



CAMPUS MINISTRY INTERNATIONAL

STRATEGY GUIDE

7 PRACTICAL STEPS

TO STARTING STRONG IN
CAMPUS MINISTRY



INTRODUCTION

Most may not realize it, but campus ministry has a precedent established in the Bible. Long before there were school mascots, degree plans, and bad cafeteria food, students were gathering in places of higher education to learn and discuss differing philosophies of the times. In Acts 19, we read of one such institution called *“the school of one Tyrannus.”* History reveals that this *“school”* was a lecture hall of some kind. In the first century, it would have been used to host the typical classes but at night it may have been reserved for other purposes. It is here, on this campus, that we find the apostle Paul disputing (teaching, discussing, conversing) daily with students who were eager to learn about the Gospel. Because of Paul’s efforts to teach and train students on that campus who had come from all over the continent, *“all they which dwelt in Asia heard the word of the Lord Jesus, both Jews and Greeks”* (Acts 19:10).

Today, the potential of campus ministry remains the same. It has been said that *“the world comes to us through our college campuses.”* Understanding this, we must realize that as college students we have been given an opportunity to reach our classmates during pivotal seasons of their lives.

This strategy guide is designed to be an interactive resource. As such, it is suggested that you grab a pen and take the time to fill in the relevant information throughout the booklet. By following the seven practical steps included within, you should have everything you need to begin the process of starting a long-term, effective, thriving ministry on your campus.

If you have not done so already, please make sure that you take the time to share your burden with your pastor and receive his approval before moving forward.

STEP 1: KNOW YOUR CAMPUS

It is important that you develop a foundational knowledge of your campus. Each university system is different and brings different challenges, and this knowledge will help you to form the right strategy for your campus. To aid in strategy development, take a moment to write out the following demographic and campus information.

DEMOGRAPHICS

Total Student Population: [REDACTED]

Undergraduate Students: [REDACTED]

Graduate Students: [REDACTED]

International Students: [REDACTED]

How many countries are represented: [REDACTED]

Which countries have the largest presence: [REDACTED]

[REDACTED]

Percentage of commuters: [REDACTED]

Dorm Dwellers: [REDACTED]

CAMPUS INFORMATION

Community College, Four-year College,
University, Trade or Tech School? [REDACTED]

Where do students live? [REDACTED]

Where do students hang out? [REDACTED]

What time(s) are the most students free? [REDACTED]

Where is the Student Organizations office? [REDACTED]

Website/Phone number: [REDACTED]

How do I reserve a meeting space?
[REDACTED]

STEP 2: CHOOSE YOUR APPROACH

IT IS THE JOB OF EVERY CAMPUS LEADER TO DETERMINE WHAT STRATEGIES WORK BEST WITHIN THE CULTURE OF HIS OR HER INDIVIDUAL CAMPUS.

From the start, it is imperative for you to understand that there is not a “right way” to do campus ministry. Just as we see many different evangelism strategies employed in the Book of Acts, it takes different strategies to reach the many campuses in North America. There are two broad approaches to campus ministry that you should consider.

UNSTRUCTURED APPROACH

This may also be called the “*personal evangelism*” approach because it emphasizes that, for certain ministries, it is not necessary to become an officially recognized on-campus organization. Following this approach, the interested person need only begin meeting students on the campus and engaging them in discussions about the Bible. The hope is that you are able to **set up personal or group Bible studies as you engage in outreach.**

ADVANTAGES OF THE UNSTRUCTURED APPROACH

- 🔑 You do not have to seek university recognition.
- 🔑 No special training is needed.
- 🔑 No budget is required.

THIS APPROACH IS GREAT FOR:

- 🔑 Students who may be the only apostolic on their campus.
- 🔑 Campuses that are averse to Christian organizations.
- 🔑 Those who are not a student and do not have student connections, but desire to evangelize the campus.

TIPS FOR USING THE UNSTRUCTURED APPROACH

- 🔑 Spend time in populated places.
- 🔑 Volunteer to serve on campus.
- 🔑 Get involved in clubs.
- 🔑 Meet for Bible studies in public places on campus.

STRUCTURED APPROACH

The Structured Approach involves working within the governmental structure of the campus to become an **officially recognized campus organization**. Following this approach typically requires the following: *a minimum number of students who petition for the club, the submission of a constitution and bylaws, a leadership structure that mirrors other on-campus organizations, and a faculty advisor*. Using the Structured Approach, the CMI chapter must abide by campus rules to maintain its status.

ADVANTAGES OF THE STRUCTURED APPROACH

- 🏠 The use of on-campus facilities.
- 🏠 Ability to advertise on campus.
- 🏠 The potential for university funding.
- 🏠 Credibility when promoting.

THIS APPROACH IS GREAT FOR:

- 🏠 Campuses that have many apostolic students.
- 🏠 Groups wanting to maximize ministry opportunities.
- 🏠 Those who desire to take advantage of university resources. (Facilities, funding, etc.)

STEPS TO BECOMING AN OFFICIALLY RECOGNIZED CLUB ON CAMPUS:

- Visit the *Student Government Association (SGA)* website/office for application information.
- Visit **campusnow.org** to download a sample constitution and by-laws.
- Begin filling out the application and recording the required number of student signatures.
- Begin looking for a faculty advisor who is willing to sponsor your club.
- Hold an election or appoint members to serve in required positions.
- Submit all the necessary paperwork and wait for university approval.

Regardless of which approach you choose to take, make sure you register your chapter with CMI at **campusnow.org**.

“YOU MAY HAVE TO WAIT FOR THE OFFICIAL APPROVAL OF YOUR STATUS, BUT YOUR CMI CHAPTER DOES NOT HAVE TO WAIT TO START EVANGELIZING YOUR CAMPUS!”

The approach that works best for my campus is:

STEP 3: BUILD YOUR TEAM AND BEGIN BRAINSTORMING

“TEAMWORK MAKES THE DREAM WORK” IS DEFINITELY TRUE IN CAMPUS MINISTRY. IF IT IS POSSIBLE, GATHER AS MANY STUDENTS AS YOU CAN TO HELP FULFILL THE VISION GOD HAS GIVEN YOU FOR YOUR CAMPUS.

TIPS FOR BUILDING YOUR TEAM:

Survey the talents of your team. This can easily be done by asking each member to share their strengths. **Fill positions that are required by the university either by election or appointment.**

DESIGN SPECIFIC POSITIONS BASED ON THE DIVERSE STRENGTHS OF TEAM MEMBERS. POTENTIAL AREAS OF LEADERSHIP COULD INCLUDE:

BIBLE STUDIES
MUSIC

OUTREACH
FOLLOW-UP

MARKETING/SOCIAL MEDIA
FOOD

Be sure to clearly communicate expectations and provide written job descriptions. Hold team members accountable.

BRAINSTORM

Once you have developed your team, it is time to brainstorm! It is suggested that you that you hold a brainstorming session before each semester to discuss and create future plans.

Suggested topics for team brainstorming are:

- 📍 Best time/place to hold weekly meetings
- 📍 Speakers/lessons for each week
- 📍 Marketing/advertising opportunities on campus
- 📍 Outreach methods on campus
- 📍 Big events to host on campus
- 📍 Fundraising ideas

The people that I want to join my team are:

STEP 4: CHOOSE METHOD(S) OF ADVERTISING

Advertising is an essential ingredient of campus ministry, regardless of the chosen approach. **Without effective marketing students will not be aware that your CMI chapter exists.** Each campus provides different opportunities, but some common strategies to consider are:

SOCIAL MEDIA

Facebook, Twitter, Instagram, etc.

A quick online search will yield little to no cost website options.

WEBSITE

FLYERS/ BUSINESS CARDS

Promotional items such as these, when designed well, can make a great first impression.

Some campus publications offer free advertising for recognized campus organizations.

STUDENT NEWSPAPER

BULLETIN BOARDS

Most campuses have bulletin boards where flyers, posters, and business cards can be posted.

This is a great opportunity to make a large number of contacts in a short amount of time.

STUDENT ACTIVITY FAIR

FRESHMAN ORIENTATION

This is a great way to connect with students before they have moved on campus.

These stations may read announcements for student activities at little to no cost.

UNIVERSITY TV/ RADIO STATIONS

CHALKING

Write event details in chalk around campus! This is a surprisingly effective method of advertising.

This will always be the strongest form of advertising.

WORD OF MOUTH

OTHER PROMOTIONAL MATERIALS

Balloons, yard signs, T-shirts, pens, pencils, magnets, mugs, bumper stickers, notebooks, etc.

The advertising methods that may work best on my campus are:

STEP 5: ENGAGE IN PRAYER AND EVANGELISM ON CAMPUS

Prayer is the act of preparing the atmosphere of the campus for the reception of the Gospel. Evangelism is the act of spreading the Gospel by engaging people with the truth of God's Word. As campus ministers, we must be intentional in our efforts of both prayer and evangelism.

TIPS FOR ON-CAMPUS PRAYER

- 🕊 Schedule prayer meetings and strategic prayer walks.
- 🕊 Pray against demonic influences that are present (2 Corinthians 4:3-6).
- 🕊 Pray for wisdom, strength, and favor to fulfill the will of God (Matthew 6:10).
- 🕊 Ask God to lead the members of your team to hungry students (Acts 16:6-10).
- 🕊 Pray that God sends laborers into the harvest of your campus (Matthew 9:35-38).

TIPS FOR PERSONAL EVANGELISM

- 🕊 Build relationships in the classroom.
- 🕊 Spend time together (Eat, study, hangout, etc.).
- 🕊 Share your testimony with classmates.
- 🕊 Look for opportunities to pray with people.
- 🕊 Make conversations & find common ground.



“EVANGELISM IS THE ACT OF SPREADING THE GOSPEL BY ENGAGING PEOPLE WITH THE TRUTH OF GOD’S WORD.”

TIPS FOR GROUP EVANGELISM

- 🕊 Schedule time(s) each week for group evangelism like a class period that can't be missed.
- 🕊 Evangelize in creative ways (tabling, outdoor concerts, give away free food or drinks, etc.).
- 🕊 Remember: Making Bible study contacts is the goal, not just inviting people to your meetings.

My plan for on-campus prayer and evangelism is:

STEP 6: DECIDE WHAT YOUR WEEKLY MEETINGS WILL LOOK LIKE

There are many ways to conduct on-campus meetings. Here are a few basic meeting types that most campus organizations use:

PERSONAL BIBLE STUDIES

One-on-one or group meetings centered around the study of God's Word.

WORSHIP SERVICES

On-campus service complete with worship, the Word & a time for response at the end.

DIRECTED DISCUSSIONS

The group leader deliberately probes students for feedback on a given subject.

ASSIGNED SHORT TALKS

Several students are chosen ahead of time and given 5-10 minutes to speak.

TESTIMONIALS

The leader goes around the room and gives each person a chance to express his or her faith within a specific time frame.

LECTURES

The lecturer could be the chapter leader or a guest. You may even consider skyping someone in to change things up!

SOCIAL EVENTS

Game nights, parties, and other fun events can be used to build relationships with people on campus.



DON'T BE AFRAID TO MIX IT UP!

The types of weekly meetings I want to hold are:



STEP 7: FOLLOW-UP WITH GUESTS

The importance of following-up with those who attend your chapter's events cannot be overstated. New converts are rarely won on their first visit. Some suggested methods of follow-up are:

IMMEDIATE FOLLOW-UP	Get the contact info of visiting students and send a card, email, or text message thanking them for visiting. Invite them to come again.
TEACH A BIBLE STUDY	Each visitor should be invited to attend a personal Bible study.
DISCIPLESHIP	Become a spiritual mentor to new students.
INVITE GUESTS TO CHURCH	If guests do not have a home church, invite them to a church service.
MEET SPECIFIC NEEDS	In conversations or by guest cards, determine if students have any practical needs that your group can meet.
CALL OR TEXT	Call students a day or two before chapter events. The REMIND app is a great tool for this.
GET A MEAL	This is a great opportunity to make connections with new students. Rule of thumb: Never eat a meal by yourself.
NEED A LIFT?	Find out if students have access to transportation. If not, offer a ride to functions and offer assistance in emergencies.
SOCIAL MEDIA	Start a Facebook group for your CMI chapter and send invites and updates to guests.

The follow-up methods I plan to use are:

CAMPUS MINISTRY INTERNATIONAL TRAINING SERIES



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CAMPUS MINISTRY
INTERNATIONAL

START LEARNING ABOUT CAMPUS MINISTRY
TODAY AT MINISTRYCENTRAL.COM

LEARN FROM » EXPERIENCED CAMPUS MINISTERS

1	WHY CMI?	9	KEYS TO EVANGELISTIC TEACHING
2	ORGANIZATION AND STRUCTURE	10	INTRODUCTION TO APOSTOLIC APOLOGETICS
3	VISION CASTING FOR YOUR CAMPUS MINISTRY	11	PRAYING FOR PEOPLE ON CAMPUS
4	PROMOTING YOUR MINISTRY	12	A WEEK IN THE LIFE OF A CMI'ER
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8	INTENTIONAL BIBLE STUDIES	16	TRANSITION

RESOURCES AVAILABLE ON CAMPUSNOW.ORG

VARIOUS SETS OF CURRICULA FOR
ON-CAMPUS EVANGELISM & DISCIPLESHIP.

DOCTRINAL TOUCHPOINT CARDS WHICH
PROVIDE QUICK OUTLINES ON KEY
TEACHING TOPICS.

CHAPTER HELPS: LOGOS, SAMPLE
CONSTITUTIONS, VISITOR CARDS, ETC.

TOUGH QUESTIONS EBOOKS OUTLINING
RESPONSES TO HARD QUESTIONS YOU
MAY HEAR ON CAMPUS.

INFORMATION ABOUT AWAKENING, THE
ANNUAL CMI CONFERENCE.

CMI SOCIAL MEDIA ACCOUNTS

FACEBOOK INSTAGRAM TWITTER

**REACH YOUR CAMPUS,
REACH YOUR WORLD.**

CAMPUSNOW.ORG 



UPCI
YOUTH MINISTRIES