdom and principles are practical and have helped us focus on the things that matter as we plant on 7 different campuses around Providence, RI.

”

Tyler Nobis

Director Sojourn Collegiate Ministry Providence

I wish this book had been available when I myself started a college ministry. Even still, nearly ten years into it, this book has filled my mind with new ideas that I can't wait to implement in order to have a greater impact!

”

Tyler Ellis

Campus Minister of Blue Hens for Christ at the University of Delaware, Author of [Question Everything](#)

"I'm so incredibly thankful this resource landed in my hands. This ebook is chalk full of Biblical wisdom, practical resources, ideas, and should be viewed by anyone doing ministry to college students in any context."

”

Brett Ricley

Campus Minister with Impact U at University of Utah
Writer and Editor of [The Campus Ministry Collective](#)

Many of Paul's 'tips' actually serve as our core values and ministry principles. They form the foundation for a blueprint that creates a Biblically driven and effective college ministry.

”

Brian Zunigha

Director of Campus Ministries, California Baptist University
Writer and Editor of [Simple Ministry](#)

Paul has successfully created a practical yet discipleship driven strategy for launching a campus-based collegiate ministry. From evangelism to strategic planning, this resource is full of nuts and bolts for everyone who wants to effectively reach college students.

”

Chad Logan

BCM Director Arkansas State University
Writer and Editor at [College Ministry Leadership](#)

What a tremendous resource! I am positive this ebook will help everyone involved in student ministry do a better job of reaching freshmen. I can't wait to start putting some of the things I learned to use!

”

Jeff Jimerson

Director of Christian Challenge at Cal Poly Pomona

"Anyone starting a new college ministry or collegiate focused church should read this book and implement the ideas. Following the processes and principles outlined here will drastically increase your impact on campus!"

”

Bryan Wiles

Pastor of [H2O Collegiate Church](#)



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INTRODUCTION

In 2009 God called my wife and I to start a new college ministry called Challenge at Chico State in California. So far we have seen God do a great work with over 150 students making decisions to accept Jesus as Savior and Lord and many of these getting involved in discipleship training and a local church. Our greatest joy in ministry is seeing students “get it” then start to multiply their faith. For a little of our story you can [check out this short video](#) the CSBC made featuring our ministry.

I have been asked several times to share what we are learning during this process of starting a college ministry. This resource started out as an email but the more I sent it out the more it evolved into a jumbled mess of links, attachments and tips! This motivated me to write some of it up as a short ebook. I share these tips with both campus based and church based ministries in mind. Our ministry has elements of both categories. Collegiate church planters will also be helped by these ideas. This book is not currently designed to be a step by step manual but simply a few tips that have been helpful for us. If you are reading with internet connection make sure to take the time to follow the links for more helpful articles and resources. Each tip is much more complex than what I share here. This resource is a work in progress so please email me at Paul@ChallengeCSUC.com with any feedback or questions.

In Christ for the Harvest,
PAUL WORCESTER



1

GET A TON OF ADVICE

“For waging war you need guidance, and for victory many advisers.” **Proverbs 29:6**

Before starting our ministry we asked advice from lots of people that we respect. This was invaluable in developing our strategy and vision.

Once we got started the amount of advice I was seeking drastically decreased. I had tunnel vision for “getting this thing off the ground.” I sometimes foolishly neglected taking the time to call my mentors and ask them questions. I believe we would have been a lot more effective if I did this. I now see I was arrogant and foolish. “Fools think they need no advice, but the wise listen to others.” Proverbs 12:18 If I could start this ministry again I would definitely ask more advice from more people.

When seeking advice start with those you know and respect most and then reach out to those that you may not know as well. I have been blessed to learn from leaders I didn’t even know simply because I reached out to them. You may be surprised by who will give you some of their time.

One of the most important things I can challenge you to do is to get someone who can coach you on a weekly or monthly basis. Ask them to help you with leadership and practical advice for getting your ministry started. Give them permission to speak into your life spiritually. This will help you tremendously! Currently the pastor of my local church mentors me weekly and keeps me accountable. He has been used by God many times to encourage me and give me wise counsel. I also have an unofficial “board of advisors” made up of church-



GET A TON OF ADVICE

planters and college ministry leaders that I can call anytime to ask questions and get advice. Since then I have been able to “pay it forward” and coach other guys launching new ministries. Who could you ask to coach you in this process of starting your ministry?

Reading is also extremely important. At the end of this resource there is an appendix with my personal “best of” list of books and websites that have been helpful. Leaders are readers!

One of my mentors Harold Bullock regularly says “Being teachable is the only short cut to success in life.” Make sure to get as much advice as possible through other leaders and good books.

REFLECT

WHO ARE THE TOP 10 PEOPLE YOU SHOULD GET SOME ADVICE FROM?

WHO COULD BE A WEEKLY MENTOR FOR YOU AS YOU GET STARTED IN THIS MINISTRY?

WHAT ARE THE TOP FIVE BOOKS YOU WOULD LIKE TO READ?

An aerial photograph of a university campus, showing a large green lawn, several multi-story brick buildings, and a parking lot with several cars. The image is darkened to serve as a background for the text.

2

DECODE THE CAMPUS

If you are starting a college ministry you are a missionary to the campus. A missionary's "job numero uno" is to learn the culture and language of their target. You must "break the missional code." You will need to investigate everything you want to know and then seek out everything you don't want to know! Steve Shadrach calls it "becoming the Sherlock Holmes of your campus." Memorize the demographics on the website, take the freshman campus tour, visit the boring campus museums, meet campus leaders and if possible even connect with the President. If I learned anything from my "Perspectives" course I learned that embracing the posture of a "learner" is a first step for any missionary.

HERE IS A QUICK LIST OF A QUESTIONS I WOULD SUGGEST YOU START ASKING.

How many students attend the university?
What are the demographics?
How many live in the dorms?
How many are involved in the greek system?
What are the most common majors?
What are the most influential groups on campus?
Who are the most influential individuals?
What is the athletics program like?
How many internationals?
What are the most popular student clubs?
What are the largest campus events?
Is there a "Welcome Week" or "Move in Day" that you can help with?
What are the "hot spots" for students to hangout?
What Christian groups are active on campus?
Who are the Christian groups primarily reaching?

What is the most “unreached people group” on campus?
What could be the best place to hold events and Bible studies on campus?
Are there any faculty or staff who are believers?
What are the biggest needs of the campus community?
What are the perceived needs of the students?
What is the average student on campus like?
What are their study habits?
Where do they live?
When do they party?
Do they go home for the weekend or stay in town?
Do most have part time jobs?
What strategies for evangelism are working on similar campuses?

You get the idea! The list should go on and on.

One key to reaching your campus is discovering how many different “people groups” or “affinity groups” are on campus. Make a list of all the affinity groups. Ask students to help you rank them in order from most influential to the least influential. Find out from other ministries which groups are most reached and least reached. Brainstorm ideas for what it would take to make disciples in every “people group” on campus. You will not be able to put into practice all your ideas right away but it will help put reaching every corner of campus into your DNA as a ministry. The task of targeting people groups helps you shift perspective as Stephen Lutz puts it “from reaching vague ‘everyones’ to specific ‘someones’.” Justin Christopher explains a similar strategy called “Spiritual Mapping” in detail in this challenging book “Campus Renewal.” You are not done reaching the campus until there is an incarnational community reaching every “people group” on campus.

It is crucial for you to do your homework on the specific context that you are planting your ministry in. For example the strategy for reaching inner city community colleges would be very different from a small college town environment like Chico. The strategy for reaching a campus that has several ministries of 200+ may be different than a campus with no large ministries. Most methods and principles that I share in this resource will apply to your context but you will need to make sure to adapt them to fit your context. For more thoughts on the importance of contextualization [check out these posts](#) by Benson Hines author of the excellent book “Reaching the Campus Tribes.”

A warning! Don’t use “I am still in the learning phase” as an excuse not to launching your ministry. It can be a temptation to put off launching the ministry out of fear or what I call “the paralysis of analysis.” If God is calling you to reach students you better get after it. Just make sure you start with a humble and flexible strategy that adapts to the campus context as you go. Never stop learning about your campus. I have been working in Chico for four years and I am learning new things all the time. Keep a humble posture of learning. This will help you “work smarter, not harder.”

“If the iron is blunt, and one does not sharpen the edge, he must use more strength, but wisdom helps one to succeed.”

Ecclesiastes 10:10

REFLECT

WHAT STEPS DO YOU NEED TO TAKE TO START DECODING YOUR CAMPUS?

MAKE A LIST OF THE “PEOPLE GROUPS” ON YOUR CAMPUS. WHICH WOULD YOU SAY ARE THE MOST INFLUENTIAL?

WHICH AFFINITY GROUPS DO YOU BELIEVE YOU ARE CALLED TO START REACHING OUT TO FIRST?



3

RAISE SUPPORT WITH EXCELLENCE

Most of those involved in college ministry have the tremendous privilege of mobilizing resources to fulfill the great commission through raising financial support and ministry partners development. Even if you are a church based college leader there will likely be a time you will want to raise extra funds to accomplish your vision. Personally even if I was a “fully funded” college pastor of a local church I would probably seek permission from to raise support for special outreach projects and eventually to bring on new interns and staff.

Ministry takes money. However I want to encourage you to never let a lack of existing financial support hold you back from pursuing the vision God has given you. If it is God’s will it’s God’s bill! Hudson Taylor once said “God’s work done God’s way never lacks God’s supply.” God will do his part if you do the work to trust and obey him. All the work of raising financial support is in the context of prayer and faith. A couple books I would highly recommend to stretch your faith are “The Autobiography of George Muller,” and Hudson Taylor’s “Spiritual Secret.”

If I could start this ministry again I would work a lot harder on raising our financial support up front. Christy and I raise all of our living expenses and ministry expenses for Challenge. These four years there has been multiple times we did not know how things would work out financially. Several times God has provided for us in seemingly miraculous ways! Being short on support has been one of the highest stress points for our marriage. We often feel the pain of being forced to do less outreach on campus due to the lack of funds. I was motivated about raising support before we started the ministry but once the students showed up on campus I got “tunnel vision” again. I was so focused on ministry, ministry, ministry that I neglected to do what I needed to do to provide well for my family and ministry. God was gracious and did miracles to provide despite my irresponsibility.

RAISE SUPPORT WITH EXCELLENCE

Do whatever it takes to raise your full support before starting your ministry! Once you start the ministry it is helpful to be able to spend undivided time getting it started and that takes time and money.

A training “bootcamp” is essential to give you the motivation and tools for raising your support. We require it for everyone who comes on staff with us. We learned a ton through the [training NAMB provides](#) and I would also highly recommend Steve Shadrach’s “[Support Raising Bootcamp](#)” You can also start reading books like “[Funding Your Ministry](#)” by Scott Morton and “[The God Ask](#)” by Steve Shadrach.

REFLECT

HOW WILL YOU RAISE THE NEEDED RESOURCES FOR THIS MINISTRY?

WHAT TRAINING WILL YOU RECEIVE SO YOU CAN DO THIS ESSENTIAL PART OF MINISTRY WITH EXCELLENCE?

WHO COULD ENCOURAGE YOU AND KEEP YOU ACCOUNTABLE IN THIS AREA?



4

MOBILIZE PRAYER

Mobilizing prayer for your ministry is one of the most important things you can do. First I would suggest that you mobilize yourself to be a person of prayer! If you are not passionate about praying it will be very difficult for you to mobilize others to pray. This is hard for me. For me being “faithful in prayer” (Romans 12:12) takes discipline. I frequently need to make new prayer goals to stretch myself in prayer. There are seasons that I have attempted to pray for an hour a day, pray over a specific prayer lists, go prayer walking or discipline myself in that area of fasting. I am haunted by a statement found in James 4:2b “You do not have because you do not ask God.” I am not sure how that works but I do not want this verse to be true of my life. I do know that God does stuff when we ask him! If you are planting a new ministry you need God to build it.”Unless the LORD builds the house, its builders labor in vain. Unless the LORD watches over the city, the watchmen stand guard in vain.” Psalm 127:1

A section from the classic book “The Kneeling Christian” rocked my world the first time I read it. Read it thoughtfully as you consider your own prayer life.

“Has it ever occurred to you that our Lord never gave an unnecessary or an optional command? Do we really believe that our Lord never made a promise which He could not, or would not, fulfill?”

In fact, it can easily be shown that all want of success, and all failure in the spiritual life and in Christian work, is due to defective or insufficient prayer. Unless we pray aright we cannot live aright or serve aright. This may appear, at first sight, to be gross exaggeration, but the more we think it over in the light Scripture throws upon it, the more convinced shall we be of the truth of this statement.

Fellow-Christians, let us awake! The devil is blinding our eyes. He is endeavoring to prevent us from facing this question of prayer. Every attempt to begin to write has been frustrated, and even now one is conscious of a strange reluctance to do so. There seems to be some mysterious power restraining the hand. Do we realize that there is nothing the devil dreads so much as prayer? His great concern is to keep us from praying. He loves to see us “up to our eyes” in work -- provided we do not pray. He does not fear because we are eager and earnest Bible students -- provided we are little in prayer. Someone has wisely said, “Satan laughs at our toiling, mocks at our wisdom, but trembles when

we pray.” All this is so familiar to us -- but do we really pray? If not, then failure must dog our footsteps, whatever signs of apparent success there may be.

Let us never forget that the greatest thing we can do for God or for man is to pray. For we can accomplish far more by our prayers than by our work. Prayer is omnipotent; it can do anything that God can do! When we pray God works.”

We are in a cosmic battle for the souls of students on campus and we must use the weapons God has given us! If you want to make an eternal difference in students lives the battle must first be won in prayer. “For though we live in the world, we do not wage war as the world does. The weapons we fight with are not the weapons of the world. On the contrary, they have divine power to demolish strongholds. We demolish arguments and every pretension that sets itself up against the knowledge of God, and we take captive every thought to make it obedient to Christ.” 2 Corinthians 10:3-5

One thing that encourages me is that I don’t need to fight alone. I may not be the greatest prayer warrior but I can get others praying for our ministry! In his letters the apostle Paul repeatedly modeled seeking out the prayers of others for his ministry. I am convinced that many of the great things God has done through our ministry are a direct result of the prayers of our ministry partners.

Here are some practical things we do to mobilize prayer:

One practical way we have mobilized prayer is through email prayer letters. We have over 400 people that we send our prayer letter with our current updates, stories and prayer requests. This is a great way to share what God is doing and get people praying on a consistent basis.

The best tool we discovered for mobilizing prayer is our “text message prayer team.” I have 70+ people who I send requests to 3-4 times a week. For example if I have a gospel appointment on campus I just shoot out a text using my “group text” app and they are able to pray on the spot. It is such a joy to send out another text after the appointment and celebrate when the student decides to become a follower of Jesus! This prayer team has served as a great encouragement during seasons of discouragement and spiritual warfare in our ministry. It is faith building to know we have a group of prayer warriors ready to “do work” on a moment’s notice. I would definitely recommend that you start your own text message prayer team. Pray-a-thons are another great way to mobilize prayer. We simply ask our students and supporters to sign up for a 30min time slot to pray for the campus. One fall we attempted a 78hr pray-a-thon and although we fell short of our goal we ended up mobilizing more prayer for our university than ever before. We make it a habit to do 24hr Pray-a-thons regularly. They serve as a great way to build momentum and prepare for our “Fall Outreach” and other important events. There are all kinds of creative ways you can pull them off however we have kept it simple and just put our prayer requests on a google spread sheet. We then ask people to sign up for a 30min time slot. People can sign up online, print off the requests and then pray for our ministry no matter where they are in the world. Another recent version of a Pray-a-thon we

are trying is a “21 Days of Prayer” emphasis where we are asking our ministry partners to pray over a pdf we send them with 21 days of prayer requests leading up to our Fall Semester.

This generation of students is passionate about prayer. It is essential that we mobilize them to become prayer warriors as well. God on Campus by Trent Sheppard is an excellent book that describes the modern prayer movement on college campuses and connects them to the history of revivals. As college ministry leaders let’s join what God is doing and mobilize as much prayer as possible for our campuses and nations.

REFLECT

**WHAT WOULD IT LOOK LIKE FOR YOU TO BE “FAITHFUL IN PRAYER”
PERSONALLY AS YOU LAUNCH THIS MINISTRY?**

HOW WILL YOU MOBILIZE PRAYER FOR YOUR MINISTRY?

A group of people are shown from the back, huddled together in a supportive embrace. The image is in grayscale with a dark overlay. A teal bar is at the bottom. A teal circle with the number 5 is in the top left.

5

DEVELOP A SMALL “CORE TEAM”

I sometimes tell our student leaders that we have a brilliant plan for reaching the campus. As their ears perk up I ask “Do you want to hear our plan?” Then I tell them “Our brilliant plan is YOU!” They usually laugh but this strategy is no laughing matter. The best way to reach students is students. Training and empowering students to live on mission is by far your most effective strategy for reaching the campus and fulfilling the great commission.

You will benefit greatly if you put together a small “Core Team” of student leaders and volunteers. Your core team doesn’t need to be large or full of hard core disciples right away. They do need to be teachable and willing to work hard. Our ministry started with my wife and I, two guys from our church (one was 16 and the other was a freshman) and another guy I meet on facebook. I meet personally with each one of them and shared the vision and simply asked them “Are you in?” After they committed to being involved I basically treated them like staff. I expected a lot from them and they stepped up! They worked like dogs the first month helping us get the ministry off the ground. I am so grateful God brought them to us. Now one of those first Core Team members is on staff with us.

It doesn’t take a large core team to help start your ministry. Even if you have two or three humble and zealous people you are ready to get started. Each semester is another chance to scout out potential core team members and prayerfully select them as potential leaders. Look for people who are developing as people of “F.A.I.T.H.” Faithful, Available, Initiative, Teachable and most importantly have a Heart for God and people. Once we narrow it down we “pitch it fast” to potential members because this is a significant opportunity for training but a very serious responsibility. If there is any doubt about their readiness don’t ask them to join. It is better to have a small core team that multiplies in a healthy way than to have

“issues” that come with giving leadership to the wrong people. Once you are ready to ask someone to join the team simply cast vision and ask them to commit to the some expectations for being on the “Core Team.” Jesus modeled this when planting his ministry by selecting a small group of apostles who would help him reach the area. Be aggressive in calling people to commitment. Some will be ready to commit but others will not. Don’t pressure people and make sure to allow for people to be involved even if they are not on the core team. You can find the “Core Team Expectations” for our ministry in appendix 2. I would suggest you put together something similar.

Our Core Team meets once a week for 2 hours for training, planning and prayer. We see this as one of our most important investments. We have an intentional training process that we want to take everyone on our leadership team through. We hope to train them in vision, character and skills for ministry and life. A great resource that I would recommend every leadership team go through together is “The Fuel and The Flame” by Steve Shadrach. These are the students that our staff spend the most significant time investing in personally besides those we are pursuing evangelistically. We then delegate most responsibilities to these students with regular coaching so they can be successful in leading. One of my goals as a leader is to delgate and lead in a way that I could step away and the ministry will still thrive in my absence. Turns out that this has happened several times during intense seasons of growth and outreach due to sickness in my family. My commitment to empowering students and staff enabled our ministry to continue to make disciples even in my absence. One time I was out of town for a conference and I recieved a series of texts from student leaders informing me that 6 freshman students made decisions for Christ that day through personal conversations! I guess I should go out of town more often! If you intentionally

build a healthy leadership culture in your ministry your impact will multiply on campus.

A warning! It is important to spend time discipling those who are on your core team but make sure to keep your focus on “getting the job done” evangelistically and launching the ministry together. A common mistake leaders make is once they have a leadership core they “settle down” and mainly invest in relationships with these student leaders. This can quickly turn your ministry into a “holy huddle” of only committed Christians who are no longer very effective at reaching the campus. Another thing to consider is the ratios between Christians and non-Christians in your evangelistic environments. Read this article called “[Ratios For Conversion Growth](#)” by my dad, [John Worcester](#), a veteran church planter. The more strong leaders that you have the more non-Christians you will need to be reaching in order to stay effective in reaching the campus.

REFLECT

WHAT STUDENTS OR VOLUNTEERS COULD YOU CHALLENGE RIGHT NOW TO JOIN YOUR CORE TEAM?

**WHAT ARE THE MOST ESSENTIAL THINGS YOU WANT TO TRAIN YOUR LEADERS IN?
WHAT DO YOU WANT IN THE “DNA” OF YOUR LEADERS?**

HOW WILL YOU SELECT, RECRUIT AND EMPOWER YOUR STUDENT LEADERS?

A group of students are sitting on a stone ledge outdoors. The image is in a dark, muted color palette. In the foreground, a student is sitting on the left, looking down. To their right, a male student is sitting, looking towards the right. Next to him, a female student is sitting, looking down. In the background, another student is sitting on the ledge. The overall mood is contemplative and quiet.

6

GET ON CAMPUS

I would highly recommend that you do whatever it takes to become an official student organization on your campus. Even if you are trying to reach several campuses. Why? Because that is where the students are! If you want to engage students in a missional way the most obvious way to do that would be to go where the students are... On campus! I would encourage you to consider this even if you are a church based ministry. I have yet to hear a good reason for a college ministry not becoming an official student organization on campus. I would love to hear your great reason at Paul@ChallengeCSUC. Not to pick a fight or anything :) Student clubs get great perks such as the ability to do an information table on campus and they often get free on campus meeting spaces and sometimes money. They also get included in official websites, lists and other opportunities for networking and marketing on campus. We were blessed with the chance to put up a large banners right in the middle of the student union! I have recieved several emails from students each year wanting to connect as a result of that banner. AskGodto provide an open door to become a group on campus and he will probably open doors for you.

On our campus we needed 10 students to sign an interest sheet to become an official club. The problem was that we didn't know hardly any students! God provided in great ways. Our first "President" was a middle aged lady at our church who was a nursing student, others showed interest who were friends of friends and even some random people that we only met once. Find out what the requirements are on your campus and get after it in faith! I understand that it is often a long tedious struggle to get approved by the campus but God often blesses what I call a relentless "Make it Happen" attitude.

One of the best perks for being an organization on campus is we were able to get a free meeting room on campus the first semester because of an “Only God” moment. If you ask God in faith to open doors for you he may just do it. I would like to encourage you to consider making your primary meeting locations on campus as well. As a general rule I think it would be better to meet in a stuffy classroom on campus than it would be to meet in a great facility that students need to drive any significant amount of time to attend. There are exceptions to this but, in my experience, attending a meeting on campus is a far easier first step for a non-Christian than visiting a Church or other facility off campus. For each of your ministry environments you must decide what is the “win” and who you are trying to reach. If you are trying to reach non-Christians then you should make your plans accordingly. Students are on campus so let’s get on campus and reach them!

REFLECT

WHAT ARE THE REQUIREMENTS FOR YOU TO BECOME AN OFFICIAL STUDENTS ORGANIZATION ON CAMPUS? WHAT STEPS DO YOU NEED TO TAKE TO BECOME ONE?

WHAT ARE THE PRO’S AND CON’S OF DOING YOUR MEETINGS OR EVENTS ON CAMPUS?



7

MAKE A “FALL OUTREACH” PLAN

MAKE A “FALL OUTREACH” PLAN

If your campus is on a regular semester calendar then the first few weeks of the fall semester are the most important time for you to reach students. It is harvest time, baby!

Do you remember your first weeks as a freshman in college? The friends and choices these students make the first weeks often impact the rest of their lives. Statistics from George Barna show that over 80% of students who grow up in Church don't return after college. This breaks our hearts. However, we believe that the first weeks of a student's college experience are the best time to connect students to a church and relationship with Jesus.

Doing ministry in Chico the last few years we discovered that the average student is looking for two things when they walk on campus. 1. Friends 2. Fun. Most students find a group of “friends” in the midst of Chico's shallow party scene. With these realities in mind we believe God calls our ministry to do some strategic things to reach students each fall. We see this not as a nice ministry opportunity but a life or death rescue mission.

Here a few things we focus on during what we call our “Fall Outreach.”

OUR BOTTOM LINE GOAL... TO GET AS MANY “INTERESTED CONTACTS” AS POSSIBLE!

We sow broadly to find the students who are open to being involved in our ministry, searching for “persons of peace.” (see Luke 10) This fall one prayer goal we had is that God would give us 1,000 interested contacts to start inviting to Challenge and a relationship with Jesus. We fell short but got over 850 interested contacts and ended up seeing 50 students pray to receive Christ!

One great way to get contacts is to have an effective info-table on campus. We printed out an attractive banner, ordered postcard flyers for our large group meeting from gotprint.com and made a sign that said “Free Raffle for iPad” (we did one iPad for the first 2 weeks). Anytime a student walked by we would ask them if they wanted to sign up for a free raffle. When they came up to the table and simply asked, “have you heard about Challenge yet?” we then explained what we are about and told them about the next fun event scheduled. We told them, “If you are interested in more information you can check the box at the bottom.” (We keep the raffle ticket minimal so they don’t get overwhelmed. Just name, email, phone and the “I am interested” box to check.) This is how we got almost all of our new contacts when starting the ministry. It is amazing how many testimonies we hear that start with, “then I came up to the Challenge table to sign up for a raffle and see what it was about...” We did this all day everyday for the first two weeks trying to ask every student who walked by to come to our table. Another game changing tool we use to get contacts is sending students out two by two all over campus doing “30 Second Surveys.” With these two methods and about 10 workers we are able to get up to 100+ contacts a day! Helping students move into the dorms can be another great way to get contacts if you are tactful in how you do it. We do these things all day every day during welcome week and the first two weeks of class. This is not time to pace yourself!

There are several other great ways to get interested contacts such as giveaways, various surveys, and social networking. For more ideas read “4000 ways to Maximize the First 4 Weeks on Campus” by Brian Barela.

WE GIVE A PERSONAL TEXT OR CALL.

Once we have the interested contacts we give them a personal call or text that same day inviting them to our next fun event. We then add them to a bulk text list and kept inviting them to every event for the first 6 weeks or more. We use an app called “group text” that is worth checking out. Once someone is added to a bulk list we periodically send them personal texts so they wouldn’t feel like it is only bulk texts from us. We added every new contact as a friend on facebook and to a google docs spread sheet to keep track of who is following up with each new person. We then try and visit personally with each contact and set up a gospel appointment. If God has given us this contact it is essential that we do our part to connect with them. Here is a link to the pdf we use to train our students called “how to follow up interested contacts.”

WE ADD EVERYONE TO OUR FACEBOOK GROUP.

Every member is then invited to every fun event or Bible study that we make on our group facebook page. (Be careful to let people know you are adding them to the group so it doesn’t appear spammy.) Personally, I think a facebook group is more personal and effective than a facebook page. We make events for each of our fun events and encourage our students to “like”, comment, invite their friends to events and “share” them on their profile. We have also had some success in buying facebook ads. Click this link to see how we manage our facebook group.

WE THROW A TON OF PARTIES!

I know this doesn't sound very spiritual but students are looking for fun ways to meet new people and if they don't find it from our group they will find it somewhere else. We plan a fun event for almost every night of the first two weeks on campus! Last fall we pulled off 13 outreach events in the first 15 days that students moved in.

WE SPEND A LOT OF TIME PLANNING EVERYTHING IN ADVANCE FOR THE FIRST MONTH ON CAMPUS.

We plan a mix of cheap and easy events as well as big events such as a free pizza bash and a free BBQ on campus where we fed 600 people. During the first two weeks new students are constantly looking for things to do and love to be invited to something. The other benefit of doing socials everyday is that new people start building friendships with the people in your group. Many start to belong before they believe. Socials don't need to be elaborate they just need to be fun ways for students to get to know each other. When we started our ministry we did simple events like sand volleyball by the dorms, walking to a frozen yogurt shop, bowling, game nights, ultimate Frisbee and other free or cheap events. It is essential that students hangout with each other in order to build an identity as a group. Currently we raise about \$4,000 for our “Fall Outreach” expenses to pull off all of our outreach strategies and fun events. You may consider raising a little extra money to capitalize on this strategic time to reach students as well.

BOLDLY SHARE THE GOSPEL WITH AS MANY STUDENTS AS POSSIBLE.

During the Fall Outreach we share the gospel with everyone we possibly can using a simple tool we call “gospel appointments.” Gospel appointments has been a game changing evangelistic tool for us. You can read all about them on this post I wrote called “[Outreach That You Will Actually Do](#)” you can also check out [a video](#) of some of our students sharing on how gospel appointments have been helpful for them. The college campus is a recruitment culture so setting up a meeting to get to know someone and tell them about your group is natural and expected. If you are not actively recruiting on campus the students will wonder if your group is even worth plugging into.

WE PERSONALLY FOLLOW UP WITH EVERYONE WHO RESPONDS.

This is a ton of work but if God blesses your efforts and students receive Christ it is essential to consider how you will plug these students into discipleship relationships and small groups.

WORK HARD!

Our staff works more than 70-80+hrs a week the first four weeks on campus. If you think this is excessive ask any farmer about their work schedule during harvest time. Eternal destinies are at stake and “The harvest is plentiful!” (Matt 9:35-38). Check out this short almost poetic blog post by my twin brother, [David Worcester](#), encouraging us to work hard during “[Harvest Time](#).”

MAKE A “FALL OUTREACH” PLAN

“Every year countless new freshmen and transfer students flood onto college campuses. There’s a strategic window of time in the first 1-2 weeks before the students get connected and no longer feel the need for “more friends”. Students aren’t strategic about who they befriend. People that wouldn’t normally be friends do just because they live on the same hall, share a class, or both enjoy beer pong. Pro 10:5 says, “A wise youth harvests in the summer, but one who sleeps during the harvest is a disgrace.” College ministry has very clear seasons. The beginning of each semester is HARVESTTIME! It’s not the time to work on your support raising. It’s not the time to catch up on your reading. It’s not the time to get three stars on every level of angry birds. It’s HARVESTTIME! Eternity is hanging in the balance. It’s not time to find a balance in your schedule. There’s a field of freshmen & transfer students waiting to be harvested. Will you harvest them? Or will you sleep through it?”

REFLECT

WHICH OF THESE “FALL OUTREACH” IDEAS WILL YOU PUT INTO PRACTICE?

TAKE SOME TIME WITH YOUR TIME WITH YOUR TEAM TO STRATEGICALLY PLAN YOUR OWN “FALL OUTREACH.” WHAT ARE SOME POTENTIAL “FAITH GOALS” THAT YOU COULD MAKE?



8

SOW BROADLY WITH THE GOSPEL

If you want to have a ministry that is consistently growing and reaching new people you will need to sow broadly with the good works and good news of Jesus. Evangelism should be the cutting edge of your ministry.

THE EXAMPLE OF JESUS

Jesus started his ministry by sowing broadly with loving service and preaching the gospel of the kingdom to thousands of people. In Mark 1 the whole city of Capernaum was gathered around Jesus as he healed people and ministered to their needs. He could have launched the first mega-church that day but he knew there was still a lot of gospel seed to be sown in other places first.

“Simon and his companions went to look for him, and when they found him, they exclaimed: “Everyone is looking for you!” Jesus replied, “Let us go somewhere else—to the nearby villages—so I can preach there also. That is why I have come.” So he traveled throughout Galilee, preaching in their synagogues and driving out demons.” **Mark 1:36-39**

Jesus saturated his target areas with good works and good news. This method of sowing broadly laid the foundation for the first Church. This was also how he trained his disciples as they sowed broadly “with him.” (Mark 3:14) In Luke 10 Jesus sent out 72 of his disciples two by two into “every town and place where he was about to go.” He instructed them to sow broadly by looking for “people of peace” who could open up doors to reach whole communities.

Jesus focused his leadership training on the 12 apostles but modeled to them a method of ministry that reached thousands of people with good works and good news. At times Jesus preached to crowds of 10,000-15,000! The fact that Jesus did ministry like this should have profound implications on our own outreach strategies. Mark 6 shows a powerful example of how Jesus modeled sowing broadly to his disciples.

“Then because so many people were coming and going that they did not even have a chance to eat, he said to them, “Come with me by yourselves to a quiet place and get some rest.” So they went away by themselves in a boat to a solitary place. But many who saw them leaving recognized them and ran on foot from all the towns and got there ahead of them. When Jesus landed and saw a large crowd, he had compassion on them, because they were like sheep without a shepherd. So he began teaching them many things.” **Mark 6:30-34**

JESUS TRAINED HIS DISCIPLES IN THE CONTEXT OF ABUNDANT EVANGELISM.

The training Jesus gave his disciples looked a lot more like “let me train you how to reach all these people” rather than “lets meet once a week, read and memorize the Bible and pray.” As we can see this training included working so hard that they didn’t even have time to eat! (Mark 6:31) Even when Jesus was trying to

get away from the crowds he taught them a valuable lesson to have compassion for the crowd even when they legitimately needed rest. One of the primary discipleship training tools Jesus used was showing them how to sow broadly to as many people as possible.

THE EXAMPLE OF THE EARLY CHURCH

Towards the end of his time on earth Jesus commissioned his disciples to carry on the same ministry he was doing with them. “As the Father has sent me, I am sending you.” John 20:21 After being filled with the Holy Spirit these disciples broadly and boldly spread the gospel across the know world. The early disciples were not careful with who and how they shared the good news but shared with all who would listen. “Day after day, in the temple courts and from house to house, they never stopped teaching and proclaiming the good news that Jesus is the Christ.” Acts 5:42 As a result, the gospel went viral as the apostles modeled this radical urgency to get the word out. People couldn’t help share about the man who rose from the dead. “For we cannot help speaking about what we have seen and heard.” Acts 4:20 This broad sowing of the gospel was the start of an unstoppable movement that “turned the world upside down” in one generation. (Acts 17:6)

THE EXAMPLE OF MODERN MOVEMENTS

Every revival and movement in the history of Christianity has been marked by an abundant zeal to spread the good news to all who will listen. The potential of the Church is unleashed when every member has the opportunity to be equipped to share God’s love with every person they get an opportunity to share with. I have

yet to see a growing Church or ministry that doesn't practice "sowing broadly" with the gospel. David Garrison in his excellent book on "Church Planting Movements" listed 10 things that were evident in every CPM. The second thing on his list was "Abundant Evangelism." In his book Dave tells story after story of how God is using abundant sharing of the gospel to catalyze movements. Steve Smith shares similar findings in the book "T4T" on the fastest and largest church planting movement in the history of Christianity. The "T4T" movement recorded 1.7 million baptisms and 150,000 new churches since 2001. This movement started with just one missionary and his wife. Check out this selection from "T4T."

"We must use spiritual means to find spiritual people. One successful trainer says it this way, "We must sift for persons of peace using the gospel." In a training session, it became apparent that a long-time colleague and his team were seeing dramatic results in a very "resistant" people group. For seven years, they had labored with no fruit - no new believers and no churches. How discouraging! At our meeting, he reported that in the eighth year they began to see radically different results. So I asked him "what changed?" In embarrassment he replied, "We started sharing the gospel." I said, "Excuse me? What did you say?" Looking me in the eyes with sadness he said more loudly "We started sharing the gospel!" Another colleague who was

seeing a lot of people come to Christ was asked “Whom do you find to be the most responsive?” He replied “Those that I share the gospel with. 100% of the those I do not share with do not respond.”

IT WORKS ON CAMPUS!

Sowing broadly has helped us create a culture of evangelistic urgency that God is using. Even our new believers don't know any better than to share Jesus with their lost friends and family. We have seen several guys lead their girlfriends to Jesus. One guy led his girlfriend to Christ in the hot tub! They don't train you to do that in the evangelism books! Another new believer invited her father to her baptism. Her Dad accepted Jesus before the baptism and got dunked along with her! One dad on campus this fall we saw 6 students pray to receive Jesus at different gospel appointments. At times it really has feels like Acts 2:47 “And the Lord added to their number daily those who were being saved.” It is my prayer that our students won't realize that this is not normal. We focus on several simple practices that help create this culture that you can read about at this link.

YOU REAP IN PROPORTION TO WHAT YOU SOW

I have been a city boy all my life but I understand some basic principles of farming. One obvious truth is that you reap in proportion to the amount that you sow. Please read these familiar scriptures and be sensitive to what the Spirit is saying to you.

“Remember this: Whoever sows sparingly will also reap sparingly, and whoever sows generously will also reap generously.” **2 Corinthians 9:6**

“Sow your seed in the morning, and at evening let not your hands be idle, for you do not know which will succeed, whether this or that, or whether both will do equally well.”

Ecclesiastes 11:6

“Do you not say, ‘Four months more and then the harvest’? I tell you, open your eyes and look at the fields! They are ripe for harvest.” **John 4:35**

“Jesus went through all the towns and villages, teaching in their synagogues, preaching the good news of the kingdom and healing every disease and sickness. When he saw the crowds, he had compassion on them, because they were harassed and helpless, like sheep without a shepherd. Then he said to his disciples, ‘The harvest is plentiful but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field.’” **Matthew 9:35-37**

Don't worry if you don't see overwhelming results right away. You never know what God wants to do through your obedience. If you do your part God will do his part.

You may have heard about the simple man in Australia named Frank Jenner who witnessed to ten people a day for 40 years on a street named George Street asking a simple evangelistic question and passing out tracts. In 40 years he never saw anyone receive Christ. During this time a pastor in London started "randomly" meeting all these people from his various speaking engagements around the world who received Christ through Frank's witness. On one trip to Australia the pastor finally meet Frank who was now frail and elderly. The old man wept as the London pastor recounted story after story of lives changed by Jesus through Frank's simple witness. They did a count and discovered that Frank influenced at least 146,000 people to come to Jesus. Frank died two weeks later. This story reminds me of one of my favorite scriptures "Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up." Galatians 6:9 Never underestimate the power of sowing broadly with the good works and good news of Jesus.

REFLECT

WHAT WOULD POTENTIALLY HOLD YOU BACK FROM LEADING YOURSELF AND YOUR MINISTRY TO SOW BROADLY WITH THE GOSPEL?

WHAT ARE SOME PRACTICAL WAYS YOU COULD APPLY THIS PRINCIPLE TO YOUR MINISTRY?

WHAT ARE SOME EFFECTIVE TOOLS THAT YOU COULD USE TO TRAIN YOUR LEADERS AND STUDENTS TO SHARE CHRIST?



9

MAKE DISCIPLES

“Then Jesus came to them and said, “All authority in heaven and on earth has been given to me. Therefore go and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything I have commanded you. And surely I am with you always, to the very end of the age.” **Matthew 28:18-20** .

One of the perks of college ministry is that college students are in the most formative years of their life. The choices they make and patterns they develop will impact the rest of their lives. Students often have a hunger and the time to invest in an intense season of spiritual growth. A college student involved in a disciple-making ministry can grow faster in one year than in five years after college.

How will your ministry make disciples? Any college ministry that is serious about making disciples should plot out a path of discipleship that they hope to lead students in. Everything our ministries do should strategically advance the cause of helping students make progress in their discipleship from large group meetings, to small groups and one-on-ones. Neil Walker, director of Christian Challenge at USC, has picked six essential areas of life that they hope to train students in before they graduate. As leadership guru Stephen Covey it is wise to “Begin with the end in mind.” What kind of disciples do you want to produce as a result of your ministry? Then develop a process to help students get there. Another example of an intentional disciple-making strategy is these “10 Ministry Principles” developed by Student Mobilization. One way our ministry expresses how we

make disciples is our “Core Values” and our “What we do” section that explain key elements of our discipleship strategy. When starting a ministry it is important to keep your structure simple to include only the essentials that help you reach students and make disciples. It is best to add in elements of your ministry only as they serve your disciple- making cause. An interesting question to ask is “If you could only do one thing as a ministry what would you do?” My answer is personal discipleship relationships. By far our greatest stories of life change from our ministry so far have come from our personal discipleship relationships.

When starting our ministry the most effective way we have found to make disciples is through one-on-ones and small discipleship groups. These intimate environments enable us to get down to the nitty gritty of helping students take their next steps in their walk with Jesus and learn how to reproduce. We are now seeing students leading others to Christ and intentionally discipling them, who are in turn discipling others starting the process of multiplication. One helpful thing we are doing is developing some basic discipleship lessons for following up new believers and training established students to multiply their faith. However, lessons don’t make disciples. Disciples make disciples. It is about sharing life, not only sharing lessons. It is through intentionally pouring into students that they develop into Christlikeness.

We have also found community groups helpful as a way to give students a place to connect with others, study the Bible, pray and share life and mission together. These groups can be a great “pool” for you to select potential disciples who may be ready for more in depth training.

Most of the student leaders in our “Core Team” get disciplined personally by staff as well as receive community and training during our weekly Core Team meetings. As a result of this investment almost everyone on the Core Team of 20 has personally led someone to faith in Christ and has followed up with a new believer. Our large group meeting serves the disciple-making cause as a place to draw in curious students and unites the committed. It serves us as a great momentum builder as we attempt to plug more students into discipleship relationships. The advice I was given is that once you are able to launch a large group meeting with more than 30 of the right mix of students it is time to launch. Click [here](#) for a great article on some why’s and how’s of a large group meeting.

It is also crucial for students to be integrated into a local church as part of their discipleship process. A common concern people have with college ministries is that they often struggle to help students connect with a local church in a meaningful way. If students haven’t experienced the importance of the local church during their college experience it is likely that they will never truly connect with one. There are great ways to accomplish this even if you are starting a campus based ministry sponsored by several churches. We are sponsored by several local churches but we have one church that is our primary partner. With our primary partner church we coordinate a number of strategic ways to integrate students into the life of the church. A couple ways we do this is have our pastor speak at our Fall Retreat, host parties at church members homes, encourage students to serve, encourage students to attend special events such as conferences or social events such as “supper for six.” Build a great relationship with your partner church or churches and then make an intentional plan for connecting students to the wider body of Christ.

It is also helpful to read some books to stretch your vision for disciple-making as you develop your strategy. The best books I have found so far on the topic are "[The Fuel and The Flame](#)" by Steve Shadrach, "[The Master Plan of Evangelism](#)" by Robert Coleman, "[Lost Art of Disciplemaking](#)" by Leroy Eims, "[Personal Disciplemaking](#)" by Christopher Adsit and "[Transforming Discipleship](#)" by Greg Oden. I would also highly recommend the great free messages by veteran Disciple-maker [Max Barnett](#) and the classic message "Born to Reproduce" by Dawson Trotman founder of The Navigators.

REFLECT

WHAT 5-10 THINGS DO YOU HOPE THE STUDENTS DISCIPLED IN YOUR MINISTRY WILL TAKE WITH THEM WHEN THEY GRADUATE?

HAVE YOU EVER BEEN PERSONALLY DISCIPLED BY SOMEONE? HOW WILL THAT EXPERIENCE SHAPE HOW YOUR MINISTRY MAKES DISCIPLES?

HOW WILL YOU CREATE A CULTURE OF DISCIPLE-MAKING IN YOUR MINISTRY?

WHAT STEPS SHOULD YOU TAKE TO HELP STUDENTS GET INTEGRATED INTO THE LOCAL CHURCH? WHY IS THAT SO ESSENTIAL TO THE DISCIPLESHIP PROCESS?



10

MULTIPLY

We try and factor in the vision of multiplication into everything we do. All my life I have been haunted by my multiplication tables! When I was a kid my mom spent hours testing me with those stupid flash cards. Now I am haunted by my multiplication tables in a different way. I am overwhelmed by the amazing potential for spiritual multiplication. That is one of the reasons I do college ministry! Even a small college ministry that multiplies disciples can impact thousands of people in just a few years.

A great verse that illustrates the biblical vision for spiritual multiplication is 2 Timothy 2:2 “and what you have heard from me in the presence of many witnesses entrust to faithful men who will be able to teach others also.” Our goal as college ministers is to make disciples who will make disciples who will make disciples. [Check out this short video](#) that illustrates how we could fulfill the Great Commission in 37 years through personal discipling. As you launch your college ministry make sure to build it in a way that you will multiply disciples with a vision to make a difference for the more than 4.5 billion lost people and 7,009 unreached people groups in the world.

It is my prayer that our ministry will not simply reach students on campus but that God will use it as a launch pad to the nations. I am specifically burdened for launching new ministries on the campuses in California. There are over 280 college campuses in California and most campus need new discipling ministries. My brother, David Worcester, has planted four new ministries in San Diego in four years and they are now employing a multi-site model with these ministries. They have the faith goal of planting one new ministry per year! Campus Renewal Ministries recently discovered that the national average on campuses in the USA is that 5% of the student body is reached. This means there is

plenty of room for new ministries on almost every campus. I think of a campus as a city within a city. Missiologists and church leaders are passionately sharing about the need for hundreds of new church plants in our major cities. In a similar way I believe most college campuses need many new ministries and missional communities to fully reach each campus. The vision of our ministry is to raise up world changers to go to new “people groups” on campus, new campuses, cities, nations and unreached people groups of the world.

Everything we do from sharing Christ, following up new believers to recruiting and training student leaders and staff should fall in line with the vision of fulfilling the great commission in this generation. Take a minute to read these great quotes to get you fired up for the potential of your college ministry for multiplication. (Feel free to also use them for your support raising!)

“The university is the clear-cut fulcrum with which to move the world. More potently than by any other means, change the university and you will change the world.” **Charles Malik former Secretary – General of the United Nations**

“The fact is, no one thought up the strategy of fulfilling the Great Commission by reaching the college campus. Campus ministry is the result of the observation that God has chosen to use the university and college students as His primary vehicle

in accelerating the evangelism of the world. To be involved in campus ministry is to be involved in God's primary missions strategy." **The Powerful Percent**

"Almost all great revivals and missionary movements started on the college campus. Also negative revolution movements have found their birth at the university. Movements such as Nazism, Marxism and Communism. Every revolution good or bad had a great influence on students who were hungry for change and willing to lay down their lives for a cause." **Jason Ma**

"Never in history have so many college students been more ready to receive Christ as Savior and follow him as Lord. They are waiting to be challenged and led in the greatest revolution in history – the fulfillment of the Great Commission in this generation. If you win the university today, we will win the world tomorrow!" **Bill Bright founder of Campus Crusade for Christ**

"One fourth of the world's college students are in North America, and they represent the most reachable, recruitable,

trainable, and sendable category of persons on the planet. You see college students are different. They will go where others won't. They will believe it can be done when others doubt. They are waiting for someone like you to love them, serve them, look deep into their eyes and say "Would you join me in reaching the entire world for Jesus Christ?" **Steve Shadrach**

"You have to have a leadership pipeline developing and that usually happens through campus work. You have to have really dynamic college ministry... You have to have a campus leadership pipeline other wise the church planting doesn't continue." **Tim Keller in an interview on essentials for movement in a city.**

REFLECT

WHAT WOULD BE THE IMPACT IF YOUR MINISTRY CONSISTENTLY MULTIPLIED DISCIPLES AND MINISTRIES? WHAT STEPS DO YOU NEED TO TAKE NOW TO MAKE THIS VISION A REALITY?

HOW WILL YOU INCLUDE THE VISION OF MULTIPLICATION INTO THE DNA OF YOUR MINISTRY?

WHAT WOULD IT TAKE FOR YOUR MINISTRY TO MULTIPLY BY PLANTING ANOTHER MINISTRY?



11

RELAX

Let me encourage you to relax and trust God as you launch your ministry. There will be set backs, there will be discouragement, there will be awkward moments when no one shows up to your events. The enemy will be constantly at work to distract and discourage you. Remember that in Christ you have nothing to lose and nothing to prove. “Therefore, since we have such a hope, we are very bold,” 2 Corinthians 3:12. Your ministry is not your identity. Relax and trust God to multiply disciples through your life even if you are not seeing massive results right away. Multiplication takes time. Keep plodding on and trust God to use you. “Therefore, my dear brothers, stand firm. Let nothing move you. Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain.” 1 Corinthians 15:58

To be honest, this was a constant struggle for me to relax and trust God. Looking back now most of my anxiety was rooted in pride. I was often motivated by a prideful desire to be “successful.”

Two questions I need to ask myself about success are...

“Why am I motivated to be successful?”

“Am I motivated by pride or am I motivated by love for God and others?”

As a campus minister I have seen pride show its ugly head in the form of competitive attitudes, insecurity, envying others who are succeeding, and being overly concerned by how “successful” our ministry looks. 1 Peter 5:5 reminds me that “God opposes the proud but gives grace to the humble.” This verse scares me because I desire God’s grace on my life and ministry.

I am an identical twin and I have two younger twin brothers. Growing up we competed over everything. We competed in sports, grades and even who could get the attention from certain girls. My freshman year after a conference my twin brother and I began evangelistic dorm Bible studies, which consisted of us basically bribing everyone to come with free pizza. We started seeing 15-20 guys coming and several getting saved. We had a “successful” dorm ministry. Before long it was easy for me to translate my competitiveness from the sports world into the ministry world. We just had a new way of keeping score.

I remember mentally keeping stats about.

Who was leading the most people to Jesus?
Who had the most people at their Bible study?
Who is making the most impact on campus?

My motives have often been mixed as God is developing a sincere love for himself and the lost in my heart. I have been aware of this temptation for years now and my progress in this area has been slow. It is such a temptation to take credit for the work God is doing in student’s lives and grab a little glory for myself. I am reminded of Isaiah 42:8 “I am the LORD; that is my name! I will not give my glory to another.” God will not share his glory with you or me. God hates pride.

(Proverbs 8:13) God mocks proud mockers. (Proverbs 3:34) Pride goes before destruction (Proverbs 16:18) and a man's pride brings him low. (Proverbs 29:23) These verses and others motivate me to repent of my pride and seek pure motives when serving Jesus. I love the one liner "Be careful that you don't get too big for your britches or you will be exposed in the end." Our competition is not with other ministries on campus. Our competition is with the powers of darkness. (Eph 6:12)

I believe that God often limits his blessing in our lives because of pride. You may have heard about John Maxwell's concept called "The Leadership Cap." Basically it teaches that some leaders have a greater capacity for leadership than others. Every leader can grow in leadership so they can lead more people and increase their "leadership cap." I believe there is also a "Humility Cap." I believe God blesses our lives in direct proportion to how much we are forsaking pride and choosing humility. A verse that helps put my gifts in perspective is 1 Corinthians 4:7 "For who makes you different from anyone else? What do you have that you did not receive? And if you did receive it, why do you boast as though you did not?" God is the one who has gifted me and I can't take credit for what he is doing through my life.

God does promise to "bear much fruit" from your life if you abide in Christ. (John 15) This may not look like hundreds of students at your large group meeting but it will mean students' lives being changed for eternity. When defining the measure of our success let's build our ministries on the eternal. Read this passage prayerfully and spend a minute asking God to give you his vision and perspective on "success" in your ministry.

“What, after all, is Apollos? And what is Paul? Only servants, through whom you came to believe—as the Lord has assigned to each his task. I planted the seed, Apollos watered it, but God made it grow. So neither he who plants nor he who waters is anything, but only God, who makes things grow. The man who plants and the man who waters have one purpose, and each will be rewarded according to his own labor. For we are God’s fellow workers; you are God’s field, God’s building. By the grace God has given me, I laid a foundation as an expert builder, and someone else is building on it. But each one should be careful how he builds. For no one can lay any foundation other than the one already laid, which is Jesus Christ. If any man builds on this foundation using gold, silver, costly stones, wood, hay or straw, his work will be shown for what it is, because the Day will bring it to light. It will be revealed with fire, and the fire will test the quality of each man’s work. If what he has built survives, he will receive his reward. If it is burned up, he will suffer loss; he himself will be saved, but only as one escaping through the flames.” **1 Corinthians 3:5-15**

I hope these tips have been helpful as you get started in this life changing and world changing adventure of starting a new college ministry. This resource is a work in progress so I would love your feedback! What should we add? How can we make it better? Please contact me at Paul@ChallengeCSUC.com with your feedback or any questions that you may have about starting a college ministry. I would love to serve you however I can! Looking forward to connecting.

REFLECT

WHAT ARE YOU MOST TEMPTED TO WORRY ABOUT AS YOU START UP THIS MINISTRY? HOW WILL YOU TRUST GOD WITH THAT AREA?

IN WHAT WAYS HAS YOUR PRIDE SHOWN ITSELF AS YOU PLANT THIS MINISTRY? HOW WILL YOU PURSUE HUMILITY IN THAT AREA?

WHAT IS YOUR DEFINITION OF SUCCESS IN COLLEGE MINISTRY? HOW DOES THAT COMPARE WITH GOD'S DEFINITION?

ABOUT THE AUTHOR



Paul Worcester is the director of Challenge at Chico State in California. Paul's passion is to equip people to effectively share Christ and multiply disciples to the ends of the earth. He has a beautiful wife Christy and son Owen. You can connect with Paul on email Paul@ChallengeCSUC.com, [Twitter](#) or [Facebook](#) and check out his upcoming collaborative blog and resources site [Engage The Mission](#).

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TOP BOOKS

- 1| [*The Fuel and The Flame*](#) by **Steve Shadrach** – This is the first book I would suggest you read on starting a new ministry. It is a great step by step guide. You can also get more campus ministry tools by Steve here www.Campusministrytoolbox.com
- 2| [*CrupressGreen.com*](#) – Campus Crusade has 60+ years of campus ministry wisdom that they share for free as PDF articles. I would highly recommend reading every article in the “Growing Movements” section.
- 3| [*Reaching The Campus Tribes*](#) by **Benson Hines** – This free ebook gives great perspective on college ministry as a field. Benson shares wisdom from his nation-wide campus road trips [exploring college ministry](#).
- 4| [*College Ministry in a Post Christian Culture*](#) by **Stephen Lutz** – This is a great book that applies missional strategy to the college campus. It is full of out of the box ideas about what it takes to reach the campus.
- 5| [*Church Planting Movements*](#) by **David Garrison** and [*T4T*](#) by **Steve Smith** – These books will stretch your vision and encourage you to “start small but think big” in your desire to reach and disciple students. I don’t necessarily agree with everything in these books but there is so much to learn from these amazing movements.
- 6| [*The Master Plan of Evangelism*](#) by **Robert Coleman** – This classic book on discipleship is a must read to challenge you to adapt a vision for making disciples like Jesus.
- 7| [*Purpose Driven Church*](#) by **Rick Warren** – The story and principles behind Saddleback church. Although this book is for Church planters it is a classic resource with wisdom for anyone starting a ministry.
- 8| [*Radical*](#) by **David Platt** – This is a great book to motivate you to surrender everything to Jesus. It is also a great tool to call students to radical discipleship of following Jesus.
- 9| [*Chapter Planting Manual*](#) by **Intervarsity** – This free ebook is a step by step manual Intervarsity uses to train people to plant new ministries. They also have a number of other articles and case studies on their website.
- 10| [*Plant Like Jesus*](#) - Many of the same issues and challenges come up when starting a college ministry as a church plant. Reading church planting books will help you think more strategically. For Church planting resources check out my dad John Worcester’s site www.Churchplanting.net You can email him at Johnw@Churchplanting.net and he will be glad to suggest a few resources.

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HELPFUL LINKS

campusministrytoolbox.com

faithoncampus.com

engagethemission.com

reachingcampus.com

movements.net

collegeministry.com

collegeministrythoughts.com

collegechurchplanter.com

arlissdickerson.com

timcasteel.com

mattmccomas.com

davidworcester.com

intervarsity.org/evangelism

exponential.org

thebasicsite.org

brianbarela.com

churchplanting.com

churchplanters.com

discipleshiplibrary.com

mobilization.org

vergenetwork.org

bcmlife.net

radical.net

threadsmedia.com

btylerellis.com

campusministrycollective.com

reachingthenextgeneration.com

APPENDIX 2

CORE TEAM EXPECTATIONS

Who? A team of student leaders who will be the seeds of a movement impacting thousands of students on this campus and people all around the world. The core team is a great opportunity to grow closer to Jesus and get training in becoming a multiplying disciple.

“I tell you the truth, unless a kernel of wheat is planted in the soil and dies, it remains alone. But its death will produce many new kernels—a plentiful harvest of new lives.” John 12:24 What is the significance of this verse? What will we need to sacrifice in order to see a movement on this campus?

“Still other seed fell on good soil. It came up, grew and produced a crop, multiplying thirty, sixty, or even a hundred times.” Mark 4:8 What does it mean to be good soil? What will it take to multiply your life?

CORE TEAM EXPECTATIONS

1. Attend Challenge every week.

2. Attend your local church.

3. Serve at Challenge in some way or help lead a Life Group.

Some possible ways to serve are set up, greeting, band, power point, walking freshman from the dorms to challenge, bringing new people, refreshments, event planning, music, tabling and outreach during the week etc.

4. Live by the Heart Attitudes.

- Put the needs and interests of others above your own. Philippians 2:3-4

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- Live an honest open life before others. Ephesians 4:25
- Give and receive Scriptural correction. Hebrews 3:13
- Clear up relationships. Matthew 5:23-24
- Participate in the ministry of the church. 1 Peter 4:10
- Follow spiritual leadership within Scriptural limits. Hebrews 13:17

5. Have a desire to learn how to share Jesus as a lifestyle and make disciples.

- Doing outreach on campus.
- Practicing the three habits of everyday evangelism. (Prayer, Care and Share.)
- Sharing Jesus using Gospel Appointments.
- Following up and discipling those you lead to Christ through personal discipleship.
- Inviting others to socials, Challenge and your local Church.

6. Help plan, invite friends and come to socials.

Use the calendar to make sure and free your schedule in advance whenever possible. If you can't make a social tell a staff member ahead of time.

7. Attend a weekly core team training, planning & prayer meeting.

We will meet every week on Wed at 8pm-10pm to share stories, get practical training on how to grow, witness, and disciple, pray together and to help plan Challenge events.

8. Attend and help recruit for retreats and conferences.

- Semester Vision Nights and Major Fall and Spring Outreaches.

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- Fall Retreat (September 16th-17th)
- Hume Lake Spring Break Discipleship Conference (March 17th-24th)
- Pray about using your Summer at Project Impact or Overseas on a Challenge Mission Trip.

9. Live a lifestyle of integrity that reflects well of Christian Challenge.

(Areas to consider are sexual purity, drinking, work ethic, cheating, abiding by laws etc.)

THE BENEFITS OF BEING ON THE CORE TEAM

1. INTENTIONAL TRAINING BY THE STAFF.

2. LORD WILLING YOU WILL BE USED TO LEAD PEOPLE TO CHRIST AND

DISCIPLE THEM. ONE OF GREATEST JOYS ON EARTH. (3 JOHN 1:4)

3. YOU WILL RECEIVE SPECIAL OPPORTUNITIES TO GROW INTO WHO GOD

WANTS YOU TO BE THROUGH SPECIAL TRAINING FROM OTHER LEADERS,

BOOKS AND RESOURCES.

4. YOU WILL GAIN VALUABLE EXPERIENCE IN LEADERSHIP. (NOT TO

MENTION THAT IT WILL LOOK GOOD ON A RESUME.)

5. REWARDS IN HEAVEN. (MATT 6:19-20, MARK 10:29-30)

6. YOU WILL BE MAKING A HUGE IMPACT ON THIS CAMPUS AND

THE WORLD.

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HOW TO SHARE JESUS USING GOSPEL APPOINTMENTS

Benefits of Using Gospel Appointments

- 1. They are simple to set up.**
- 2. They are an ideal setting to get to know someone.** You can build trust and show them you sincerely care. (I can't tell you how many times we have been thanked for taking the time to have a personal meeting with students. They are honored that someone would take interest in them.)
- 3. They are perfect for you to discover their story and share your story.**
- 4. They minimize distractions** that often come when sharing Jesus in other settings.
- 5. They emphasize the importance of what you are talking about.**
- 6. There is plenty of time** to share a full gospel presentation or illustration.
- 7. They are great for setting up follow up meetings.** We simply ask "Would you like to do this again next week?" / "Does this same time work for you?"
- 8. If they do not accept Jesus right away this is an ideal setting for initiating a relational evangelism friendship.** (We have seen several students who were not ready to accept Jesus at our first meeting but over time through building friendships and intentional conversations they eventually received Christ!)
- 9. Anyone can be trained to do this!** They don't need to be an extrovert or gifted in evangelism.
- 10. They are effective!** There is something about sharing the gospel clearly with people in a one-on-one setting that God uses. We have been using these for a little over 2 1/2 years now and we have seen over 100 students pray to receive Christ!

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How Do I Set up a Gospel Appointment?

If you are at a spiritually neutral setting such as a party or on campus:

- 1. Start a conversation** with a non-Christian or someone you are not 100% sure where they are at spiritually and talk about any topic you want. Use **F.I.R.E.** Find Common Ground, **I**nterests, **R**elationships, **E**xperience with spiritual things.
- 2. Take advantage of any opportunity to identify with Christ.** This can be something like “Yeah I am involved in this campus group called Challenge.” Or “We just got back from a fun trip that helped my relationship with God.” Don’t worry about the exact word just say something! Something is better than nothing!
- 3. Ask them a quick spiritual question** like “Do you have any interest in spiritual things?” or “did you grow up going to Church or anything like that?” or something that gets them talking about themselves.
- 4. Try and set up a meeting.** No matter what they answer you can follow it up with something like “That’s interesting. Hey I have been learning some pretty helpful things about having a relationship with God. Maybe we could get together sometime for lunch or coffee and talk more about this?” After you say this be quiet and wait for them to respond. If they say yes, try and just set it up right then and figure out a time to meet right away. If they can’t think of a time off the top of their head just say “Ok I will call or text you sometime later and we can set it up.”
- 5. Go back to a casual conversation and just hangout with them.** Maybe something like “so what are your plans for this weekend?”

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If you are at your ministries large group meeting, small groups or social events.

- 1. Start a conversation** about any topic.
- 2. No need to transition. Simply jump in and try and set up a meeting.** Say “Hey it would be great to get lunch or coffee sometime and we could get to know each other and I can tell you a more about what our group is about?”

I Have an Appointment! Now What?

- 1. Pray like crazy!** Fast or set aside some time to pray for your friend. Recruit people from your group to pray for you before and during your meeting. I have a text message prayer team of 50+ people that I ask to pray for me before a meeting. Pray! Pray! Pray!
- 2. Make sure to confirm the meeting** time and location that day through a phone call or text message. I like texts better because they are more casual.
- 3. Bring your Gospel lesson** or whatever you need to share the good news with them. Bring a pen, paper, Bible or booklet. It might be good to also bring an extra Bible you can give them just in case they don’t have one.
- 4. Start by talking casually and building a relationship with the person** but jump in pretty quick talking about deeper things such as family and upbringing. Then walk through the three story outline below.

Their Story: Ask them to share their story about their experience with spiritual things as soon as possible. Just say something like “So what’s your background when it comes to spiritual things?” Most people have something to share.

Your Story: Share your testimony briefly. Try and do a one-minute version.

God’s Story: Introduce the Bible lesson or illustration. We say “Something

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that the ministry I am a part of does is these Bible lessons that teach the basics about having a relationship with God. Do you mind if I show you one?" or "I have this illustration that explains the big story of God..."

5. Pull out the Gospel lesson and just read it with them. Make sure to sit close enough that both of you can comfortably see it. You don't need to add a lot to it. Simply take them through the lesson or illustration.

6. Make the Invitation clear. When you get to the prayer at the bottom of the sheet hand them the paper and say "Why don't you read this prayer? Don't pray it yet. Just read it and see if it shows the desire of your heart." Wait and give them time to read it and think about it. Then ask "Would you like to pray this and commit your life to Christ right now?"

7. If they say no respectfully ask what is keeping them from making this commitment? Don't be pushy or try and force a decision! Simply cultivate a relationship. Then ask if they would like to do an investigative study through the Gospel of John.

8. If they say yes to Christ show your excitement and lead them to pray to God out loud by reading off the prayer. Tell them to feel free to make it their own because it is not magic words but the attitude of their heart. I usually open in pray thanking God for our time and then ask them to pray to God out loud.

9. Celebrate and set up a follow up meeting! Tell them that this is the most important decision of their lives! Then say "This was fun! There are some other things like this that we could look at if you want to start meeting. Does this same time next week work for you?" Make sure you have a time to meet again before you leave! Thank and Praise God for what He is doing!

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