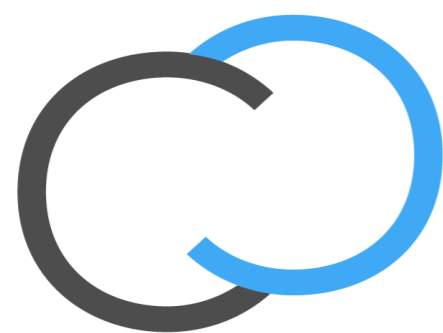




CAMPUS RENEWAL
CATALYZING UNITED MOVEMENTS FOR CHRIST



Campus
Ministry Link

no more freshman lost

Summer 2016 Launch for Leading US Churches

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Campus Renewal is partnering with National College and High School Ministries, Denominations, and Leading Churches to provide a freely available web-based ministry to prepare and connect high school students to college ministries early.

This is proven to reverse the 70% faith drop out rate and will greatly increase evangelism among college freshmen.

Learn more about Campus Renewal at www.CampusRenewal.org and visit the College Prep page on that site.



No More Freshmen Lost



Major impact starting Fall 2016

- **Enabling churches to reverse** the national crises where **70-80% of students walk away from their faith in college.** A proven solution is at hand which will begin to reverse this for 10's of thousands starting this summer.
- **This will double** the freshmen Christian presence in colleges, and create dynamic freshmen movements, which will eventually explode world-changing college grads into society and the nations as they fulfill their God-given destinies. (Non-believers are especially open the first weeks on campus)
- **Preparing** high school students in advance to impact new university campuses (Starting in their HS junior year while selecting colleges)
- **Energizing Church Youth Groups** with tangible experiences of leading peers to faith – as they visit college ministries early.

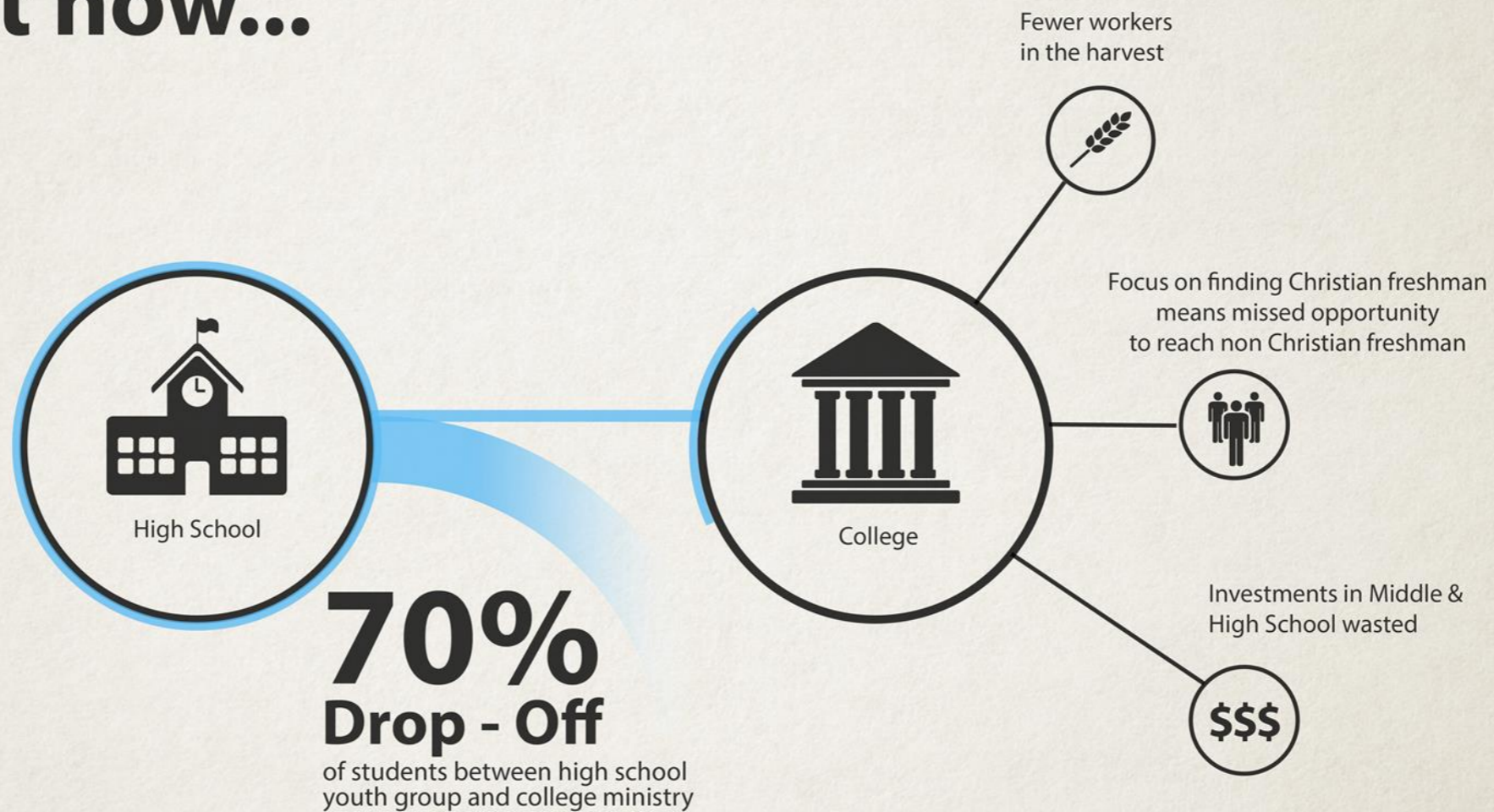


A large part of the solution is enabled by two proven phenomena:

- 1. Connecting in Advance:** When Christian freshmen are in fellowship with a strong group of believers from the very first days of freshmen orientation, they nearly always survive and thrive.
- 2. The first weeks** on campus is easiest situation ever to impact non-believers with the gospel, when they are for the first time in their lives not connected to peer groups. We call this the **Sweet-Spot**. See this [InterVarsity article](#) from one of our team members.

These principals will be discussed further

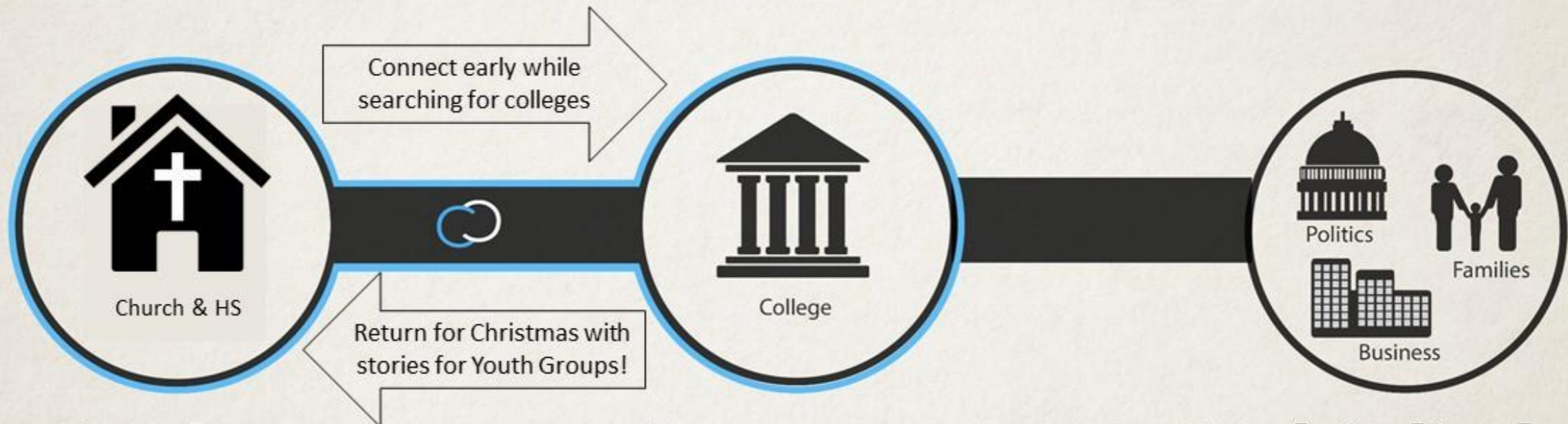
Right now...



- **Most leaders recognize** the fact that approximately 70-80% of all Christian youth fall away from their faith when they leave for college, much of this during the very first semester.
- **Only about 30% of these return** to the church by age 30, and this is after they have children and made most of life's major decisions such as selecting a life's direction, spouse, and career.
- **Church youth groups graduate over 500,000 seniors per year**, yet very few churches have prepared their youth adequately to connect with a faith community in college, **and** impact the campus.

The good news is that God has given us a proven simple solution!

What if... we could change it?



Students directly connected

to college ministries from H.S. Youth Groups

Since non-believing Freshmen are most open to the gospel during the first weeks, Christians working with campus ministries accelerate this and bring back stories of personal growth at Christmas.

4+ years in vital Christian community

- More freshman and sophomores in leadership
- More students growing and gaining experience in making disciples

Multiplied effect in the marketplace

- Families, businesses and more, benefit with more disciple-making individuals leading in influential areas



Campus Ministry Link will allow parents and students to find colleges with good campus ministries in their junior year college search, then make relational connections before they leave home, so freshmen know leaders, students, events, and have a plan **before** setting foot on campus!

Connecting in advance is effective and has been proven in multiple churches and schools



Black Rock Church in Fairfield CT used to experience the typical 70% loss upon graduation. *“Last year I had all of my high school students participate in the college transition video material. All were greatly challenged to be spiritually ready for college. Most were blown away by the idea that their first 72 hours at college were the most important in staying strong in their faith. As they have started college, they say that much of what they learned from the videos was true about their first days at college. Many of them were able to find Christian roommates and were already plugged into campus ministries through this. The result? All of our graduates continued in their faith and connected to ministries!”* - Jeremy Taylor, HS Director, Black Rock Community Church, CT

It's time to make this the national norm for HS juniors and seniors!

Chelsea had seen many of her older friends fall away from their faith in college. She did some research and learned that this happens to 7 out of 10 students, and she was determined to not let it happen to her. Through a website, Chelsea was able to find the Navigators at the University of Nebraska and was able to meet the leaders and other students involved in the ministry over the summer. They also helped her find a Christian roommate. Her first night on campus, four girls in her dorm invited Chelsea and her roommate to a party. Chelsea convinced them all to go to a Navigators hangout instead. Today, a couple of years later, all six are still a part of the Navigators and are strongly walking with Christ!

A Navigators study showed that the first 72 hours on campus has life-long implications!

Sparking Church Youth Groups to Life



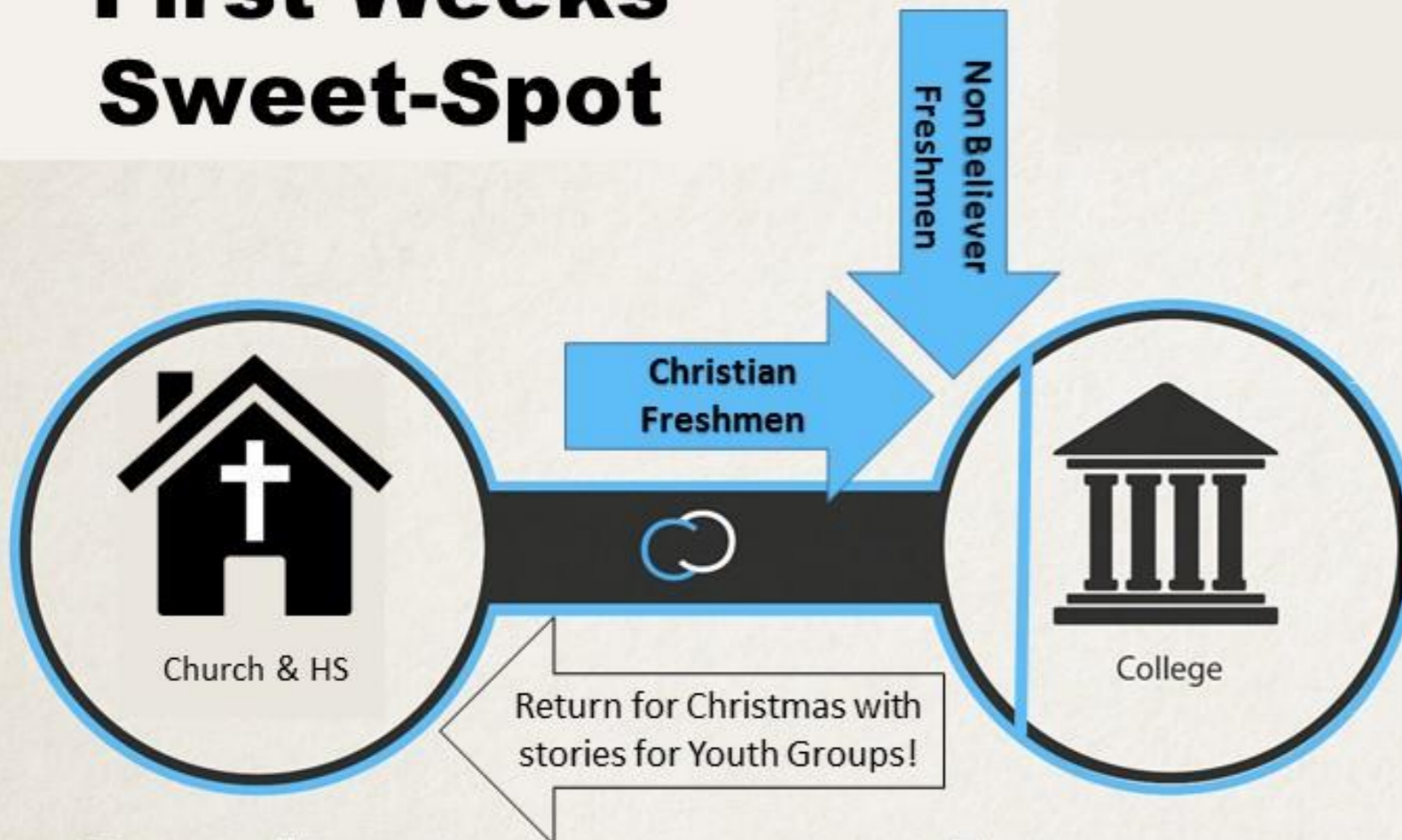
A number of years ago, an InterVarsity group at Geneseo college in New York State was blessed to see a student be radically transformed when he met Christ during the first weeks on campus. The Christian freshmen were so impacted by this, that working with this student, they helped 26 other students come to Christ in the same dorm that semester! They returned for Christmas to energize their youth group with stories of meeting great friends, exciting spiritual growth, and leading other to faith.

Focusing on the Freshmen Sweet-Spot will make this normal!

Churches can bring high school students on college campuses to ignite the realization that they can see the same in their high schools.

THE CRITICAL IMPORTANCE OF SUMMER/FALL 2016

First Weeks Sweet-Spot



Students directly connected

to college ministries from H.S. Youth Groups

New Vision for Youth Groups: Organize a College show-case in your youth group over break where returning freshmen share stories of growth, great friends, and leading others to Christ. Bring HS students to visit local college ministries to get a taste

4+ years in vital Christian community

- More freshman and sophomores in leadership
- More students growing and gaining experience in making disciples

THE GREAT INTERSECTION

The first weeks on campus is the “Sweet Spot” of evangelism like no other time in a young person’s life. This will ignite campus awakenings and churches.

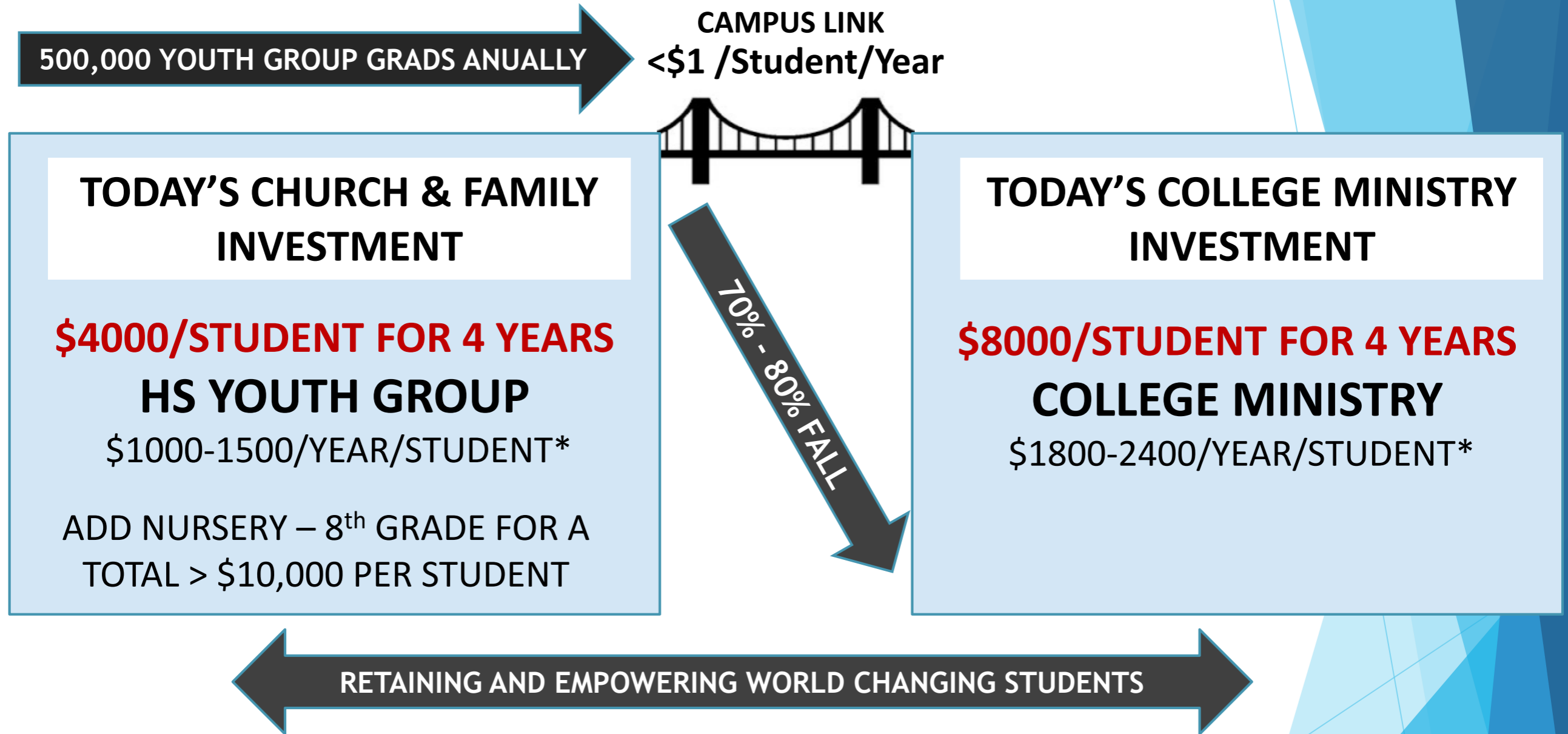
- It is the only time in a non-believer’s life when they are not connected to peer groups. They are the most open in their lives, ready to re-invent themselves and are eager for friends. Very low hanging fruit.
- This intersection is the easiest time believers will ever have in their lives for sharing Christ, as they team with upper classmen and invite new dorm friends to barbeques, Frisbee, Bible studies and Large Groups.
- **Second-generation Christians** (church kids) have rarely experienced leading their un-churched friends to Christ seeing them go from darkness to light like First Generation Christians have. This experience is necessary to be really alive in Christ.



Major Denominations and college ministries are ready to help roll out Campus Link this Summer

- **Our summer 2016 launch** aims to connect as many students as possible, and generate testimonies that will fuel the movement over the following 12 months. **Influential churches will receive special focus this summer to demonstrate the full effect.**
- **Together we will strategically leverage the Fall 2016 “Sweet Spot” when students arrive.** This Fall is the first impact zone. Specific actions now will leverage this.

Investment of time and financial resources – a relative scale



Campus Link is like the final spike that joined the transcontinental railway. Installing the spike was a small expense and effort, but when connected the entire system operates fully!

• Youth Ministry Architects \$1000-1500/student [see link](#). Recommend using \$1000/student/year

* InterVarsity has the best published data. 2013 US expenses of \$93.004K / 40,219 students + \$2312/year

Summer 2016 Launch for Leading US Churches

During July, Campus Renewal is setting up key churches in the US to benefit from connecting students to campus ministries before incoming freshmen land on campus in mid to late August. These “Lead Churches” will become national examples of the benefits of doing so. Four phases for Lead Churches are described below.

August 2016 For all recent high school grads attending secular colleges – connect them with campus ministries in advance via the Campus Link videos and connection database that will soon be available on www.CampusRenewal.org.

Sept – Nov 2016 Have all 10-12th grade students and their parents view the videos on www.CampusRenewal.org, register at no cost on the website, and begin searching for college ministries as part of their college search.

December to mid-January Host a December or January college experience night for parents and students, led by returning first-semester college students. Record video testimonies of students who feel that they have grown in Christ, overcome challenges, and experienced seeing unchurched students come to Christ or into Christian fellowship. Provide feedback via survey instruments.

Ongoing Basis – Use these and other Campus Link free resources to strengthen your church, and advance the health of the youth and college revival nationally. Your church will be among the first to be offered additional free resources to help equip your congregation and your city.

Benefits to your Church and the Kingdom

- **Reversing the 70-80% loss** – Empower students to joyfully and dynamically serve Christ for their lifetime, which will not only transform them, but their colleges, future families, society, and the entire world.
- **Parents impacted.** Because the parents have found the right college with good ministries ahead of time. Mate the right college with the right ministry, is made easier during this key time of selecting colleges. Because parents hearts are no longer broken due to wayward students, homes can be a place of rejoicing as their students succeed spiritually, academically, and become ambassadors for Christ. Fewer students drop out of college with no way to pay back student loans. Contact us about resources we have for parents.
- **Successful evangelism will be seen as normal among peers.** Students will learn and expect to see their peers in college and high school coming to faith. This stimulates robust spiritual development and counters apathy.
- **Awakenings among Freshmen at Colleges** will help transform universities and society. Secondary effects will make awakenings more feasible at local high schools as youth pastors have student role models to work with.
- **Help Lead your City** – Based on your experience, you can help you launch a “No Student Left Behind” movement in your city so that it becomes normal for all students to prepare and connect in advance. This also applies if you have National, Regional, or State influence.

Discussion about becoming a Campus Link Lead Church

We would like to share with you more about this vision, and what it means to become a Lead Church for the Summer 2016 implementation of Campus Link.

Please let us know, if we can set up an initial phone call to discuss this.

No more freshmen lost.

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