

Executive Summary

Campus Link - Implementing College Transition

- **Helping Churches Reverse the 70-80% faith drop-out during high school to college transition**
- **Preparing high school students in advance to impact university campuses**
- **Invigorating Youth Groups with tangible ways of youth leading youth to Christ**
- **Doubling the freshmen Christian presence in colleges, to triple world-changing college grads**
- **Enabling campus ministries to better reach the lost and to plant chapters on underserved campuses.**

Introduction – Most leaders today 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. According to Lifeway, only about 30% of these return to the church by age 30, and this is after they have made most of life's major decisions such as selecting a spouse and career. Starting college is a time in their lives when they most need God's help to be an effective witness and to select friends, lifestyle, career and often meet their future spouse. Parents and pastors are heartbroken after seeing 17 years of love and investment going down the drain. 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: It's been proven in individual churches and Christian schools that when high school students are prepared and connected to college ministries before leaving home, that they almost always thrive, and often return for Christmas to energize their youth groups with stories of personal growth and seeing their peers come to Christ. Campus Link is a web-based tool that helps students and parents find campus ministries at any college and establish communication with the ministry leaders and staff. Videos provide motivation and guidance.

Summer 2016 Roll Out: National college ministry leaders and major denominations are ready to roll out the Campus Link solution to their members once the website is completed during the summer of 2016. In addition to national availability, regions have been selected for special attention during the Summer and Fall of 2016 to achieve a critical mass for impact and for examples to further fuel the national movement in 2017. College ministries will receive a major boost as Christian freshmen reach non-believing freshmen to spawn campus awakenings. Funding requirements are at the end of this document. The below examples illustrate points which will be discussed.

A Church Example: Black Rock Congregational Church in Fairfield CT used to experience the typical 70% loss upon graduation. They then had all their students engage with video material about college transition. "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. The result? All of our graduates continued in their faith and connected to ministries!" - Jeremy Taylor, HS Director, Black Rock Community Church, CT

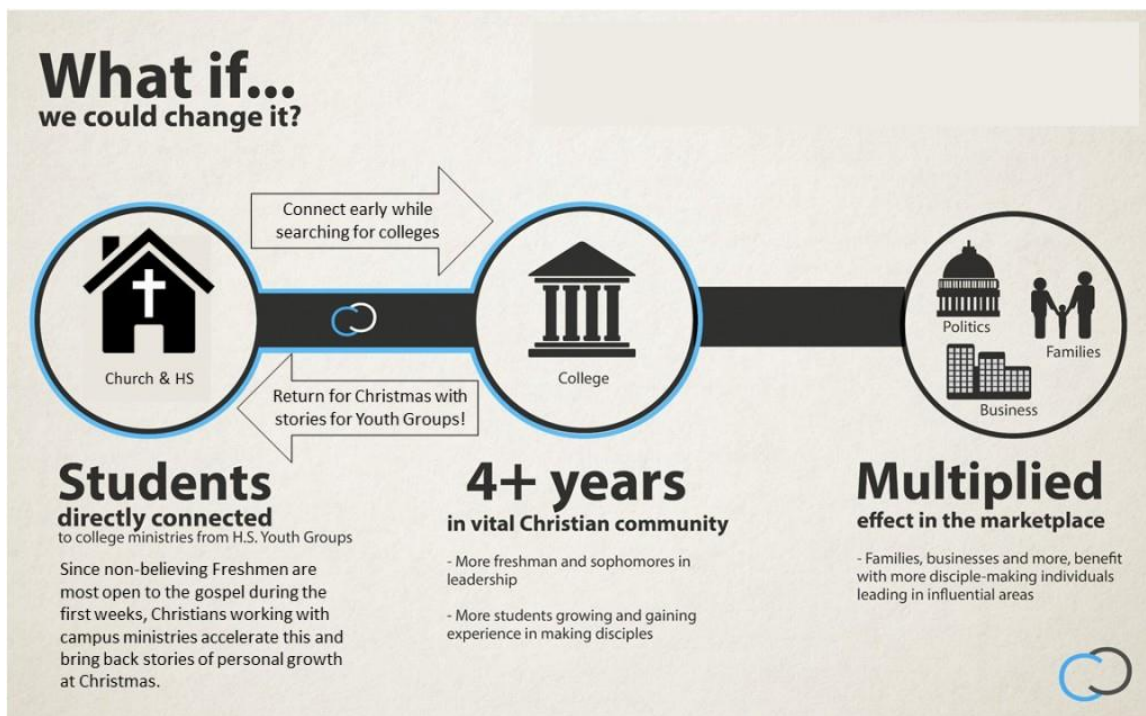
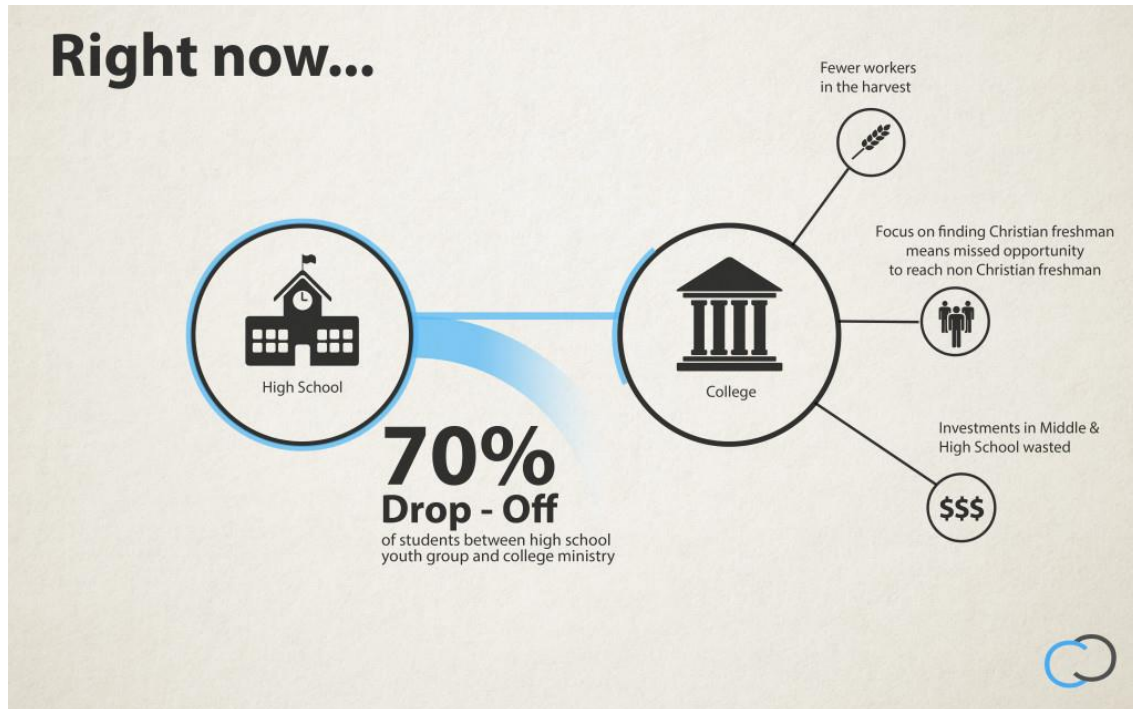
A Preparation Example: Chelsea had seen many of her older friends fall away from their faith in college. She did some research and learned that this happens to 7 out of 10 students, and she was determined to not let it happen to her. Through a website, Chelsea was able to find the Navigators at the University 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 College Ministry Example: A number of years ago, an InterVarsity group at Geneseo college in New York State was fortunate 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 saw 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.

7 to 8 of every 10 of our youth currently fall away in College

17 years of investment are wasted and parents become demoralized.



Campus Link - A Prospectus

College Transition and Empowering Christian Youth Groups

The overall goal for Campus Link is to make it normal in America for students to select colleges with strong campus ministries and to be relationally connected to them before arriving on campus. Students will be prepared to work with campus teams from freshmen orientation on, and have a working knowledge of Christian worldview and foundational apologetics. The vision will be set for strong spiritual growth in undergrad and a view to impact the 7-mountains of culture in the workplace. Maximum use of existing ministries and resources will be used to optimize the process for all.

The Situation – 4 current problems

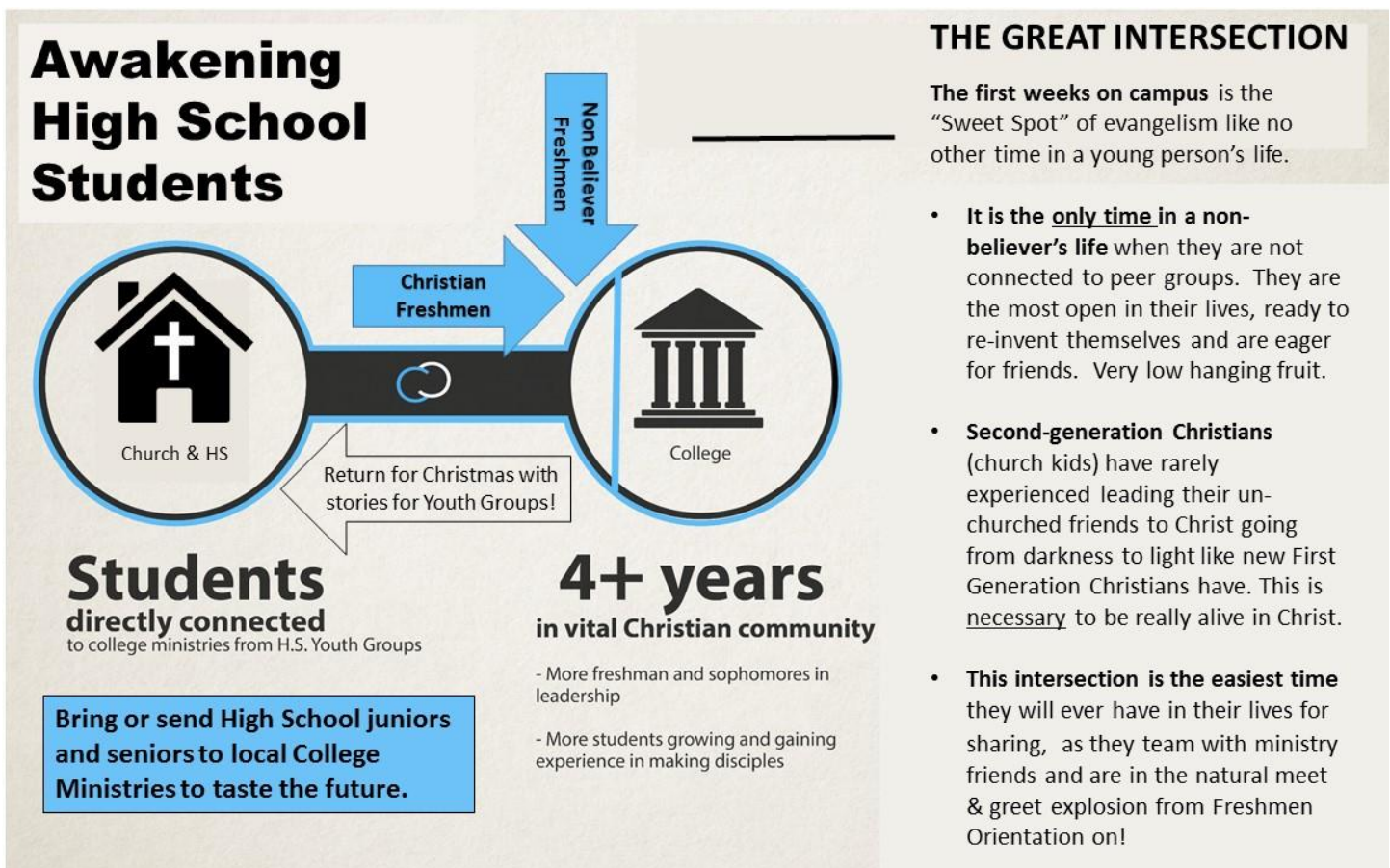
1. **Approximately 70%-80% of youth group students** walk away from their faith in college, during the most important decision making years of their lives regarding purpose, career, spouse, and values. By age 30, around a third of these return, but have already made these life impacting decisions.
2. **High school students are often bored**, having not unchurched students coming to faith, and thus their Christian experience seems “theoretical” rather than real. They are daunted by the idea of leading others to faith, and lack opportunities to experience this. As a result, they are not prepared to face college with anything other than a defensive mindset to keep their faith. A purely defensive outlook stunts spiritual growth, often leads to drifting away, and short circuits God’s plan to share His love and expand His Kingdom.
3. **Incoming college freshmen are not prepared** for the awakening potential during the [first month on campus](#) when non-believers are for the only time in their lives, not connected to peer groups. We call this the Sweet-Spot, or the Great Intersection. This is a time when non-believers are open to anything, and actively looking for new friends. When incoming Christian freshmen are connected to campus ministries while selecting colleges and know the event schedules and new Christian friends, they can invite their fellow dorm students to events, (with some help from upper classmen) and see their peers come to faith. The result is that they return for Christmas to energize their youth groups with stories of growth and leading others to Christ.
4. **High school and college students** often do not have the confidence and mindset to influence their campus and the Seven Mountains of society when they graduate. We are at a critical juncture to help seed change into universities which will be molding the minds of young people for either truth or deception.

The solution

A website to prepare and connect high school students to campus ministries is under development with target release in the early summer of 2016 pending funding completion. Due to Campus Renewal’s long standing relationship with the top campus ministries and major denominations, informal agreements have already been reached to bring national public awareness to this site. The goal is to help as many 2016 incoming be connected.

Solutions to the aforementioned four problems have been tested and will soon be ready for a national roll-out. The main elements of the solution correlated to the above are as follows:

1. **Transition** - Prepare and connect every high school junior and senior to campus ministries before they leave home via a website in conjunction with all major campus ministries with a website that makes this simple.
2. **High School Prep** - Through this site, preparation videos and material will be included for students and their parents. Parents are key to the process since students believe they are “bullet proof”. We will encourage juniors and seniors to visit campus ministries at colleges in their cities and go alongside them in outreach activities. Training material will be included for worldview, evangelism, apologetics, and a view of 7-mountain engagement with society as they select majors and careers.
3. **First weeks on campus** – Students will know each of the campus ministries, dates of events, and the other Christians in their dorms so it’s easy to invite their fellow freshmen to events, during the “meet & greet frenzy” of the initial weeks.



Factors to consider

A Navigators study showed that the first 72 hours on campus typically determines the peer group a believer will join. Therefore connecting with campus ministries before landing on campus is critical. Fortunately the answer to the four above issues has already been demonstrated and is ready to be implemented nationally and regionally. It has been shown in churches and schools over the past several years that when a church ensures that students select colleges with good campus ministries, and the students make a personal connection before leaving home, that the typical 70% drop-off nearly disappears. It’s important to know the ministries, and learn the meeting times and events before they leave home. This way when students are in their Freshmen Orientation registration and lunch lines, and meeting and greeting is peaking, it’s easy to invite their new dorm friends to a ministry barbeque, ultimate Frisbee, large group, or Bible study. [See example.](#)

The first weeks on campus is a time like no other – A Navigators study showed that the first 72 hours of a student on campus have the most effect on which peer group they will bond to, setting the stage that will lead them towards blessing, or a path away from Christ during the time of life when they determine their direction, values, and often their spouse. There is no other time in life that has such an impact on a person's destiny, whether believers or non-believers. All campus ministries know that the first month on campus is the critical time to meet incoming Christians and reach out to non-believers. This is expanded on below. Having incoming freshmen already connected with campus ministries, know the events and having a game plan for the first days is critical. When freshmen have a world-changing mindset, and are empowered to invite their new dorm friends to campus ministry events during the first weeks, they have an incredible growth spurt as they see their peers come to faith.

The Good News: The answer has been proven in individual churches who have measured the typical 70-80% faith drop-out, and saw this nearly eliminated as soon as students were prepared and meaningfully connected to Christian campus ministries. We believe this can become normal in America soon, starting with this year. If the college transition success rate doubles, and the Christian presence on campuses doubles as incoming freshmen are equipped to reach other freshmen, as they are fruitful, it is likely that we will see double or triple the number of Christian college graduates into society and into the nations. We know that a main limitation for word harvest is that "The harvest is plentiful but the workers are few". This increase in college-educated and Kingdom-minded Christian workers will impact the 7 mountains of society and strengthen every church and ministry in the nation, as well as increasing the number of financial supporters for every work.

Moving from head-knowledge to experience. It is essential for students to engage with an active student-led community and experience discipleship while seeing church and unchurched peers impacted by the gospel. It is best if this kind of student activated community begins in high school, which will be discussed later. The most readily available time for students to experience this is as new freshmen in college. The first weeks on campus is the lowest hanging fruit for evangelism a Christian may ever experience, especially as helped by upper classmen and easy invitations to events. Success during this time period not only adds to the campus movement but empowers the new freshmen to grow in their faith.

Campus Link Operation

Campus Link is a web based tool created to provide a usable and efficient connection point for student to their college campus ministries as well as a service to local and national campus ministries.

For Students: Most parents and students believe that students will find the ministries once the student arrives. The data does not bear that out. A Navigators study showed that the first 72 hours are critical, and that connecting in advance, is essential. Most of the 70% drop off of engagement is not intentional or planned, but circumstantial. 80% of students plan to continue the faith but are blind-sided by the realities of the campus environment. The videos on Campus Link will show these realities and strongly motivate parents and students to select colleges with good campus ministries during their junior and senior years. As they survey each college through the website, they contact college staff. The site will provide a list of each Christian ministry that serves that campus, a description of that ministry and a contact link. Once the student identifies the ministries that are of interest, they can click the contact link to message the appropriate person at those ministries. The ministries will then get an email from Campus Renewal notifying them of the inquiry and enable them to respond. The initial communication will be done through the site. Once both the campus minister and the incoming student have each other's contact information they will continue communication through that ministry's or church's normal follow-up process. Through this process the student will be able to have a spiritual community connection before they arrive on campus. The student will know meeting times and upcoming activities at their selected ministry to get plugged in right when they get on campus. The ministries will be able to greet the student and connect them with other students right when they get to campus.

Church attendance while in college. Most campus ministries recognize that good spiritual development includes attendance at a local church. As a result, they usually have car pools that go to the main local churches. They recognize

that it is difficult for most freshmen to search churches on their own and find transportation. Over time, campus link will provide the contact information for local churches around colleges.

Parents and Youth Leaders: What parents and youth leaders need is a good tool to help them as they launch their students into college. Campus Link meets those needs. The site will enable students, parents and youth leaders to quickly and easily search for any college campus in the country and see what Christian ministries are on that campus.. One of the powerful features of Campus Link is that this process can be initiated by parents or youth leaders in addition to the students. Parents and youth leaders can facilitate getting the student and ministry contact plugged in on campus.

Helping Campus Ministries. Currently, there is no holistic look at our campuses, either locally and nationally. Campus ministries have to spend too much time and effort finding the Christians and getting them re-engaged. This diverts their attention from reaching the unreached. These ministries often end up inadvertently competing for believers instead of mobilizing believers. With limited resources and time, the local ministries are not able to easily step back and see the big picture or look at their campus as a whole. Likewise, national ministries efforts are stretched, and they do not have the ability to easily see the national Christian representation at all our campuses to use for planting new locations

The campus ministries will then be able to very quickly connect with incoming students and introduce them to other students involved with their ministry (an immediate community). This will allow the campus ministries to be more effective and intentional in fostering relationships, mentoring, and mobilizing the students in being Christ's hands and feet on campus.

For the national ministries, we will be able to consolidate information on student body population, Christian participation, and ministries already serving specific campuses. This can be used to help identify the campuses most in need of planting/expanding ministries. This is how we will work together to cover all campuses with the light of Christ.

Accountability: With Campus Link, we will also be able to confirm that inquiries are followed-up and that no students are left waiting. Pre and post surveys will be conducted with the students as well as the ministries to keep track of how many students are being linked to churches and ministries, how students have enjoyed the process, and how ministries have increased as a result of Campus Link. Churches will provide surveys regarding the retention of high school graduates to the faith.

Phase 1 Summer 2016 Optimizing the 2016 Sweet-Spot

Each Fall approximately 500,000 Christian youth group students will start college along with approximately 1.7 million unchurched students. We know that the future outcomes for each is largely impacted during the first 72 hours, and over the first weeks. It is our goal to get as many as possible connected during the summer of 2016, and to leverage these results to rapidly accelerate the national program. We will:

- **Complete the connection website** and videos
- **Produce the videos** to motivate and direct students, parents and pastors how to engage.
- **Coordinate with the ministries** and download the national campus ministry locations and contact information for each ministry at each college. The major ministries have already agreed to this.
- **Coordinate with Denominations.** A number of the largest denominations have expressed interest in propagating the website and opportunity for parents and churches. This will generate initial national awareness over the summer which will grow in the coming year.
- **Focus on designated geographical regions for concentrated impact.** Since the majority of students attend college in their own state, it is easier to get the message to campus ministries, and city-wide church groups like NNYM as well as state para church high school groups such as Young Life, Youth for Christ, Youth with a Mission, and Fellowship of Christian Athletes. Certain cities are being targeted for summer roll-out due to active multi-church youth networks and the presence of one or more local universities.

- **Document the effects during the August/September “sweet-spot”** and record testimonies to further promote nationally in 2016-2017. Establish an upload location on CampusRenewal.org for videos and written testimonies.

Phase 2 Oct – Dec 2016 Campus Experience and Christmas Homecoming

- **Work with campus ministries to integrate freshmen** into all fellowship, discipleship, and outreach activities
- **Prepare students and their home churches for a “College Experience Showcase”** to share with youth groups and Christian schools what they learned and experienced. Establish an upload location on CampusRenewal.org for videos and written testimonies.

Phase 3 Jan – Aug 2017 Full National Implementation

- **Add additional major college ministries** and download location/contact information.
- **Begin to add smaller ministries and churches** into the database.
- **High School Training materials** – Campus Renewal content plus resources and connections from the best high school ministries available, organized on website. Coordinate with training ministries like Summit to find trained student leaders who will enter as freshmen, to be strategically in place at their new universities.
- **National reach** through denominations, youth pastor networking groups like NNYM, Young Life, Youth for Christ, Youth with a Mission, and FCA. Radio and video content to be used by all.

Ongoing each year - Improve, add, and grow

- **Continue** Phase 3 activities, and grow and improve each year.

Financial Requirements

\$1,000,000 is needed to making this happen quickly and provide adequate time to develop an ongoing support base. To put that in perspective, this is an annual investment of 0.008% of the \$2.6 Billion current annual spend on students that will more than double the Body of Christ on our campuses and reduce the High School ministry investment loss by \$1.2 Billion per year. The funds will provide for advertising, course development, technical systems, and general salary and office related expenses. Within five years we expect the ongoing expenses to be supported by the broader Body of Christ as they see the benefit and effectiveness of what God will do through this.

A number of major denominations and national campus ministries are ready to notify and engage their constituencies this summer as soon as the website is active. **Note: \$50,000 has been raised so far and more is needed for July and August to complete the website and data downloads from campus ministries.** This will allow us to engage the 2016 Fall campus "sweet-spot" impact thousands of students, and document testimonies of results to further fuel the movement.

CRM LINK FIVE-YEAR BUDGET					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Implementation Donations	\$ 1,000,000				
Donations		\$ 20,000	\$ 55,000	\$ 105,000	\$ 175,000
Site Advertising		\$ 10,000	\$ 20,000	\$ 40,000	\$ 60,000
Total Revenue	\$ 1,000,000	\$ 30,000	\$ 75,000	\$ 145,000	\$ 235,000
Expenses					
Advertising	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Course Development Costs (incl. Travel)	\$ 45,000	\$ 45,000	\$ 45,000	\$ -	\$ -
Software Implentation & Ongoing	\$ 30,175	\$ 20,400	\$ 20,400	\$ 20,400	\$ 20,400
G&A	\$ 208,500	\$ 214,200	\$ 220,100	\$ 179,700	\$ 164,100
Total Expenses	\$ 333,675	\$ 329,600	\$ 335,500	\$ 250,100	\$ 234,500
Increase (Decrease in Net Assets)	\$ 666,325	\$ (299,600)	\$ (260,500)	\$ (105,100)	\$ 500

In Summary

Luke 10:2 "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field"

It will now be possible to make it normal for all parents and students to ensure that juniors select colleges with good campus ministries, and that all seniors already know the Christian ministry staff and churches at the colleges they will attend and they will already be fully connected. As a result, they will be fruitful in the first weeks on campus and return to energize their youth groups with testimonies of seeing many of their peers come to faith. Suddenly what seemed impossible to youth becomes realistic! The youth groups will respond, and in time, out-reach ministry in public high schools such as FCA, Young Life, and Youth Alive will increase as student to student high school evangelism increases, based on vision imparted from returning college students.

Spiritual health will increase as second and third generation believers, experience their unchurched peers coming to faith, just as first generation believers have. If successful transition goes from the present 30% to just 60%, this will double the number of believers on campus. Mini revivals among freshmen during the first months will result in more fruit during this sweet-spot of openness, producing many more laborers during each year of college. This has the potential of tripling Christian college graduates into society, as well as transforming the culture of colleges. The 7-Mountains training we will incorporate into high school and college preparation will produce believers ready to engage the world and grow the Kingdom.

As the number of Christian college graduates increases, every church and Christian ministry in the nation will benefit.

- **Churches will grow** in numbers and health
- **College grads entering the workforce** may triple the number of tithing families and donors for ministries to expand the Kingdom and harvest, in line with impacting the 7 mountains of influence
- **College ministries** will grow and have an increased impact on the culture of universities. College admission recruiters will see the advantage of having strong ministries on campus.
- **Church youth groups** will experience the benefit of more student involvement and youth led ministry.
- **High school ministries** will increase the presence of God in our school systems as we encourage churches to adopt schools and start ministry clubs and YL, FCA, YFC clubs etcetera.

Youth have always been the key, and it's time to prevent the 17 year investment we have made in our teens from going to waste and bringing remorse to families for years. It's time to empower this wave of students to carry the awakening in America. This process has been proven effective in individual churches, schools, and college ministries. The means are in our hands to scale this nationally, starting with a jump-start with upcoming cohort of students entering college this Fall. Please contact us to learn more about this project, or to assist with funding sources or to connect with other leaders for their wisdom, input, and influence regarding this movement.

For more information

Contact:

Jeremy Story
President – Campus Renewal
512-331-5991
jeremy@CampusRenewal.org