



Brought to you by Campus Renewal

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Our Vision And How You Can Partner with Us

Executive Summary

National surveys show that 70% of students in our church youth groups today will leave the church during college. Campus Ministry Link seeks to ensure no student is lost and as a result, hundreds of thousands more Christians will be sent out as college graduates to spread the Gospel in all areas of the marketplace and culture. To reach this goal, a historic coalition of major college ministries, youth ministries, and churches have joined together to reverse the 70% faith drop-out by connecting students to churches and college ministries before they arrive at college. Campus Ministry Link will also empower them to reach their classmates from the first day they arrive on campus. We must move from losing laborers to launching laborers.

Jesus said in Luke 10:2 that, "The harvest is plentiful but the laborers are few." We raise our children in church with hopes of them becoming world changing laborers for Christ, yet, unfortunately, we are losing massive amounts of 'laborers' when the majority walk away from the church during their years in college. This can change.

We are at a pivotal moment. Campus Ministry Link is now live and campus ministers across America are ready to work together. All the previous fundraising, relational and technical work has brought us to this place. This Spring all high school seniors will make their final college choice. Campus Ministers are less available over the summer so, March and April is the time for high school seniors to connect with them.

We must build a sustainable foundation right now for Campus Ministry Link by **hiring key staff** and **beginning massive promotional efforts** to engage this year's college freshmen across

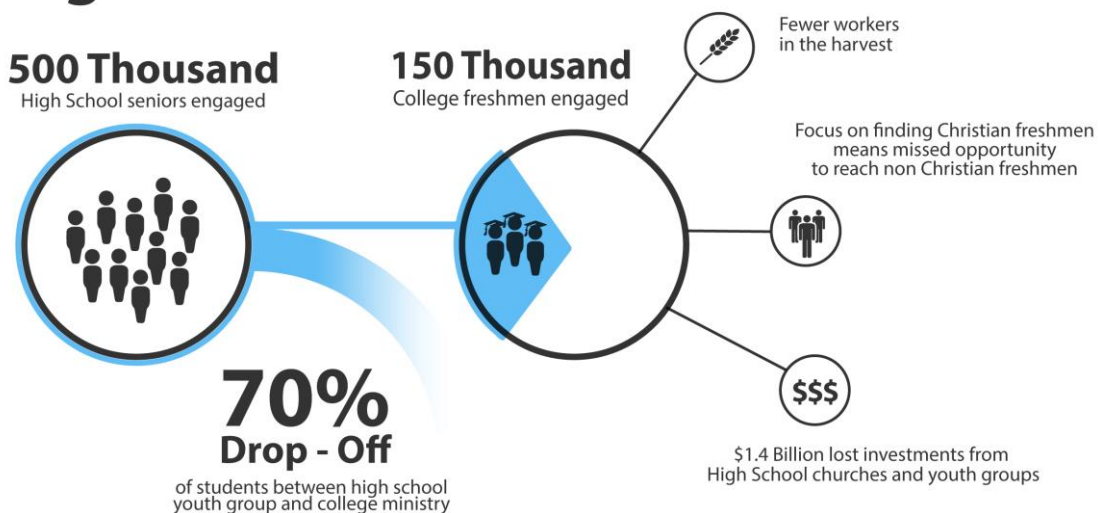
the country. These endeavors will only be made possible through financial partnerships with churches and individuals like you. The timing is critical.

The Problem

Of the 500,000 Christian high school graduates per year, approximately 70% get disconnected from Christian community and then from their faith completely when they attend college. The most crucial moment in this cycle is their first semester. This loss has drastically reduced the Christian impact on the campus, the nation, and the world. What this means from a financial perspective is an estimated \$1.4 billion loss of the Church's prior investment in youth ministry every year.

Until now, the church has not had a simple tool to intentionally motivate, prepare, and connect students with a college faith community. Besides the individual spiritual loss that occurs, an enormous evangelistic opportunity is missed every year as non-believing students from all over the world attend American universities, more open to the Gospel than any other time in their lives. What if we flipped this around by mobilizing 70% more students to reach out to other students rather than losing them entirely?

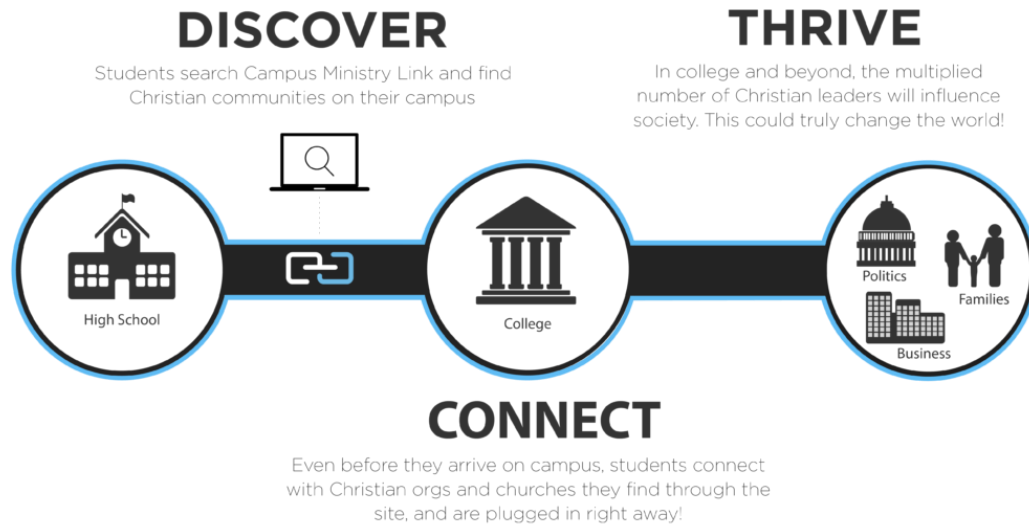
Right now...



The Solution

When students relationally connect to churches and campus ministries *before* they leave for college, they are much more likely to continue practicing their faith. Studies show that 59% of individuals who remain active in church from their teen years into their twenties had a close friendship with an adult inside the church. This shows how crucial relationships and connections are to young people.

Campus Ministry Link is an online tool that connects high school graduates to churches and college ministries before they arrive on campus. It allows students to search for the college they plan to attend, see a list of ministries and churches available on that campus, and connect with the leaders of those churches and ministries. The Campus Ministry Link system and team tracks every engagement to ensure a response so that no students get left behind.



Campus Renewal has been partnering college ministries in prayer and mission for over twenty years. This strategically positions us to lead this project through our contacts and long-standing relationships. We have brought together all major college ministries as well as some youth ministries and denominations to ensure the success of this project.

We are encouraging campus ministers to not only answer informational questions about their ministries, but to form relationships with students who use Campus Ministry Link through phone calls, online video calls, and in-person meetings during orientation and campus visits. There is greater accountability in that we are able to confirm that inquiries are followed-up and ensure students receive a response. We also plan on developing training and equipping resources on college transition, in collaboration with our partners, that will be posted on the site.



Goals of Campus Ministry Link

1. Campus Ministry Link seeks to ensure no student is lost and as a result to send out hundreds of thousands more college graduates to spread the Gospel in all areas of the marketplace and culture.
2. Provide a national grid of which campuses are unreached or least reached to national ministries that gives a holistic view of college ministry across the country and helps them know where to plant new chapters and focus outreach efforts.

Conclusion

Dr. Charles Malik once said, “Change the university, and you can change the world.” We invite you to join us in changing our nation’s universities, thus changing our culture and society as a whole by partnering with us in prayer and financial support.

We believe that your partnership will result in:

- Church youth groups and high school ministries** being better enabled and equipped to prepare students for college and reaching their peers
- College ministries** growing and having an increased impact on universities
- College grads** maintaining their faith and entering the workforce as world changers
- The Church** growing in number and health as more college graduates stay strong in their faith and involvement. Multiplied graduates will also bring expertise and finances into the body of Christ.

We Need Your Help and Partnership!

Campus Ministry Link will empower spiritual renewal in America. You can be a part of it. Please consider making a gift to cover a part of the costs of accomplishing this matchless opportunity (*please see Addendum for current need*).

You can provide needed immediate support today via our [Donate Page](#). Every amount will greatly multiply our efforts especially between now and when students land on campus and the opportunity for impact is the highest. We also can receive donations in the form of stock. To get the word out to students nationwide in the Spring and mobilize our staff to fully utilize our relational network we need \$250,000.

We would be glad to talk with you and provide more detail on this mission. We can also discuss any specific cities that you have a special interest in or other ways you would like to partner with us. Please contact us if you have any questions.

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

Endorsement

“When Christian college freshmen are alone, their faith rarely survives in today’s college environment. The good news is that when they’re connected in advance to campus ministries, churches, and Christian friends, they not only survive, but thrive and impact their classmates. Campus Ministry Link will help parents, churches, and ministries to turn the tide so this generation can now become the leaders of tomorrow.” — Josh McDowell, Cru / Josh McDowell Ministry

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See Mobilization Funding Addendum Next Page

Campus Ministry Link Funding Addendum

Winter/Spring 2018

Now is a critical time. God has been faithful in providing everything Campus Renewal has needed thus far to build the Campus Ministry Link website and massive ministry and church network. This Spring is when students will make all their decisions on which college they will attend. Since college ministries are often difficult to reach over the summer, the Spring is the time to connect incoming Freshmen before they arrive on campus in the Fall.

However, in order to propel this project into the next phase, and in order to connect every Christian student entering college this year, we are in timely need of funding for **a few new staff** and to **widely advertise** the website over the Spring as current high school seniors make their final college choices.

Mobilization Plan

Channels

There are a variety of channels we are working in partnership with, and are in need of employees to manage these channels.

- **College Ministries** – Working with national and state level directors to provide methods for connecting students. Current partners include Intervarsity, Cru, Navigators, Chi Alpha, RUF, and more.
- **Youth Ministries** – Working with national, regional, and city levels to equip and empower students to join college ministries. Current partners include National Network of Youth Ministries, Youth for Christ, Young Life and more.
- **Denominations** – Working at national, state, and city levels to further educate and provide communication materials to families and churches. Current denomination partners include Assemblies of God, Presbyterian PCA, Anglican, Evangelical Covenant and more.
- **City Saturation Strategies** – Working with specific cities to be national examples of how an entire city can benefit by college preparation and connection. See this link,

Cost

Initially at least \$250,000 is needed for the next six months to launch the next season of the Campus Ministry Link project to take it to a more self-sustaining place. This equates to \$1-2 per student to preserve the tens of thousands of dollars already invested by churches into the lives of students. This is a small cost given all the advantages to the Church and nation of having Campus Ministry Link operational. The most critical portion of this is to cover the Spring advertising and mobilization for incoming freshmen.

Funds will cover the following:

- **More Staff**

- Three more technical and design contracted staff to add a new online evangelism course, a youth minister portal, roommate finder and other key new features to the website.
- Also, staff and interns to help scale and serve the number of churches and ministries participating and students involved.

- **Paid National Advertising**

- Management of free advertising, including radio talk shows, PSAs, etc.
- Paid advertising, including radio, social media campaigns, website ads, etc.

- **Online Training Course to Send Students Into College As Missional Influencers**

- An online course taught by top leaders across America with video and other content that teaches students how to thrive as missional influencers in college.

- **Creating a marketplace link** for every college on the site

- Adding a section to the site where businesses who want Christian leaders can post to any campus in the nation any internships and jobs for Christian seniors and graduates.

Future Self-Sustainment

Campus Ministry Link is currently the only tool of its kind to take on this nation-changing task, and we believe will become the go-to site for all college bound Christian students, along with their parents and churches. We predict that Campus Ministry Link will be self-sustaining within three years. Sources of sustaining income include:

- **Advertisements on the website** - We will not ever charge students, parents or college ministries and churches to use or be posted on the site. We will be seeking out other companies interested in reaching college students to help cover a large portion of the cost of the site.
- **Church & Denomination Mission Budgets** – Churches are one of the main beneficiaries of Campus Ministry Link, especially those who will appear on university pages on the site. We will ask churches, as well as denominations, to supply an annual donation of suggested amounts. Already, donations like these have been made to the project.
- **Broad-based Donations** - The Campus Ministry Link website will include the ability for individuals, families, businesses, and others to make donations. We believe that with the vast reach this site will have, donations in this form will continue to increase.

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