



CAMPUS
MINISTRY
TODAY

HOW TO DO A 30-SECOND SURVEY

created by
Paul
Worcester

How to do a 30-Second Survey

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30 Second Surveys have been our primary tool for getting interested contacts on campus! They provide a simple and reproducible way to talk to hundreds and even thousands of students on campus to discover those that may be interested in your group. It is a perfect tool to use the first weeks of fall semester, or anytime that you want to generate more contacts. Remember “it’s all about the contacts”<http://campusministry.org/article/contact-management> It accomplishes the same purpose as doing an information table except you are taking the table to them!

This fall we had a team of about 20 people swarm the campus in groups of two talking with as many students as possible. After two weeks of doing these surveys we ended up getting 2,000 students who checked the “I am interested in hearing more about Christian Challenge” box! Since then we have been trying to connect with many of them. It’s mid-September and we have already set up over 130 gospel appointments with 47 students indicating decisions to follow Jesus! Most of these new believers started out as contact from a 30 second survey. This tool is a great way to sift through campus to discover people that God is already working in. The harvest is plentiful!

Feel free to adapt this tool and use it how you would like. I would love to hear how this tool has been helpful or if you have any questions. You can email me at Paul@ChallengeCSUC.com

- Pray
- Go out in groups of two or three.
- Make sure you have enough surveys, a clipboard, pens and ministry fliers.
- Have fun and smile! You are representing your ministry and more importantly you are representing Jesus whenever you do outreach on campus.
- Approach every student you possibly can and say, “We are part of a club on campus called _____ and we are trying to do this “30-second survey” with every student on campus. Would you be willing to help us out?”
- You could also mention that when they fill out the survey, they get entered into a free raffle for an iPad.
- Simply hand them the pen, paper, and clip board and ask them to fill it out.

- If they ask you any questions, be ready to tell them about your ministry. Say something like “We are a student group on campus that has tons of fun events, an awesome large group meeting, Bible studies, and fun trips. Tonight we are... (tell them about our next fun event.)”
- Encourage them to check the box on the bottom of the survey. Say “If you check the little box at the bottom, we can give you more info.”
- Invite them to the next fun event or meeting while they are at the table. Say something like “We are going to be doing _____ at _____ on _____. You should come hangout with us.”
- Make sure to encourage them to check the box. Say something like, “If you check the box at the bottom we can send you a text and invite you to it.”
- Give them the fliers and say, “Here is a flier that tells about our upcoming fun events and here is our latest series.”
- Be relational and carry on a conversation when appropriate, but don’t feel like you need to chat with everyone. Don’t force anything if people don’t want to talk.
- Be ready for some resistance from people. Remember, all you are doing is being inviting and seeing if people are interested. The goal of these surveys is to find people who are open to getting involved and hearing the gospel.
- Try to get as many surveys done as possible, but make sure you are being relaxed and relational. Don’t rush away too quickly. God may open up some doors for deeper conversation with some people. Be ready to set up a gospel appointment when possible.

30-Second Survey

Which of these is the most important for you to experience during college? (Circle one)

Success Friendships Fun Fulfillment Love

On a scale from 1-10 how important is the spiritual area of your life? (Circle one)

1 2 3 4 5 6 7 8 9 10

I am interested in hearing more about _____

Name:

Email:

Phone:

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